

3.13 AESTHETICS

This section describes the existing visual conditions, meaning the physical features that make up the visible landscape, near the project site and evaluates the potential changes to those conditions that would occur due to project implementation. The effects of the project on the visual environment are generally defined in terms of the project's physical characteristics and potential visibility, the extent to which the project's presence would change the perceived visual character and quality of the environment, and the expected level of sensitivity that the viewing public may have where the project would alter existing views.

No comment letters regarding aesthetics were received in response to the notice of preparation (see Appendix A).

3.13.1 Regulatory Setting

FEDERAL

No federal plans, policies, regulations, or laws related to aesthetics are applicable to the project.

STATE

California Energy Code and Green Building Regulations

The California Energy Code and Green Building Regulations (CALGreen) require that all luminaires¹ must meet the mandated BUG (Backlight/Uplight/Glare) ratings according to their designated lighting zone unless otherwise exempt; lighting for sports and athletic fields is exempt. All outdoor luminaires that emit 6,200 lumens or greater must comply with BUG requirements contained in Section 5.106.8 of the CALGreen Code (Title 24, Part 11).

The BUG ratings assume that the light emitted from the luminaire is providing useful illuminance on the task surfaces rather than scattering the light in areas where the light is not needed or intended, such as toward the sky. The BUG ratings also increase visibility because high amounts of light shining directly into observer's eyes are reduced, thus decreasing glare. Additionally, light pollution into neighbors' properties is reduced. The BUG requirements vary by outdoor lighting zones.

California Scenic Highway Program

California's Scenic Highway Program was created by the California Legislature in 1963 and is managed by the California Department of Transportation (Caltrans). The goal of this program is to preserve and protect scenic highway corridors from changes that would affect the aesthetic value of the land adjacent to highways. A highway may be designated "scenic" depending on how much of the natural landscape travelers can see, the scenic quality of the landscape, and the extent to which development intrudes on travelers' enjoyment of the view. The nearest designated highway is State Route 160, located approximately 23 miles southwest of the project site (Caltrans 2025).

Nighttime Sky - Title 24 Outdoor Lighting Standards

The Nighttime Sky- Title 24 Outdoor Lighting Standards were created in 2005 by the California Energy Commission to regulate energy efficiency of all outdoor lighting for residential and nonresidential development. The standards reduce the adverse effects of outdoor lighting and improve overall quality by providing guidance for lighting characteristics such as maximum power and brightness, shielding, and sensor controls to turn lighting on and off.

¹ A luminaire is a complete lighting unit, comprised of light source (lamp or lamps), together with the parts that distribute the light, position and protect the lamps, and connect the lamps to the power supply.

LOCAL

City of Roseville General Plan

The *City of Roseville 2035 General Plan* (City of Roseville 2020) includes the following relevant policies that pertain to aesthetic resources:

Community Form: General

- ▶ **Policy LU1.1:** Ensure high-quality development in new and existing development areas, as defined through specific plans, the development review process, and the Community Design Guidelines.

Community Design

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

Growth Management - New Growth Areas

- ▶ **Policy LU9.9:** Development proposed on the western edge of the City shall provide a distinctive open space transition to create a physical and visual buffer between the City and County that ensures that the identity and uniqueness of the City and County will be maintained.

Community Design Guidelines

Community Design Guidelines for the City of Roseville were adopted in 1995 to create consistency in the quality of new development. The Community Design Guidelines promote design principles that encourage diversity, balance aesthetic and functional considerations, and attempt to integrate the natural and built environments. The Design Committee, Planning Commission, and City Council use the Community Design Guidelines in the design review process for projects requiring discretionary approval, and by City staff for discretionary projects that are approved by the Planning Manager (City of Roseville 2008). The Community Design Guidelines address the following topics:

- ▶ site planning and architectural design standards for new residential, commercial, and industrial development and modifications to existing buildings;
- ▶ landscaping and screening techniques to preserve and enhance the visual quality;
- ▶ signs for new development;
- ▶ landscaping and signage at entryways;

- ▶ streetscape improvements such as street trees, landscaped medians, and street furnishings; and
- ▶ lighting design and provisions to promote public safety and reduce glare and light spillover onto adjacent properties.

3.13.2 Environmental Setting

METHODOLOGY AND TERMINOLOGY

Identifying the project area's visual resources, character, and quality involves the following process:

- ▶ objectively identify visual features and resources of the landscape,
- ▶ assess the character and quality of the resources relative to overall regional visual character, and
- ▶ determine importance to people (or sensitivity) of views of visual resources in the landscape.

Visual quality is assessed through determining the degree of vividness, unity, and intactness of the view:

- ▶ **Vividness:** The extent to which the landscape is memorable, which is associated with the distinctiveness, diversity, and contrast of visual elements.
- ▶ **Intactness:** The integrity of visual order in the landscape and the extent to which the existing landscape is free from atypical visual intrusions (i.e., an element that appears out of place with the visual order).
- ▶ **Unity:** The extent to which visual intrusions are sensitive to and in visual harmony with the existing landscape.

REGIONAL SETTING

The northwest portion of the City of Roseville is generally regarded as a transitional zone between the flat, open terrain of the Central Valley to the west and the foothills of the Sierra Nevada Mountains to the east. Long-range views within the region include views of the Sierra Nevada, Sutter Buttes, and the Coast Range.

The 241-acre project site is located at 6382 Phillip Road in the northwest corner of the City of Roseville. The project site is currently owned by the City and is predominantly flat with some sparsely vegetated, low hills. Pleasant Grove Creek traverses the property in an east-west direction, bisecting the site into north and south sections. The project site is at the junction of agricultural land to the west, a planned retention basin site and nature preserve (Al Johnson Wildlife Area) to the northwest, and three specific plan areas (the Creekview Specific Plan area directly to the east, the West Roseville Specific Plan area to the south, and the Amoruso Ranch Specific Plan to the north). The visual setting and quality of these landscapes are described below and summarized in Table 3.13-1.

Table 3.13-1 Regional Visual Quality

Site Name	Vividness	Intactness	Unity
Agricultural land	Low to moderate	Moderate to high	Moderate to high
Al Johnson Wildlife Area	High	Moderate to high	Moderate to high
Pleasant Grove Creek	High	Moderate to high	Moderate to high
Creekview Specific Plan area	Low to moderate	Low to moderate	Moderate to high
West Roseville Specific Plan area	Low to moderate	Low to moderate	Moderate to high
Amoruso Ranch Specific Plan	Low to moderate	Low to moderate to high	Moderate to high

Source: Compiled by Ascent in 2025.

The surrounding agricultural land consists of row crops, grain crops, orchards, and grassland that support livestock grazing (City of Roseville 2020). Lands immediately west of the project site are in active agriculture production. The visual intactness and unity of the agricultural lands are both moderate to high due to the visual integrity and connectivity of the agricultural parcels. With the exception of roadways, the agricultural land to the west of the

project site is generally undisturbed by other land uses. The vividness of the agricultural lands is low to moderate due to the lack of striking and distinctive visual patterns in the landscape. The view within these agricultural lands is generally flat in topography and visually consistent with row crops, orchards, and grasslands, and no major landmarks or other visual features create a striking change in the landscape.

The Al Johnson Wildlife Area is located northwest of the site and is part of a 1,700-acre site planned to accommodate the City's future Pleasant Grove Stormwater Retention Basin (PGSRB) facility and potential future recreation uses. This nature preserve was previously used for agriculture and consists of leveled agricultural fields separated by earthen berms, many of which are also used as access roads for City staff. A gated entryway to the PGSRB site and nature preserve is marked with a rock sign, but the site is currently inaccessible to the public. Views within the PGSRB site have a moderate to high visual intactness and unity. The fields within the PGSRB site are contiguous with the surrounding agricultural land creating visual unity in the landscape as a whole. Furthermore, the amount of human-caused visual disturbances within the PGSRB site and preserve are minimal, which contributes to the moderate to high visual intactness of the preserve. With the exception of the built road that bisects the PGSRB site and preserve and the sign at the entrance, no other major visual disturbances are present. The vividness of the PGSRB site and preserve is high due to the variation in landscape from grassland to riparian along Pleasant Grove Creek. The change in habitat is marked by a change in vegetation, with scattered oaks comprising the main vegetation type within the grassland area which transitions into a variety of riparian plant species including willow at Pleasant Grove Creek. The habitat variation is a distinctive visual pattern that adds to the high vividness of the preserve.

Pleasant Grove Creek, a third order perennial stream, traverses the property in an east-west direction. The visual intactness and unity of Pleasant Grove Creek are moderate to high due to the stream creating visual unity with the surrounding Al Johnson Wildlife Area and agricultural lands. The vividness of Pleasant Grove Creek is high due to the variation in landscape from riparian along the creek's north and south banks and to grassland within the agricultural lands and Al Johnson Wildlife Area. Similar to the Al Johnson Wildlife Area, the change in habitat is marked by a change in vegetation, with a transition from the riparian plant species at the creek, to scattered oaks within the surrounding grassland areas. The habitat variation is a distinctive visual pattern that adds to the high vividness of the creek.

The Creekview Specific Plan area directly to the east of the project site currently consists of rolling grasslands and riparian vegetation along the Pleasant Grove Creek corridor. Housing is currently being constructed in the northern portion of the Creekview Specific Plan area. The West Roseville Specific Plan area to the south of the project site is a residential community with a mix of support and employment uses. A mixed-use village center is located in the center of the plan area, along with the Regional Sports Park to the east. The plan area visually defines the western edge of the City with an open space buffer that creates a visual transition between urban uses and uses in unincorporated Placer County. The overall design intent of the plan area is to highlight the recreational amenities provided and the historic land uses with architecture that incorporates traditional styles unique to the early history of the California region (City of Roseville 2004). The visual vividness of the Creekview and West Roseville Specific Plan areas are low to moderate. The number of striking or distinctive visual patterns in the landscape is generally low due to the visual similarity of new development; the visual memorability to the landscape is also low for this reason. The visual intactness of the Creekview and West Roseville Specific Plan areas is also low to moderate. Both plan areas exist in transition zones at the City's urban border; therefore, the visual integrity of the human-built landscape is interrupted by the agricultural lands directly to the west. The visual unity of both plan areas is moderate to high and it should be noted that design guidelines have been and will continue to be implemented during development of these areas to ensure visual coherence and compositional harmony of the landscape considered as a whole. At buildout, the Creekview Specific Plan area will include 2,011 single and multi-family residential units, approximately 136 acres of Open Space, 15.7 acres of neighborhood parks, a 7-acre school site, 2.6 acres of utilities sites, and 19.3 acres for commercial development (City of Roseville 2021). The West Roseville Specific Plan area is built out.

The Amoruso Ranch Specific Plan to the north of the project site generally consists of predominately flat land with low hills. The majority of the Amoruso Ranch Specific Plan area is characterized by wide expanses of flat to rolling grasslands, which are currently being developed with housing and mixed uses. Minor drainages flow in a radial pattern from a slight rise in the northeast quadrant of the property. The vividness of the Amoruso Ranch Specific Plan area is low to moderate because the change in topography characterized by the rolling grasslands creates a distinct

visual pattern; however, the area is currently being developed with housing and mixed uses. The number of striking or distinctive visual patterns in the landscape is generally low due to the visual similarity of new development; the visual memorability to the landscape is also low for this reason. The visual intactness of the Amoruso Ranch Specific Plan area is also low to moderate. The plan area exists in a transition zone at the City's urban border; therefore, the visual integrity of the human-built landscape is interrupted by the surrounding agricultural lands. The visual unity of the plan area is moderate to high and it should be noted that design guidelines have been and will continue to be implemented during development of this area to ensure visual coherence and compositional harmony of the landscape considered as a whole. At buildout, the Amoruso Ranch Specific Plan area will result in the development of a mix of uses, including 337 acres of low, medium, and high-density residential land developed with 2,827 dwelling units. The land use plan also includes three commercial parcels totaling 51 acres, a 9.6-acre elementary school site, seven neighborhood parks, and a 3-acre fire station/public facilities site. Approximately 135 acres of the site will be set aside as open space preserve (City of Roseville 2016).

LOCAL SETTING

Visual Character and Quality of the Project Site

Long-range views within the project site include portions of the Sierra Nevada to the east, and Mount Diablo and the Coast Range to the west. The project site is composed of undeveloped grazing land in the northwest corner of the City of Roseville. The land is predominantly flat with some sparsely vegetated, low hills. Annual grasslands, including remnant cultivated grain species and sparse, ruderal, nonnative plant species, cover the majority of the project site. Due to the annual species present on the project site, the views transition from green grasslands in the winter and spring to dry, golden-colored grasslands in the summer and fall. Pleasant Grove Creek traverses the property in an east-west direction, bisecting the site into a northern and southern section, and an irrigation ditch is present on the northern boundary of the project site. Valley oak riparian woodland habitat is present along the creek channels, creating a visually prominent landmark during the summer months, when the dark foliage of the oak trees contrasts starkly with the golden-colored grassland. A human-made flood channel is present in the southern half of the project site. The vegetation surrounding the flood channel is wetland-dominant and includes curly dock (*Rumex crispus*) and sedges (*Carex spp.*), creating a visual transition from the annual grassland vegetation that covers the majority of the project site. The only structures identified within the project site are two water wells, one located along the southern edge of the property and one along the eastern edge of the property.

The visual vividness of the landscape within the project site is moderate. While the majority of the project site is covered in annual grassland that is contiguous with close-by agricultural parcels, several unique visual patterns are present, including the vegetation transitions marked by Pleasant Grove Creek and the human-made flood channel. Given the annual nature of the grasslands, the landscape transitions into golden-covered fields in the summer and fall, but the vegetation associated with the creek and flood channel remains green, creating a distinctive change in the landscape. Pleasant Grove Creek and the human-made flood channel combine with the annual grassland landscape in striking visual patterns which add to the moderate visual vividness of the project site. The visual intactness and unity of the project site are also moderate. The rural, undeveloped landscape is generally free of encroaching human-made elements, as the only structures present are two water wells. The visual integrity and compositional harmony of the project site is moderate due to the transitioning habitat types of the creek and flood channel. The overall visual character of the project site is moderate based on the moderate vividness, intactness, and unity.

Viewer Sensitivity

Viewer sensitivity is a measure of public expectation or concern for changes to scenic quality. Numbers of viewers, viewer activity, view duration, distance from seen objects (i.e., foreground versus background), and special planning designations such as scenic routes are used to characterize viewer sensitivity.

Sensitive viewers are people located near the project site who may be affected by visual changes caused by the project. Sensitive viewers are described in terms of exposure to the project and level of sensitivity. Viewer exposure takes into account viewer location, the number of viewers, and duration and frequency of views.

Table 3.13-2 lists viewer groups that would be exposed to the project's visual changes; defines their geographic proximity to the project; qualitatively estimates the volume of viewers, duration of views, and frequency of views; and identifies the viewer sensitivity of each general viewer group. Visual sensitivity associated with views in a particular area is the combination of viewer sensitivity and viewer exposure.

Table 3.13-2 Sensitive Viewer Groups Near the Project Site

Viewer Group	Viewer Exposure			Viewer Sensitivity	
	Area	Usage Volume	Duration of Views		Frequency of Views
Residents	To the south of the project site within the West Roseville Specific Plan area, and to the east of the project site within the Creekview Specific Plan area	High	High	High	High
Motorists	Using roads adjacent to the project site including Blue Oaks Boulevard and Phillip Road	Moderate	Moderate	Moderate	Moderate

Source: Compiled by Ascent in 2025.

SCENIC ROADWAY

A scenic road is defined as a highway, road, drive, or street that provides opportunities for the enjoyment of natural and human-made scenic resources, in addition to its transportation function. Scenic roads direct views to areas of exceptional beauty, natural resources or landmarks, or historic or cultural interest. There are no officially designated state scenic highways, or eligible state scenic highways, located in the vicinity of the project site or the greater City of Roseville (Caltrans 2025).

SCENIC VISTA

Scenic vistas are generally considered to be locations from which the public can experience unique and exemplary high-quality views, including panoramic views of great breadth and depth, often from elevated vantage points. No designated scenic vistas are present in the project area or the greater City of Roseville (City of Roseville 2020).

NIGHTTIME LIGHT AND DAYTIME GLARE

No sources of light or glare are present on the undeveloped project site. Sources of nighttime light around the project site are minimal. Residential neighborhoods associated with the Creekview Specific Plan and West Roseville Specific Plan areas create some nighttime light that can be seen from the project site. Occasional glare occurs from vehicles accessing roads adjacent to the project site.

SHADOWS

The evaluation of shading and shadows in this Draft EIR is limited to daytime shadows cast by objects blocking sunlight. The angle of the sun, and hence the character of shadows, varies depending on the time of year and the time of day; however, in the Northern Hemisphere, the sun always arcs across the southern portion of the sky. During the winter, the sun is lower in the southern sky, casting longer shadows compared to other times of year. During the summer months, the sun is higher in the southern sky, resulting in shorter shadows. During the summer, the sun can be almost directly overhead at midday, resulting in almost no shadow being cast. During all seasons, as the sun rises in the east in the morning, shadows are cast to the west; at mid-day, the sun is at its highest point and shadows are their shortest, and cast to the north; and as the sun sets in the west in the afternoon/evening, shadows are cast to the east.

With the exception of the two water wells, no structures are present on the project site that create shadows. The trees surrounding Pleasant Grove Creek provide shade to the creek and shadows on the project site.

3.13.3 Environmental Impacts and Mitigation Measures

METHODOLOGY

This visual impact analysis is based on field observations, a review of site plans and aerial photographs, photographs of the project site, and computer simulations of the completed development. Simulations were created by VITAE, an architecture, planning, and design firm. The EIR team reviewed the simulations, including comparing them to the site plan, to ensure they were representative of the expected views of development on the site.

Assessment of impacts to aesthetics and visual resources is based on an objective evaluation of the proposed project's effects on the visual environment of the site and its surroundings. This includes consistency with local ordinances and policies adopted for visual integrity of the community, impacts on viewsheds and scenic areas identified as important or valuable to the community, and changes in visual character of the site as compared to existing conditions.

The analysis uses photo simulations of the proposed project for the four representative views of the project site. The location of the viewpoints used for simulations is shown in Figure 3.13-1. The existing conditions photographs paired with the simulations showing the proposed project are provided in Figures 3.13-2 through 3.13-5.

Photo locations for the simulations were selected in coordination with City staff to express representative viewpoints of the proposed project from a variety of locations. Photos to be used as the basis for the simulations were taken with the location recorded using maps, aerial photos, and GPS. VITAE then began post-processing of the site panoramic photos to include the architectural elements of the proposed project. VITAE created a digital elevation model based on geo-located site contour data, site aerial data, and site boundary data from the project applicant. Building models were created by VITAE from the architectural data for the proposed project buildings. Building modeling focused on footprints extruded out to given heights to form a building "shell," with minimal architectural detail.

As the overall model of the project site was developed, the building renderings were given "surfacing" such as color, building elements, and shading and shadow. Landscaping elements (e.g., trees, groundcover) were added consistent with landscaping plans provided by the applicant. The final simulations reflect a simulated rendering of the proposed project as it would be expected to be seen by an observer standing in the location where the source photo was taken. The simulations are based on full buildout of the project. Hardscape details such as parking lot lines, curbs, etc., are not included in the simulations, but instead, a general groundcover distinction between vegetation and paved areas is simulated. Trees are depicted after approximately 10 to 15 years of growth. The proposed power poles were also added to the simulations (they can be seen from Viewpoint 1) and would be up to 70 feet tall.

Visual Simulations

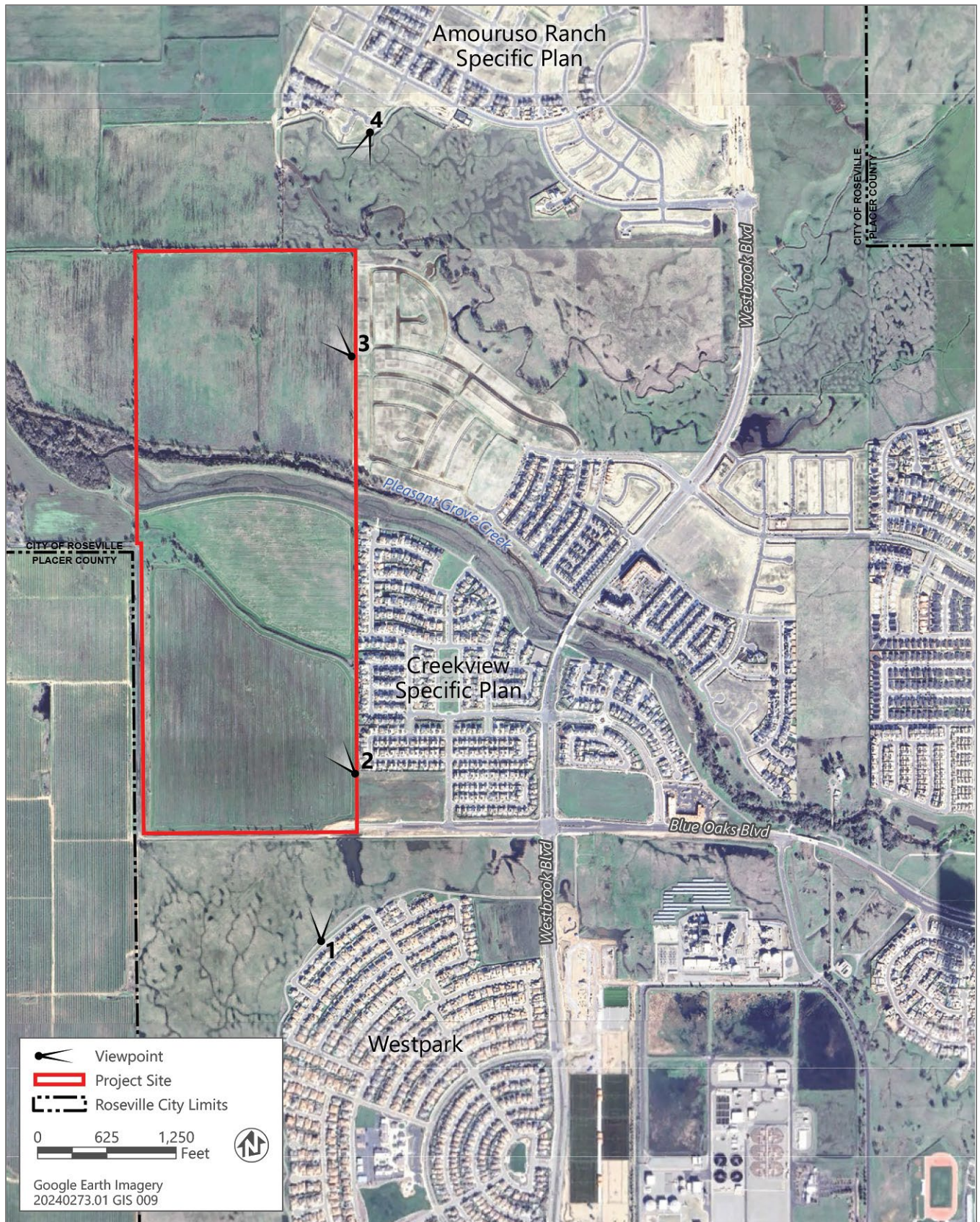
Visual simulations of four perspectives of the project site were created using site panoramic photos digitally edited to include the architectural elements of the proposed project. Modeling of proposed project buildings focuses on footprints extruded out to given heights to form a building "shell," with minimal architectural detail, to give perspective of the size of each building.

Representative Viewpoint Descriptions

The following is a description of viewpoints that provide representative views of the project site from nearby locations. The selected views include those typically seen by the public, as well as those from residential (or future residential) areas that would be seen most frequently by the residents in the area. The location of the viewpoints is shown in Figure 3.13-1, and photographs from these viewpoints are provided in Figures 3.13-2 through 3.13-5.

Viewpoint 1

Viewpoint 1 is taken from the northern portion of the developed segment of the Westpark Specific Plan area, as shown in Exhibit 3.13-2. Vividness from Viewpoint 1 is low. The landscape is largely composed of flat grassland with a metal fence, trail, and road in the foreground and some sparsely arranged trees in the background that surround Pleasant Grove Creek. The memorability and visual power of the landscape is low due to the lack of striking and distinctive visual patterns. Intactness from Viewpoint 1 is moderate.



Source: Provided by VITAE in 2025; adapted by Ascent in 2025.

Figure 3.13-1 Overview of Viewpoint Locations



EXISTING



PROPOSED

20240273.01 GRX 006

Source: Provided by VITAE in 2025; adapted by Ascent in 2025.

Figure 3.13-2 Viewpoint 1 from the Westpark Specific Plan Area Looking North



Source: Provided by VITAE in 2025; adapted by Ascent in 2025.

Figure 3.13-3 Viewpoint 2 from the Creekview Specific Plan Area (within the HDR Area) Looking Northwest



Source: Provided by VITAE in 2025; adapted by Ascent in 2025.

Figure 3.13-4 Viewpoint 3 from North of Pleasant Grove Creek Looking Northwest



Source: Provided by VITAE in 2025; adapted by Ascent in 2025.

Figure 3.13-5 Viewpoint 4 from the Amoruso Ranch Specific Plan Area Looking South

The visual integrity of the landscape is fairly high due to the general lack of human-built elements. The grassland landscape is largely undisturbed with the exception of the human-built elements (fence, road, and trail) in the foreground. The unity is also moderate because of the visual coherence and compositional harmony of the landscape, which is similar to other agricultural and undeveloped portions of the City of Roseville. The grassland area is bounded by the metal fence, similar to other undeveloped areas in the region. Overall, the visual quality is moderately low. The visual character is a fairly unremarkable grassland, with little variation in the topography and other visual aspects.

Viewpoint 2

Viewpoint 2 is taken from the dirt road that extends parallel to the eastern boundary of the project site, facing the project site itself, as shown in Figure 3.13-3. Vividness from Viewpoint 2 is low. Similar to Viewpoint 1, the landscape is composed of flat grassland, with the dirt road in the foreground and trees in the background that surround Pleasant Grove Creek. The lack of striking and distinctive features, such as changes in topography or vegetation type, make the memorability and visual power of the landscape low. Intactness from Viewpoint 2 is high. The visual integrity of the landscape is high due to the lack of human-built elements. The grassland landscape is largely undisturbed with the exception of the dirt road in the foreground. The unity is also moderate because of the visual coherence and compositional harmony of the landscape, which is similar to other agricultural and undeveloped portions of the City of Roseville. The grassland area is bisected by the dirt road, common of agricultural/undeveloped areas in the region. Overall, the visual quality is moderately low. The visual character is a fairly unremarkable grassland, with little variation in the topography and other visual aspects.

Viewpoint 3

Viewpoint 3 is taken further north from the same dirt road as Viewpoint 2, on the northern side of Pleasant Grove Creek, facing the project site itself, as shown in Figure 3.13-4. Vividness from Viewpoint 3 is low. The landscape is composed of flat grassland, with the dirt road in the foreground and trees in the background that surround an agricultural ditch. The lack of striking and distinctive features, such as changes in topography or vegetation type, make the memorability and visual power of the landscape low. Intactness from Viewpoint 3 is high. The visual integrity of the landscape is high due to the lack of human-built elements. The grassland landscape is largely undisturbed with the exception of the dirt road in the foreground. The unity is also moderate because of the visual coherence and compositional harmony of the landscape, which is similar to other agricultural and undeveloped portions of the City of Roseville. The grassland area is bisected by the dirt road, common of agricultural/undeveloped areas in the region. Overall, the visual quality is moderately low. The visual character is a fairly unremarkable grassland, with little variation in the topography and other visual aspects.

Viewpoint 4

Viewpoint 4 is taken from the western portion of the Amoruso Ranch Specific Plan area facing the northern portion of the project site, as shown in Figure 3.13-5. The visual vividness from Viewpoint 4 is low to moderate. The landscape is largely composed of flat grassland; however, in the background are an array of trees associated with the minor drainages in the northeast quadrant of the plan area. The number and variation of trees in the background of the viewpoint increase the memorability of landscape. The intactness of Viewpoint 4 is high. No human-made elements are visible and the landscape is free from encroaching elements. The unity of Viewpoint 4 is moderate. The visual coherence and composition of the landscape considered as a whole is similar to other agricultural and undeveloped portions within the City. Overall, the visual quality is moderate. The visual character is a fairly unremarkable grassland, with little variation in the topography and other visual aspects; however, the presence of trees associated with the minor drainages which comprises a larger portion of the viewshed in comparison to the other three viewpoints increases the visual quality to some extent.

THRESHOLDS OF SIGNIFICANCE

Thresholds of significance are based on Appendix G of the State CEQA Guidelines. The project would cause a significant impact related to aesthetics if it would:

- ▶ have a substantial adverse effect on a scenic vista;
- ▶ damage scenic resources, including, but not limited to, trees, rock outcroppings, and historic buildings within a state scenic highway;
- ▶ in non-urbanized areas, substantially degrade the existing visual character or quality of public views of the site and its surroundings;
- ▶ in urbanized areas, conflict with applicable zoning and other regulations governing scenic quality; or
- ▶ create a new source of substantial light or glare which would adversely affect day or nighttime views in the area.

ISSUES NOT DISCUSSED FURTHER

Views of the project site and surrounding area are dominated by farmland, undeveloped grazing land, and residential development. There are no scenic vistas within the project site or visible from the project site. Further, as discussed above, the City has not identified or designated scenic vistas within the City. Therefore, the proposed development of the site would not adversely affect a scenic vista, and this issue is not discussed further.

No designated or eligible state scenic highways are in the vicinity of the project site, and the project site is not visible from any officially designated or eligible state or locally designated scenic highway. Further, the City of Roseville does not have any locally designated scenic highways. Thus, there would be no impact, and this issue is not discussed further.

ENVIRONMENTAL IMPACTS AND MITIGATION MEASURES

Impact 3.13-1: Substantially Degrade the Existing Visual Character or Quality of the Site or its Surroundings

Development of the project site would convert approximately 176 acres of currently undeveloped grazing land to mixed-use development. The proposed uses would include residential, retail, medical offices, and innovation center uses, as well as parks, open space, and trails. The introduction of the mixed-use development in an area that is currently undeveloped would change the existing visual character of the area. However, the proposed mixed-use development would be designed to be visually consistent with surrounding specific plan area development and other mixed-use development in Roseville, and proposed landscaping would soften the mixed-use character of the project site. Further, the project would be required to comply with General Plan policies related to community design and the City's Community Design Guidelines, which would ensure that the project would not substantially degrade the visual character of the project area. For these reasons, this impact would be **less than significant**.

The project site consists of undeveloped grazing land in northwest Roseville. The land is predominantly flat with some sparsely vegetated, low hills. Annual grasslands cover the majority of the project site. Pleasant Grove Creek traverses the property in an east-west direction, bisecting the site into a northern and southern portion, and an irrigation ditch is present on the northern boundary of the project site. Valley oak riparian woodland habitat is present along the creek channels. A human-made flood channel is present in the southern half of the project site. The vegetation surrounding the flood channel is wetland dominant and includes curly dock (*Rumex crispus*) and sedges (*Carex spp.*), creating a visual transition from the annual grassland vegetation that covers the majority of the project site. The only structures within the project site are two water wells, one located along the southern edge of the property and one along the eastern edge of the property.

Development of the project site would change the existing visual character of the area both temporarily during construction and permanently during operation of the proposed mixed-use development. These impacts are discussed below.

Short-term Construction Impacts

Construction activities would reduce the vividness, unity, and intactness of the project site's existing visual character by introducing encroaching human elements into the natural landscape. Construction equipment and materials would be present in the project area and visible to sensitive viewer groups, including motorists and residents. The type and quantity of equipment would fluctuate throughout construction but would generally include earthmoving equipment; concrete mix trucks and concrete pumps; a crane for erection of panels; semi-trucks and other trucks for deliveries; and a variety of crew trucks, excavators, boom lifts, scissor lifts, trenchers, generators, and personal autos. Building materials and equipment would be staged in various locations on the project site throughout the duration of construction and would vary as the phases are constructed. Therefore, it is anticipated that construction staging could occur in all four of the viewpoints described above in Section 3.13.2, "Environmental Setting." While construction activities would reduce the vividness, unity, and intactness of the project site's existing visual character, visual impacts from construction would be temporary and limited to the construction period. As described in Chapter 2, "Project Description," the project's residential component is anticipated to be developed in five phases, with backbone infrastructure construction beginning in 2027 and the first phase beginning in 2028, with each phase taking approximately one year. The full occupancy and the final phase of construction is expected to occur in 2033; however, actual phasing will depend on market demand and may vary. Dependent on market demand, the project's innovation and commercial component is anticipated to be developed in four phases, with backbone infrastructure construction beginning in 2027. The first innovation center phase could potentially start construction as early as 2029 and could be completed in 2032, which could overlap the second phase of residential construction. While the timing of future phases is dependent on market readiness and tenant demand, for the purposes of the EIR, the full buildout year is expected to be 2038. However, following completion of the residential and innovation and commercial phasing plans, construction activities would cease and the impact to visual resources would be temporary.

The project site is also adjacent to three specific plan areas with ongoing and future plans for development: the Creekview Specific Plan area to the east, the West Roseville Specific Plan area to the south, and the Amoruso Ranch Specific Plan to the north. Construction activities and their associated visual impacts within the project vicinity are common due to the surrounding development; therefore, the addition of the visual impacts associated with the project would be limited to the sensitive viewer groups who experience ongoing development in the vicinity.

Given that the visual impact from construction would be temporary and that construction is already occurring in the vicinity of the project (and is therefore part of the visual landscape), the project would not substantially degrade the visual character of the area during construction. This impact would be **less than significant**.

Long-term Operational Impacts

Located at the junction of agricultural land to the west, the PGSRB site and nature preserve (Al Johnson Wildlife Area) to the northwest, and three specific plan areas (the Creekview Specific Plan area to the east, the West Roseville Specific Plan area to the south, and the Amoruso Ranch Specific Plan to the north), the project site is surrounded by both developed and undeveloped land.

The project is envisioned to be a mixed-use development, supporting a mix of residential, retail, medical offices, and innovation center uses. The project would develop 529 single-family residential units, up to 135 multi-family residential units, 30,084 square feet (sf) of retail uses, 20,925 sf of medical offices, 1,011,032 sf of innovation center uses, parks, and open space along the Pleasant Grove Creek and Pleasant Grove Creek Bypass Channel. The southern portion of the project would include residential, retail, medical offices, innovation center uses, and a park. The northern portion would include residential uses and a park.

The maximum building height would be 44.8 feet, which would be associated with innovation buildings. The innovation and commercial buildings would be wood/steel framed and site cast concrete with embellishments of wood, cultured stone, metal, glass, aluminum window systems, and steel canopies. Residential buildings would likely incorporate a mixture of materials to provide a depth of texture and color, likely including plaster, cultured stone, wood, tile, and metal. Two parks are also proposed; a 3-acre park located in residential Village 2, and a 1.9-acre park located in residential Village 3. City of Roseville parks of this size typically include a picnic pavilion with a shade shelter, play equipment, and open turf with walking paths and perimeter planting areas. Trees would be placed

throughout the parks for shade and visual screening. Additionally, landscape setbacks would be provided around the perimeter of the innovation and commercial uses as a buffer along streets, Pleasant Grove Creek, and the residential uses. Landscaping would include primarily low water-use trees, shrubs, and ground cover.

The proposed electrical substation would be located in the southern portion of the project site, along Phillip Road. Although substation design is not completed yet, the substation would likely be steel structures, approximately 40 feet tall with 70 feet tall steel poles. The substation would be located sufficiently distant from residential areas such that it would not be visible from those areas (and there would be buildings in between the substation and residential areas to further shield views). The new substation is not shown in any of the figures because it would not be visible from any of the four viewpoints. Two 60 kilovolt (kV) single pole, double circuit overhead power lines (up to 70 feet tall) would be extended along the south side of Blue Oaks Boulevard, starting at the southeast corner of Westbrook Boulevard and through the project site on the commercial side to the new substation on Phillip Road (see Figure 2-9 in Chapter 2, "Project Description," for proposed off-site alignment). Figure 3.13-6 shows an example of what the new power poles may look like (note: two power lines would be installed as part of the project, while only one pole is shown in the photo).



Source: Provided the City of Roseville in 2026; adapted by Ascent in 2026.

Figure 3.13-6 Example of Existing 60kV Power Lines (Located on the North Side of Blue Oaks Boulevard from Woodcreek Oaks to Roughly Westpark Drive)

Simulated Viewpoint 1 represents the view residents living in the northern portion of the developed Westpark Specific Plan area would have of the project site. From this viewpoint, the project would be visible in the background, within the areas containing the scattered trees associated with Pleasant Grove Creek. The buildings would range in height from approximately 32 to just under 45 feet and would not be substantially taller than the existing trees—some of which are 40 to 50 feet tall—by Pleasant Grove Creek. As described above, the innovation and commercial buildings are proposed as wood/steel frame and site cast concrete with embellishments of wood, cultured stone, metal, glass, aluminum window systems, and steel canopies. The residential development, when designed, will likely incorporate a mixture of materials to provide a depth of texture and color; likely materials may include plaster, cultured stone, wood, tile, and metal. Use of these materials and finishes would help blend the new development with the surrounding environment. As noted above, overhead power lines would be extended along the south side of Blue Oaks Boulevard. These power lines would be substantially taller (approximately 70 feet tall) than proposed buildings and existing trees and vegetation; however, they would be similar in nature to typical power lines in the area. The overhead power lines would be visible along Blue Oaks Boulevard, but these would be visually consistent with the character of this roadway corridor and existing overhead lines, blending into the existing surrounding development, as shown in Figure 3.13-2. The overall change in visual character that residents living in the Westpark Specific Plan area would have of the project site would not be substantial given the visual elements of the proposed buildings and the development occurring in the vicinity associated with the aforementioned specific plan areas.

Simulated Viewpoints 2 and 3 represent views from the dirt road that runs parallel to the eastern boundary of the project site. Residents in the western portion of the Creekview Specific Plan would be the most common sensitive receptors from this perspective. The project would result in a substantial change from Viewpoints 2 and 3. The flat grassland and trees in the background that surround Pleasant Grove Creek would be replaced with the proposed residential buildings, landscaping, and fencing as shown in Figures 3.13-3 and 3.13-4. However, as described above, the visual character from Viewpoints 2 and 3 is fairly unremarkable with little variation in the topography and other visual aspects, and the visual quality is rated as moderately low. The proposed project features would not substantially degrade the existing quality of the area given the relatively low visual quality. Additionally, the residents in the Creekview Specific Plan would be privy to views of other development given that the specific plan proposes a 7-acre school site, 2.6 acres of utilities sites, and 19.3 acres for commercial development (City of Roseville 2021).

Simulated Viewpoint 4 represents a view from the western portion of the Amoruso Ranch Specific Plan area facing the northern portion of the project site. Residents in the Amoruso Ranch Specific Plan area would be the most common sensitive receptors from this perspective. From this viewpoint, the project would be visible in the background among the trees associated with minor drainages in the northeast quadrant of the Amoruso Ranch Specific Plan area. Similar to the visual changes from Viewpoint 1, the proposed buildings would not be substantially taller than the existing trees by Pleasant Grove Creek, and the buildings would incorporate materials to limit the visual disturbance with the surrounding environment. The project would not substantially degrade the visual character and views that residents in the Amoruso Ranch Specific Plan area would have of the project site given the visual elements of the proposed buildings and the development occurring in the vicinity associated with the aforementioned specific plan areas.

The PGSRB project site is located northwest of the site. As described in Section 3.13.2, "Environmental Setting," views within PGSRB site have a high vividness and moderate to high visual intactness and unity. Development of the project site could degrade the PGSRB site's visual quality by placing urban development adjacent to the PGSRB, especially because there would be an abrupt transition between open space and development. The City of Roseville General Plan includes Policy LU9.9, which states that development proposed on the western edge of the City shall provide a distinctive open space transition to create a physical and visual buffer between the City and County that ensures that the identity and uniqueness of the City and County will be maintained. The project has been designed to concentrate non-residential development in the southwestern portion of the project site, away from the PGSRB site and nature preserve. The northern portion of the project site, which is directly adjacent to the PGSRB site, would be developed with single-family residential buildings, coinciding with the surrounding residential development of the aforementioned specific plan areas that surround the PGSRB site. As described above, residential development in the area is already planned and, in some cases, under construction. Thus, urban development is already part of the visual

landscape in this area. Due to its distance from major thoroughfares and the generally flat terrain of the area, there are no public views of the and nature preserve that would be obstructed by the project.

As mentioned above in Section 3.13.2, “Environmental Setting,” the visual character of the project site is moderate. While the majority of the project site is covered in annual grassland that is contiguous with close-by agricultural parcels, several unique visual patterns are present, including the vegetation transitions marked by Pleasant Grove Creek and the human-made flood channel. Pleasant Grove Creek and the human-made flood channel combine with the annual grassland landscape to create striking visual patterns, which adds to the moderate visual vividness of the project site. Additionally, the rural, undeveloped landscape is generally free of encroaching human-made elements, as the only structures present are two water wells. The proposed development would substantially alter the visual character of the project site from undeveloped grazing land to mixed-use development. However, the visual character of the project site is moderate, is similar to surrounding agricultural lands, and is generally not unique or distinctive relative to the visual character of the surrounding region, which is also dominated by agricultural land. Furthermore, the project would include landscaping (described above), which would soften the mixed-use character of the site and provide a buffer between the site and neighboring uses. In addition, given the project site’s proximity to the three specific plan areas with varying plans of development from residential to commercial, the proposed residential, commercial, and innovative facilities would be designed to be visually consistent with surrounding development and other mixed-use development in Roseville.

Roseville General Plan policies and the City’s Community Design Guidelines serve to promote the visual compatibility of developments through the application of community design standards. Specifically, Community Design Guidelines identify site planning and architectural design standards for new development, landscaping and screening techniques to preserve and enhance the visual quality, and lighting design and provisions to promote public safety and reduce glare and light spillover onto adjacent properties. The project would be required to comply with the General Plan policies and the City’s Community Design Guidelines. For these reasons, operation of the project would not substantially degrade the visual character of the project site and its surroundings. This impact would be **less than significant**.

Mitigation Measures

No mitigation is required.

Impact 3.13-2: Conflict with Applicable Zoning and Other Regulations Governing Scenic Quality

The project would require a General Plan Amendment (GPA) and rezone to allow for a mix of land uses, including designation of the creek area as open space. However, the existing land use designation—Public/Quasi-Public—does not include designations governing scenic quality. Additionally, the new designations—Community Commercial (CC), Light Industrial (LI), Low-Density Residential (LDR), High-Density Residential (HDR)—do not include designations governing scenic quality. The new designation—Open Space (OS) along Pleasant Grove Creek—would allow for uses that are compatible with General Plan policies related to open space and scenic quality. Therefore, with the proposed GPA and rezone, the project would not conflict with a regulation governing scenic quality. This impact would be **less than significant**.

The project would develop the site into a mixed-use development, supporting residential, retail, medical offices, innovation centers, parks, open space, and trail uses. A GPA and rezone would be required to allow for the proposed mixed-use development of the site and a designation of the creek area as open space.

The proposed GPA and rezone would change the land use designation from Public/Quasi-Public, which primarily allows for municipal and governmental facilities, to Community Commercial (CC), Light Industrial (LI), Low-Density Residential (LDR), High-Density Residential (HDR), and Open Space (OS) along Pleasant Grove Creek. The Public/Quasi-Public district is applied to land intended for education, religious assembly, governmental offices, municipal corporation yards, water treatment plants, power generating facilities (including privately owned facilities), and other publicly owned facilities (City of Roseville 1996). No scenic regulations are associated with this designation. Community Commercial allows for retail stores and businesses selling a range of goods and services, including auto

sales and repair, and commercial childcare facilities. Light Industrial allows for uses such as research and development, warehousing, intensive commercial uses (e.g., auto body repair, landscaping material sales, retail, and wholesale lumberyards), and associated administrative offices. The Low- and High-Density Residential land use designations allow for a broad array of housing types with different densities as well as public parks, resource preservation and open space areas, landscape corridors, and other public utility easements (City of Roseville 1996). These designations do not contain regulations related to scenic quality. The Parks and Recreation designation would accommodate public parks and public and private recreation facilities.

The Open Space designation adjacent to Pleasant Grove Creek would allow for natural lands, passive recreation and minor recreation facilities, walking and bike trails, and resource interpretive facilities. As described above in Section 3.13.1, "Regulatory Setting," several aesthetic-related regulations associated with the open space designation are outlined in the City of Roseville General Plan, including Policy LU7.6, which encourages project designs that place a high priority and value on open space, and the preservation, enhancement and incorporation of natural resources and other features including consideration of topography, vegetation, wetlands, and water courses. The new open space designation adjacent to Pleasant Grove Creek would allow for natural lands, passive recreation and minor recreation facilities, walking and bike trails, and resource interpretive facilities. These uses are compatible with the General Plan policies related to open space and scenic quality. (See discussion under Impact 3.13-1 above for a discussion regarding the project's compatibility with General Plan Policy LU9.9 related to providing a distinctive open space transition to create a physical and visual buffer between the City and County.)

For these reasons, with the proposed GPA and rezone, the project would not conflict with a regulation governing scenic quality. This impact would be **less than significant**.

Mitigation Measures

No mitigation is required.

Impact 3.13-3: Create a New Source of Substantial Light or Glare That Would Adversely Affect Day or Nighttime Views in the Area

Project implementation would result in an incremental increase in the amount of light and glare on the project site, which would affect nighttime views in the area. However, the project would be required to adhere to the City's Community Design Guidelines, which require that lighting sources have cut off lenses and are located to avoid light spillage and glare on adjacent properties and in private spaces. Because the project would not create a new source of substantial light or glare that would adversely affect day or nighttime views in the area, this impact would be **less than significant**.

No sources of light or glare are present on the undeveloped project site. Sources of nighttime light around the project site are minimal. Residential neighborhoods associated with the West Roseville Specific Plan area create some nighttime light that can be seen from the project site. Occasional glare occurs from vehicles accessing roads adjacent to the project site. With the exception of the two water wells, no structures are present on the project site that create shadows. The trees surrounding Pleasant Grove Creek provide shade to the creek and shadows on the project site.

Development of the project site would result in an incremental increase in the amount of light and glare on the project site, which would affect nighttime views in the area both temporarily during construction and permanently during operation of the proposed mixed-use developments. These impacts are discussed below.

Short-term Construction Impacts

Glare would be introduced to the project area during construction from windshields of vehicles and construction equipment. These would be small sources of glare, would be at ground level, and would not adversely affect daytime views of the area. Additionally, construction activities would occur during daytime hours. Security lighting may be used on site at night and would represent a new source of lighting. As described in Section 2.5, "Project Construction," the residential component is anticipated to be developed in five phases, with construction of the backbone infrastructure beginning in 2027 and the final phase beginning 2032, with full occupancy projected to occur in 2033. The innovative

and commercial component is anticipated to be developed in four phases, with construction of the backbone infrastructure beginning in 2021. The timing of future phases will be determined based on market readiness and tenant demand, however, for purposes of the EIR, the full buildout year is expected to be 2038. Following completion of the components and their associated phases, construction activities would cease and the impact associated from glare and lighting would be temporary. Additionally, active construction associated with the surrounding specific plans is occurring directly adjacent to the project site, and this is expected to coincide with project construction. The surrounding construction would include glare/lighting during both the day and night; therefore, the project's increase to this lighting would be incremental. Given the temporary nature of construction and the surrounding development, project construction would have a **less-than-significant** impact related to light or glare.

Long-term Operational Impacts

The project would add metal and other reflective surfaces (e.g., glass) associated with the mixed-use development buildings and parked cars in parking lots. These buildings would also include exterior night lighting, including security lighting, parking lot lighting, and lighting of the electrical substation. The proposed innovative and commercial buildings are proposed wood/steel frame and site cast concrete with embellishments of wood, cultured stone, metal, glass, aluminum window systems, and steel canopies. Residential buildings would likely include materials consisting of plaster, cultured stone, wood, tile, and metal. Wood, cultured stone, and site cast concrete have no glare. Metal, aluminum window systems, and steel canopies are all matte finish and built specifically with no glare. Glass is the only reflective surface and would be used sparingly. The addition of reflective surfaces would increase daytime glare on the project site, which is currently void of light and glare sources. The project buildings would also include exterior nighttime lighting, including security lighting, parking lot lighting, and lighting of the electrical substation. The addition of nighttime lighting from the project could result in skyglow and light pollution if lights are cast in an upward direction.

To reduce the impact of glare and lighting from operation, a lighting plan has been prepared for the proposed innovation and commercial component of the project that conforms with the City's Community Design Guidelines (City of Roseville 2008). Lighting sources would have cut off lenses and would be located to avoid light spillage and glare on adjacent properties and in private spaces. The lighting plan would be reviewed and approved by the City prior to project implementation. Additionally, buildings would be required to comply with CALGreen Building Regulations, Title 24 Outdoor Lighting Standards, the City's Community Design Guidelines, and General Plan Policy LU7.9 to reduce lighting spillage and glare. While a lighting plan has not been prepared for the residential component of the project, compliance with the above stated regulations would aid in reducing lighting and glare impacts from the proposed residential buildings to the surrounding specific plan areas. Further, lighting and glare produced from residential buildings would be consistent and blend in with the residential communities associated with the surrounding specific plan areas. Thus, with implementation of the lighting plan and compliance with applicable and existing regulations, the project would have a **less-than-significant** impact related to light or glare.

Mitigation Measures

No mitigation is required.