

3.1 Introduction

This section of the **Downtown Code** outlines requirements and incentives for urban amenities that will enhance the quality of life within the Specific Plan area. This code encourages pedestrian-friendly design, public amenities, streetscape beautification, sufficient parking, mixed-use districts, affordable housing, and access to public transit, parks and community facilities.

The Downtown Specific Plan regulates the development of property through use and building mass restrictions. The tool selected for regulating density and intensity in Downtown Roseville is a limitation on the allowable Floor Area Ratio (FAR).

The Specific Plan also provides regulatory relief that is not available elsewhere in the City. By reducing a number of the regulatory requirements such as; on-site parking, park dedication, park in-lieu fees, and streamlining the entitlement and development process, the City is fulfilling one of the strategies identified in the visioning process. The fundamental strategy being supported by these measures is the reduction of development standards and streamlining processes to provide an incentive to draw development to the Downtown. This chapter provides the framework and requirements for implementing measures such as: land use modifications, parking reductions, fee incentives, process streamlining and incentive zoning.



Overview of Amphitheatre and Library



Creekwalk



Oak Street Retail



Creekside Townhomes



3.0 Regulatory Incentives

3.2 Incentives Summary

The primary regulatory incentives are focused on land use, parking reductions, in-lieu fees, process efficiencies and providing incentives to promote good design. These overall incentives are represented in Table 3.2.1, as follows:

Table 3.2.1

Summary of Downtown Specific Plan Regulatory Incentives

Regulatory Incentives	Description
Land Use	<ul style="list-style-type: none"> • <i>Increased FAR = Additional 950,000 s.f. ground floor commercial and 1,020 residential units;</i> • <i>Increases to height requirements have been included in various zone districts;</i> • <i>Adds new uses that the market and vision supports – Mixed-Use, High Density Residential; Live/Work, Entertainment;</i> • <i>Principally permits Nightclubs in the Old Town District (south of Main Street only); and</i> • <i>Mixed-Use with residential projects with less than 25 residential units are not subject to affordable housing requirements unless a project is using Redevelopment Housing Funds.</i>
Parking Requirements	<ul style="list-style-type: none"> • <i>On-street parking requirements have been reduced to a 1:500 parking ratio for the majority of uses;</i> • <i>Public Parking may be used to satisfy private off-street parking requirements. The Specific Plan increases the public parking supply on side streets where feasible, and other public right-of-way areas;</i> • <i>On-street parking credit is granted at a ratio of 2.5 spaces per 7,500 s.f. of lot area;</i> • <i>Parcel aggregation credit is granted when consolidating two or more parcels;</i> • <i>Restaurant Uses are exempt from providing off-street parking or payment of parking in lieu fees; and</i> • <i>Permitted uses rehabilitating existing buildings do not require off-street parking when a discretionary action is not required.</i>



3.0 Regulatory Incentives

Regulatory Incentives	Description
Fees	<ul style="list-style-type: none"> • <i>No park land dedication fees or in lieu fees are required for new residential units; and</i> • <i>A reduced parking in lieu fee payment is available for projects to meet their off-street parking obligations.</i>
Process	<ul style="list-style-type: none"> • <i>Administrative Design Review Permits are available, saving time and money invested in designers;</i> • <i>Pre-approved development plans have been developed for six catalyst sites;</i> • <i>Administrative approval of residential property to commercial conversion is allowed in the Bungalow Districts;</i> • <i>Façade improvements outside of the RDA funded projects can be approved administratively;</i> • <i>New construction and minor additions less than 15% of the existing structure can be approved administratively, and;</i> • <i>The project Environmental Impact Report insulates the components and policies of the Specific Plan, and more specifically;</i> <ul style="list-style-type: none"> a. <i>Addresses increased traffic and utility use on a plan wide basis;</i> b. <i>Completes an architectural and historical survey; and</i> c. <i>Provides the ability to use CEQA exemptions for future projects, streamlining the development process.</i>
Design Amenities	<ul style="list-style-type: none"> • <i>Structured or subterranean parking does not count against FAR and provides an additional 10% of allowable floor area;</i> • <i>Up to 10% additional floor area can be added to a project by providing public accessible parks or plazas in a project design;</i> • <i>Historical Building Preservation designation will be applied throughout the plan area, allowing the application of the Historic Building Code, when applicable;</i> • <i>Retail uses are being promoted by allowing an additional 10% in FAR when 70% of the ground floor is a retail use;</i> • <i>Providing Art in Public Places allows for a 10% decrease in required parking (5 spaces maximum).</i>

The following discussion is provided to clarify the intent of the various regulatory incentives outlines above and provided within Table 3.2.1.



3.0 Regulatory Incentives

3.3 Land Use Incentives

3.3.1 Land Use Strategy

A variety of land use incentives have been put into place as part of the Specific Plan. The **Downtown Code** is the implementing document for these incentives. Land use incentives include increasing the floor area ratios throughout the plan, and integrating residential development as part of a mixed-use development environment. The primary goal is to create a mixed-use environment. This mixed-use environment is also achieved through increasing the allowable building height and modifying the land use tables to incorporate uses that are oriented towards a commercial environment that is pedestrian oriented.

3.3.2 Affordable Housing/Mixed Use Strategy

Integrating more housing has been recognized as an important goal towards making downtown a more attractive place. The development of mixed-use projects can often be discouraged if the redevelopment area affordable housing requirement of 15 percent is required. Recognizing the importance of this product type, the Specific Plan waives the 15 percent affordable housing requirement for mixed use development projects with less than 25 residential units. Mixed-Use projects that qualify for the waiver will have more than 25% of the ground floor set aside for a commercial use.

The waiver of the affordable housing obligation is further justified by the anticipated size of the residential units that are typically constructed as part of a mixed use development. These residential units are typically smaller in size and provide for a better range of affordability. The City will offset these units through affordable housing that is constructed by other affordable projects within or outside of the plan area.

The waiver of the affordable housing requirement does not apply to a 100% residential development project. The affordable obligation associated with the Specific Plan will be assigned to stand alone high density residential projects and shall be satisfied on-site.

The type of housing will dictate the affordable housing requirement and will be applied as follows:

- For sale housing developments would be required to offer 15% of the units be affordable for middle income households, without requiring City subsidy;
- Rental housing developments would be required to offer 15% of the units be affordable to very low (6% of the units) and low income households (9% of the units), and;
- Condo housing developments would be subject to both affordable rental and purchase requirements for 15% of the units offering very low (6% of the units), low (6% of the units) and middle (3% of the units) income rental/purchase opportunities. Condo housing units present special circumstances which heavily depend on the market. For example, a project approved with a condo map may rent units during periods of slow real estate marketability for this type of unit product. However, when the market turns, the owner may then begin to sell units. Therefore, it would be prudent to enter into a combination rental and purchase regulatory agreement for these projects in order to ensure the affordability during all phases of the condo development use, either as a rental or ownership unit.



3.0 Regulatory Incentives

Mixed Use Project (Exemption) – Mixed Use projects which will have less than 25 residential units will be exempt from the affordable housing requirement. If Mixed Use projects will have 25 residential units or more, the application of the affordable obligations will be established based on type of housing units, rental versus ownership or condo, and would be subject to the above criteria.

3.4 Parking Requirements/Incentives¹

3.4.1 Parking Strategy

Reduction of on-site parking requirements for the uses within the Plan Area is a way to encourage and incentivize redevelopment. Analysis of the existing on-site parking requirements for the Plan Area indicated that they were not appropriate to a pedestrian-friendly downtown. By reducing the emphasis on the automobile, it will help create an environment that is more urban and vibrant in nature. To accomplish this, a “park once” mentality needs to be instituted and accepted by the stakeholders, residents and customers within the Downtown.

To effectively develop a higher FAR, gain the desired land uses, and development density Downtown, it will be necessary to relax existing off-street parking regulations. Relaxing the off-street parking regulations will also provide an incentive to developers and property owners to develop and/or redevelop parcels in the downtown. An overall parking strategy for the plan area was developed with the following implementation measures:

- *Maximize the on-street parking and continual turnover in high use areas through a comprehensive parking management plan and parking meters;*
- *Provide structured public parking to offset off-street parking requirements;*
- *Utilize an in-lieu parking fee with a graduated cost structure to help fund the cost of the public parking structures and act as a development incentive;*
- *Reduce the off-street parking requirements for desired uses including office, retail, restaurant and commercial services;*
- *Amend the parking requirements to allow off-site parking (such as on-street spaces in front of a business) to count towards meeting the overall parking requirement through the application of a lot square footage ratio;*
- *Create new at-grade public parking within the Historic Old Town;*
- *Utilize diagonal parking within the public right-of-way, when possible to maximize parking;*
- *Institute a parking credit for combining and developing two or more parcels; and,*
- *Enhance the appearance of existing parking areas to contribute to the overall character of the Plan Area.*



¹Parking requirements may be reduced by sections of the Government Code pertaining to density bonuses, projects in proximity to transit and other sections of law, including Government Code Section 65585 and 65915.

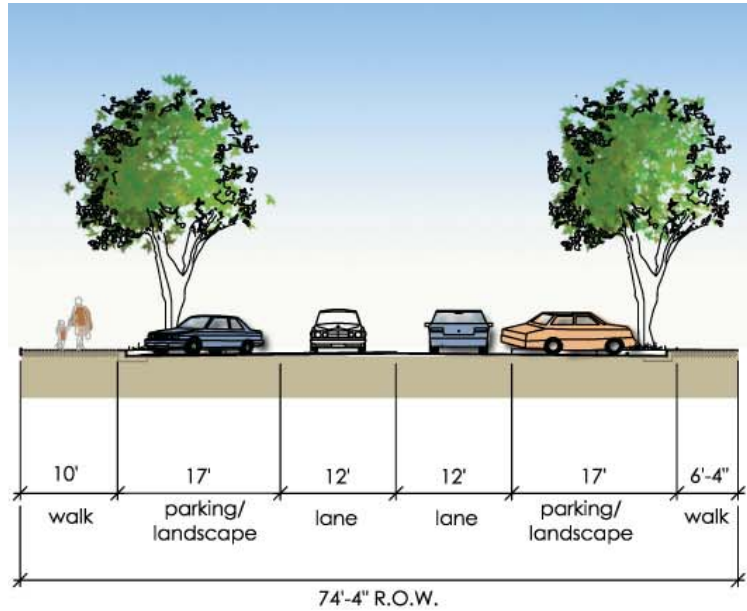


3.0 Regulatory Incentives

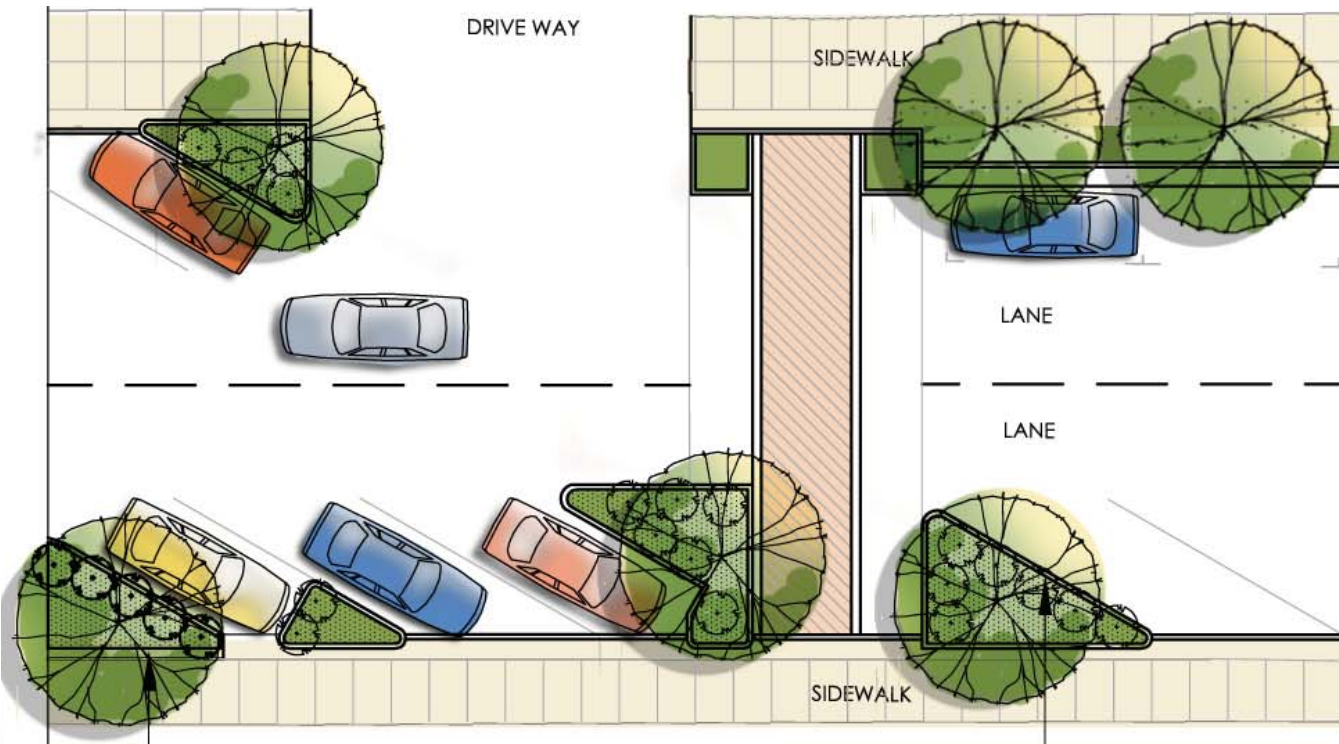
Combined, these components can provide a significant benefit to the development cost structure of a project. Their specific application is contained in the following parking strategy section.

3.4.2 Develop Diagonal Parking on Side Streets

In order to create additional parking in the plan area, the City will look to develop diagonal parking on several of the side streets as part of the future streetscape enhancement projects. Diagonal parking provides significantly more parking than on-street parallel parking and also contributes to the urban form and character of the neighborhood. An example of where diagonal parking has been implemented can be seen in the Historic Old Town streetscape project and on Vernon Street. Compared to parallel parking spaces, diagonal parking can more than double the number of parking spaces. (Figures 3.4.1 a-b)



Figures 3.4.1 a-b - Church Street cross-section and plan view showing diagonal parking



3.4.3 Parking Location

A goal for Downtown Roseville is to encourage pedestrian traffic by placing buildings and community-oriented spaces next to the public right-of-way, rather than parking. The parking regulations suggest the locations of parking that are the most appropriate to the designated district. These are the preferred locations and mechanisms for addressing the on-site parking requirements for individual projects.

At Grade Locations:

- **Alley-Loaded Garage (Detached or Attached):** Access through alleys, whether using detached or attached garages, reduces traffic and parking on primary streets and encourages community interaction along building frontages. Refer to Figure 3.4.1
- **Behind Building:** Parking behind the building reinforces a pedestrian-oriented atmosphere within Downtown Roseville by emphasizing commercial storefronts. Refer to Figure 3.4.2 This orientation is strongly promoted and helps to strengthen the pedestrian environment. By fronting the buildings onto the back of the sidewalk, the building architecture helps frame the pedestrian zone.

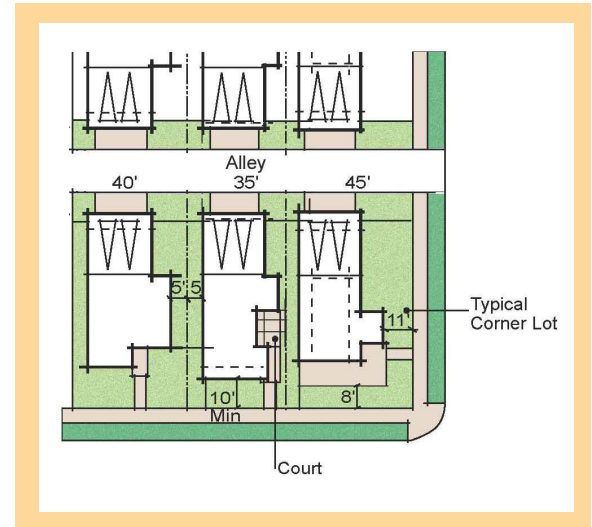


Figure 3.4.1 - Alley loaded garage

Figure 3.4.2 - Behind building parking fields



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Structured On-Site Location/Solution:

- **Parking Structure:** *Specific regulations for parking structures are provided in Section 7.*
- **Street-Loaded Garage:** *Street-loaded garages are directly accessed by the primary street, and would be acceptable when alley access is not a viable alternative.*
- **Subterranean/Podium:** *Subterranean/podium parking consists of at least one floor of parking below ground level and completely underneath the structure. Subterranean/podium parking establishes pedestrian-scale in the Downtown by eliminating surface parking.*

Off-site Location/Solution

- **Fee In-Lieu of Off-Street Parking:** *Within the designated Commercial Mixed Use, Old Town and Central Business districts, a parking requirement serving nonresidential uses and residential uses, where a minimum of one space per unit is provided on-site for the residential units, may be met by a cash in-lieu payment to the City prior to issuance of a building permit or a certificate of occupancy, if no permit is required. The fee shall be used to offset the cost of public off-street parking in the vicinity of the use in the form of garages or public parking lots.*

3.4.4 Reuse and Principally Permitted Uses

The Specific Plan seeks to encourage the reuse of buildings when appropriate. To encourage the reuse of the buildings in the districts' most prominent commercial corridors, all principally permitted uses within the Old Town Commercial, Old Town Commercial (extension), Vernon Street, Washington Corridor and Douglas Corridor, shall not be required to provide additional off-street parking. An exception to this provision is that community assembly, college and university uses and new uses which require a discretionary permit, shall comply with the parking standards specified in the **Downtown Code**, Table 3.4.1. For the purpose of administering this Code, a "discretionary permit" will be defined as items which are acted on by the Design Committee or Planning Commission, as the approving body.

3.4.5 Required Parking/In lieu Fee

One of the strategies for encouraging development in the Downtown is to relax the requirement for off-street parking for future uses. The number of parking spaces required for each use type is defined in Table 3.4.1, and is based on gross floor area unless otherwise noted. Where the parking requirement is established based on the number of units (i.e. 1 space per unit), the term unit means per dwelling unit, and each live/work unit is classified as one unit. All use types that are not specified in this table shall be parked per the requirements of the Zoning Ordinance.



Land Architecture Building on Vernon Street after renovation



3.0 Regulatory Incentives

The City may impose or enforce the below parking standards as requirements, except as otherwise provided within the California Government Code. Parking requirements can also be satisfied through the payment of a parking in-lieu fee that is meant to work as an incentive to development in the plan area. Since it is a monetary incentive, the discussion of this component of the parking strategy has been included in Section 3.5.1 of this Chapter.

Table 3.4.1

USE TYPE	PARKING REQUIREMENTS
CIVIC USE TYPES	
Community Assembly	1 per 3 fixed seats, or 1 per 50 sq. ft. for non-fixed seats in the assembly area, plus one per classroom.
Community Services	Determined as part of the Design Review approval
Hospital Services	
General Hospital Services	1 per doctor, plus 1 per 3 employees for the largest shift, plus 1 per 3 beds
Psychiatric Hospital Services	1 per doctor, plus 1 per 3 employees for the largest shift, plus 1 per 3 beds
Libraries and Museums, Private	1 per 500 sq. ft.
Schools	
College and University	As determined by the Design Review approval
Elementary and Secondary	2 per classroom, plus 60 lineal feet of loading area for every 100 students
Private Elementary and Secondary	2 per classroom, plus 60 lineal feet of loading area for every 100 students
RESIDENTIAL USE TYPES	
Live/Work (1)	Studio/1 bedroom = 1 space/unit 2 bedrooms and above = 1.5 spaces/unit Guest Parking: Projects with more than 10 units shall provide 1 space for every 10 units
Mixed Use (1)	Sum of: Commercial space = 1/500 sq. ft. Residential = Studio/1 bedroom = 1 space/unit 2 bedrooms and above = 1.5 spaces/unit Guest Parking: Projects with more than 10 units shall provide 1 space for every 10 units

3.0 Regulatory Incentives

USE TYPE	PARKING REQUIREMENTS
Dwelling	
Multi-Family (13 du's/Acre min. density) (1)	Residential = Studio/1 bedroom = 1 space/unit 2 bedrooms and above = 1.5 spaces/unit Guest Parking: Projects with more than 10 units shall provide 1 space for every 10 units
Single-Family	2 spaces per unit
Two-Family	2 spaces per unit
Age Restricted Residential Projects	1 per unit, plus guest parking (Projects with more than 10 units provide 1 guest space for every 10 units)
Family Day Care Home, Small	2 per dwelling plus 1 space for loading
Family Day Care Home, Large	2 per dwelling unit plus 1 space per employee not residing in the home, plus loading areas as required by Section 19.46.020 (B)
Single Room Occupant	.5 per unit, plus guest parking (Projects with more than 10 units provide 1 guest space for every 10 units)
High Efficiency Residential Units (5)	.8 per unit, plus guest parking (Projects with more than 10 units provide 1 guest space for every 10 units)
COMMERCIAL USE TYPES	
Animal Sales and Service	
Grooming and Pet Stores	1 per 500 sq.ft.
Veterinary Clinic	1 per 500 sq. ft.
Veterinary Hospital	1 per 500 sq. ft.
Automotive and Equipment	
Automotive Repairs	1 per 500 sq. ft. plus one per bay - CUP required in CBD, not allowed in HD
Commercial Parking	As determined as part of the Design Review approval
Gasoline Sales	
<ul style="list-style-type: none"> With neighborhood commercial sales 	1 per 500 sq.ft. with a 5 space minimum
<ul style="list-style-type: none"> Without neighborhood commercial sales 	5 spaces minimum
<ul style="list-style-type: none"> With repair 	1 per 500 sq. ft. plus one per bay

3.0 Regulatory Incentives

USE TYPE	PARKING REQUIREMENTS
Banks and Financial Services	1 per 500 sq. ft.
Bars and Drinking Places	1 per 500 sq. ft.
Broadcasting and Recording Studios	1 per 500 sq. ft.
Business Support Services	1 per 500 sq. ft.
Commercial Recreation	
Amusement Center	1 per 500 sq. ft.
Indoor Entertainment (2)	1 per 500 sq. ft.
Indoor Sports and Recreation	1 per 500 sq. ft.
Outdoor Entertainment	1 per 500 sq. ft. of seating area or enclosures/permanent structures
Community Care Facility	.5 per unit
Day Care Center	1 per 500 sq. ft.
Eating and Drinking Establishments (3) (4)	
Convenience	None required
Full Service	None required
Food and Beverage Retail Sales	1 per 500 sq. ft.
Funeral and Internment Services	1 per 500 sq. ft.
Lodging Services	1 per room plus 1 per 500 sq. ft. for conference areas
Long Term Care Facility	1 per 3 employees for largest shift, plus 1 per 3 beds
Maintenance and Repair	1 per 500 sq. ft.
Medical Services (General)	1 per 500 sq. ft.
Neighborhood Commercial	1 per 500 sq. ft.
Nightclubs	1 per 500 sq. ft.
Offices, professional	1 per 500 sq. ft.
Personal Services	1 per 500 sq. ft.

3.0 Regulatory Incentives

USE TYPE	PARKING REQUIREMENTS
Retail Sales and Services	1 per 500 sq. ft.
Specialized Education and Training	
Vocational Schools	1 per 500 sq. ft.
Specialty Schools	1 per 500 sq. ft.
INDUSTRIAL USE TYPES	
Equipment and Materials Storage Yard	1 per 300 sq. ft. plus 1 per 10,000 sq. ft. of yard area
Light Manufacturing	1 per 1000 sq. ft. Where other uses exceed 10% of the gross floor area (e.g. office, warehouse, etc..) the parking requirement shall be the combined total for each use as outlined in the Zoning Ordinance or as otherwise determined by Design Review approval.
Printing and Publishing	1 per 1000 sq. ft. Where other uses exceed 10% of the gross floor area (e.g. office, warehouse, etc..) the parking requirement shall be the combined total for each use as outlined in the Zoning Ordinance or as otherwise determined by Design Review approval.
Research Services	1 per 3000 sq. ft., plus 1 per company vehicle
Telecommunication Facilities	As determined as part of the Design Review approval
Intermodal Facilities	As determined as part of the Design Review approval

Notes:

- 1) *One parking space per unit is required to be provided on-site. Guest parking or a half space for units with 2 or more bedrooms can be parked off-site with payment of in-lieu fees.*
- 2) *This includes indoor concert venues which may or may not have fixed seating.*
- 3) *Eating and drinking establishments (restaurants) are exempt from providing off-street parking at the initial establishment of this plan. The City will be monitoring parking and this provision may change over time as additional development occurs within the Plan Area.*
- 4) *Permanent outdoor seating associated with eating and drinking establishments is also exempt from off-street parking requirements.*
- 5) *Refer to parking discussion in Chapter 7 (7.9D.6) for efficiency units.*



3.4.6 Application of Off-Site Parking Spaces

The reduction in required on-site parking will be offset by an off-site parking credit. It is assumed that the parking spaces located on the streets within the Downtown Specific Plan area will act as a general pool of parking available to the businesses and uses within the Downtown. Thus, development will be able to apply these spaces towards meeting their parking requirement, which diverges from current City policy in new development areas. Factoring in the frontage space typically associated with a standard lot within the downtown, and the frontage occupied by this lot, commercial and office projects can reduce their on-site requirement by 2.5 spaces for every 7,500 sq. ft. of lot area.

An exception to this policy is residential projects. Although they may apply this incentive, they must provide a minimum of one parking space for each residential unit on-site.

3.4.7 Parking Credit for Parcel Aggregation

In order to encourage redevelopment of multiple parcels, parking credits for lot aggregation will be applied at the following rates:

- 2 lots merged = reduction of 1 required parking space,
- 3 or more lots merged = reduction of 3 required parking spaces.

This parking credit can be applied to commercial and office development; parking spaces for residential development must be provided at the required rate.



3.0 Regulatory Incentives

3.5 Fee Incentives

3.5.1 Park Dedication Strategy

Based on the number of new residential units within the Plan Area, the park dedication acreage is approximately 29 acres. An important goal of the Specific Plan is to encourage the development of residential units to promote activity and potential consumers on a constant basis. Based on this desire, the plan exempts future residential units from having to dedicate land or pay an in-lieu fee.

Assuming that land values are approximately \$20 per square foot, on average, exempting residential projects from park dedication would amount to a savings of approximately \$19,800 per residential unit. Based on 1,020 new dwelling units, this is a savings benefit of nearly \$20 million in park land acquisition and dedication costs.

Park fees will still be collected in order to fund park improvements, but these fees will be specifically allocated to improvements in the Downtown. Approximately \$1,949,220 in new city-wide park fees, and \$1,042,440 in neighborhood park fees will be generated and specifically allocated to Downtown park improvements.

3.5.2 Parking In lieu Fee



To create a “Park-Once” philosophy within the Downtown, the **Downtown Code** establishes a parking in lieu fee program. With the adoption of the **Downtown Code**, the City Council has approved a parking in lieu fee that allows non-residential uses to meet their parking demand through the public realm parking provided within the Plan Area.

The initial fee shall be determined by the City Council and updated once yearly, based on the construction cost to the City and adjustments to the Construction Cost Index. Future yearly updates will be set by the Director. The fee is intended to be an incentive and will not necessarily recoup the cost of developing parking within the Downtown. The fee is to be paid to satisfy parking requirements in-lieu of providing any or all spaces on-site and shall be further discounted according to Table 3.5.1.

Parking In lieu Fee

Table 3.5.1

Required Parking Spaces	Fee for Parking Space
First Stall	10% of the in-lieu fee
Second Stall	25% of the in-lieu fee
Third Stall	50% of the in-lieu fee
Fourth Stall	75% of the in-lieu fee
Fifth Stall and beyond	100% of the in-lieu fee



3.0 Regulatory Incentives

Other provisions associated with the payment of the parking in-lieu fee program include:

- 1) Prior to issuance of a building permit, the developer shall enter into a parking in-lieu fee agreement to be reviewed and approved by the Director.
- 2) Before approving payment of a fee for in-lieu of providing off-street parking, the Director shall find:
 - a. That there is adequate capacity within the existing or planned public parking resources to accommodate the requested parking in-lieu off-site, and
 - b. The project benefiting from this approval is furthering the goals and policies of the Downtown Specific Plan and the General Plan relative to uses, revitalization, pedestrian amenities and design.
- 3) Funds collected by the city from in-lieu payment shall be deposited in a special fund and used only by the City to acquire and/or develop on-street or off-street parking and related facilities which are determined to alleviate the need for parking spaces in the Specific Plan Area.
- 4) Such parking will be available to the public and shall be developed per the provisions of the Downtown Specific Plan.
- 5) Funds paid to the City for in-lieu of parking shall not be refundable, except as otherwise provided by State law.
- 6) All in-lieu of parking fees shall be paid prior to the issuance of certificate of occupancy. In the case of multi-tenant buildings, the fees shall be calculated based on, and paid prior to, the issuance of certificate of occupancy for each individual tenant space.

3.6 Process Incentives

3.6.1 Review Process

Chapter 9 of the Specific Plan establishes the various approval processes that are being established in order to streamline the development process. As part of the fiscal analysis associated with the Visioning for Downtown, reducing the timeframes associated with processing projects was a key strategy identified to implement a successful revitalization effort. The following outlines the various modifications to the City's current review process that are meant to streamline the development process.



3.0 Regulatory Incentives

Pre-Design Development Plans - As part of the Specific Plan, the City has identified six catalyst sites within the Downtown. To facilitate development of these sites in a shorter timeframe, the sites have been designed to reflect projects that conform to the vision for the Downtown, and that comply with the guidelines and standards associated with the Specific Plan. Their project impacts have also been analyzed as part of the project's Environmental Impact Report at a project level analysis. Implementation of these projects will be exempt from the City's Design Review Process. To receive this exemption, the future project will need to follow the process outlined in Chapter 9 of the Downtown Specific Plan, which is reflective of an administrative approval process, and the project shall be substantially consistent with the plans that are approved as part of the Specific Plan.

Residential to Commercial Conversions – A niche that has evolved in the older bungalow districts is the conversion of existing residential housing to commercial office uses. This interest in conversion of these structures accomplishes both the preservation of the existing charm and character of these neighborhoods. It also provides revitalization, as an investment in building upgrades are being made to accommodate the office uses. Prior to the Specific Plan, a conversion of this nature would require that the City approve a Design Review Permit (DRP). The process as defined in Chapter 9 of the Specific Plan amends this approval to approval by the Director, when the proposal meets the standards established by the **Downtown Code** (See Chapter 7). These requests will be processed as a Zoning Clearance Certification as described in Chapter 19.72 of the City's Zoning Ordinance.

Façade Improvements – Currently, commercial façades that are not receiving assistance from the Façade Loan Program are required to obtain a Design Review Permit. The Specific Plan provides that façade improvements that are consistent with the design provisions of the **Downtown Code** can be approved by the Director. These requests will be processed as Minor Design Review Permits as described in Chapter 19.74 of the City's Zoning Ordinance.

New Construction and Minor Additions - New construction and minor additions that are consistent with the provisions of the Specific Plan and **Downtown Code** will be approved via the Minor Design Review Permit process as described in Chapter 19.74. Currently, these would be required to go through the Design Review Permit process.

3.6.2 Environmental Impact Report (EIR)

The City has invested a significant amount of resources towards ensuring that the future development projects will not be delayed by the California Environmental Quality Act requirements. A full EIR has been prepared to address all elements of the environmental review process. The EIR addresses such critical elements as traffic, utility and public services, air quality, flooding, and other environmental concerns.

In addition to these elements, an architectural and historical survey has been performed to identify significant historical resources in the Plan Area. This identification will allow for future projects to acknowledge the historical significance of a building and address how it is incorporated or mitigated as part of the project proposal. This will result in a significant time savings for future development projects.

With the completion and adoption of the EIR and Mitigation Monitoring Program, the City is intending on utilizing the appropriate CEQA exemptions when reviewing future development projects. Again, this measure will equate to a time saving measure aiding the revitalization efforts.



3.7 Design Incentives

3.7.1 Incentive Zoning

Through incentive zoning, the City seeks to realize certain amenities or design provisions related to a particular development project in exchange for granting an increase in the Floor Area Ratio (FAR) for the property being developed. Parking reductions have also been utilized to encourage desired improvements. Locations where the City may grant such incentives are clearly identified in this section.

Bonus awards may be as “of right” or discretionary. Discretionary authority to grant all FAR bonuses or parking reductions is delegated to the Director. The amount of bonus awards the City will make available should take into account the projected build-out that would occur if all of the bonus provisions allowable under the program were actually awarded. This total should not exceed the capacity of the land or the capacity of the City to provide infrastructure and services to support the build-out. To determine just how much additional FAR, or parking waiver should be granted, the Director should take into account the value added to the property by the amenity or design, and a reasonable share of additional FAR that will proportionally compensate the developer for the additional amenities or design provisions.

Also, the impact to parking supplies will need to be considered when allowing for a reduction in parking as an incentive. To ensure that parking capacities are not being exceeded, the public parking resources will be reviewed every 5 years from the adoption of the Specific Plan. In addition to the City’s monitoring efforts, a project requesting a parking incentive shall provide the City with an updated parking survey, at the Director’s request.



3.0 Regulatory Incentives

3.7.2 Downtown Amenities Table

The Downtown Amenities Table presents a wide variety of amenities either required or desired in Downtown Roseville. The table describes whether these amenities are required through the Specific Plan (or other regulations) or whether provision of these elements will be encouraged through incentives. When an amenity is required, the specific responsibilities of the property owner are identified in the requirements column. In some cases, the applicant should refer to other sections contained within the Specific Plan for particular guidelines or regulations. When provision of an amenity results in additional benefits to the property owner, the incentive for providing the amenity is listed in the Incentives column. Incentives requests will be evaluated on a case-by-case basis on the degree of public benefit provided by the proposed project.

Several of the urban amenities may be both a requirement and an incentive; in these cases, a certain portion of the amenity is required to be provided and the property owner may also recognize additional benefits by providing an additional portion of the amenity. The Downtown Amenities Table also details the districts within the Specific Plan area in which provision of a particular element is required or eligible for incentives. If no districts are specified, the amenity is applicable to all districts.

As part of the Specific Plan, there are certain design aspects that support the overall pedestrian environment and goal to create “a sense of place.” These unique features that work to enhance are being rewarded as part of the design incentives presented as part of the following amenity table (Table 3.7.1, Amenity Table).

Table 3.7.1

Amenity Table

Amenity	Incentive	Applicable Districts
Structured parking, both subterranean/podium and multi-storied	Does not count against the overall allowable FAR requirement	Old Town Commercial, Vernon Street, Dry Creek, Washington Corridor, Washington Corridor (intensified) and Douglas Corridor.
Mixed-use projects with structured parking, both subterranean and multi-storied when meeting all residential parking on-site (excluding guest spaces), or for non-residential projects meeting 60% of their parking on site	1 story increase or a maximum of 12 feet above the established height requirement.	Old Town Commercial, Vernon Street, Dry Creek, Washington Corridor, Washington Corridor (intensified) and Douglas Corridor.
Retail Uses	10% increase in the allowable FAR when at least 70% of the ground floor is devoted to retail.	Old Town Commercial, Vernon Street, Dry Creek, Washington Corridor, Washington Corridor (intensified) and Douglas Corridor.



3.0 Regulatory Incentives

Amenity	Incentive	Applicable Districts
<p>Public Parks and Plazas. Including but not limited to: sports/recreation facilities, play lots, water features, trails, par courses, gardens, and passive plaza spaces with features such as benches, tables and chairs.</p>	<p>10% increase in allowable FAR when public outdoor space is provided that:</p> <ul style="list-style-type: none"> • <i>Has an area greater than 500 s.f.</i> • <i>Provides tables and chairs, promoting placemaking.</i> • <i>Provides pedestrian scaled lighting, with at least 2 foot candles maintained minimum.</i> • <i>Is adjacent to Vernon Street, Main Street, Church Street, Oak Street, Lincoln Street, Pacific Street, Washington Boulevard or Douglas Boulevard.</i> 	<p>Old Town Commercial, Vernon Street, Dry Creek, Washington Corridor, Washington Corridor (intensified) and Douglas Corridor.</p>
<p>Historical Building Preservation</p>	<p>Application of Historical Building Code.</p>	<p>All districts within the Specific Plan area.</p>
<p>Art in Public Places</p>	<p>10% decrease in required parking (not to exceed 5 spaces or impact residential requirement)</p>	<p>Old Town Commercial, Vernon Street, Dry C 98reek, Washington Corridor, Washington Corridor (intensified) and Douglas Corridor.</p>

View of Town Center from Church Street

