

3 DESCRIPTION OF THE PROPOSED PROJECT

3.1 LOCATION AND SETTING

3.1.1 PROJECT AREA AND SURROUNDING AREA

PROJECT AREA

The Roseville Downtown Specific Plan , and Downtown Code (collectively referred to as the Plan) , are incorporated by reference into this EIR as authorized by CEQA Section 15150. The proposed Plan includes implementation of a specific plan in a 176-acre area comprised of the existing Historic Old Town, Vernon Street Civic Core, and Royer and Saugstad Park. The Downtown Code includes prescriptive standards and plan-specific ordinances (e.g., live-work, mixed-use, signage, evaluation of pre-design sites).

The proposed project area (Plan area) encompasses an infill area completely surrounded by built-out neighborhoods in central Roseville, California. Exhibit 3-1 shows the regional location of the project area. The Plan area is bisected by the Union Pacific rail yard with the Plan area connected by the Washington Boulevard underpass that runs under the railroad tracks. Vernon Street and Washington Boulevard are the primary roadways extending through the Plan area. Existing land uses in the Plan area include the Roseville Civic Center (City Hall), single-family residences, train depot, and commercial/retail businesses. Dry Creek also flows in a southerly direction through Royer and Saugstad Park.

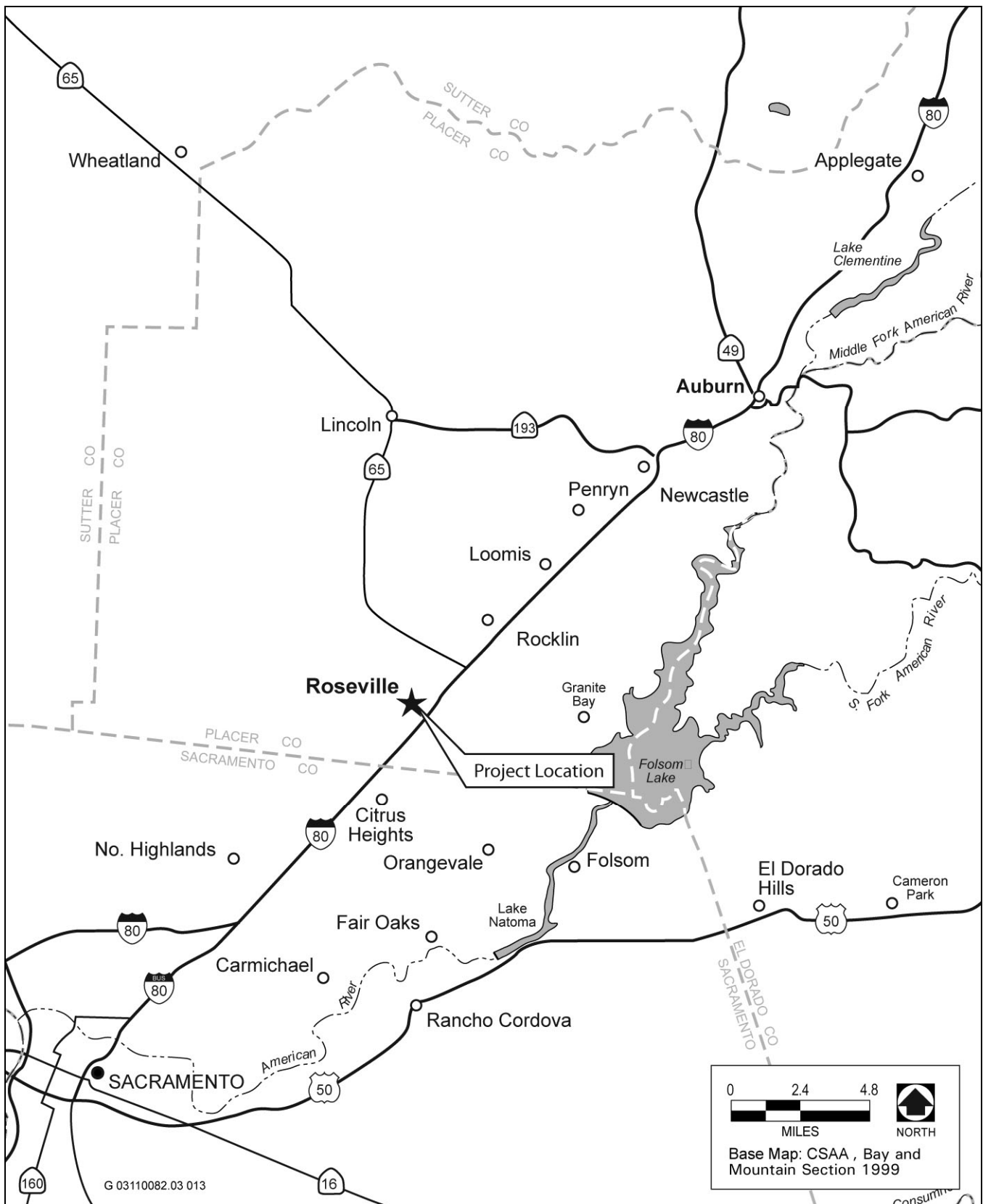
The Plan area is further subdivided into 11 distinct character districts and the two parks. Each district incorporates an anticipated look and feel designed to promote the core goals established in the Specific Plan. The ten districts include:

- ▶ Old Town Districts
 - Washington Corridor
 - Washington Corridor Intensification District
 - Old Town Bungalow
 - Old Town Commercial
 - Old Town Commercial Extension District

- ▶ Vernon Street Districts
 - Vernon Street
 - Dry Creek Mixed-Use
 - Royer Park
 - Creek View Residential
 - Vernon Bungalow
 - Douglas Corridor

SURROUNDING LAND USES

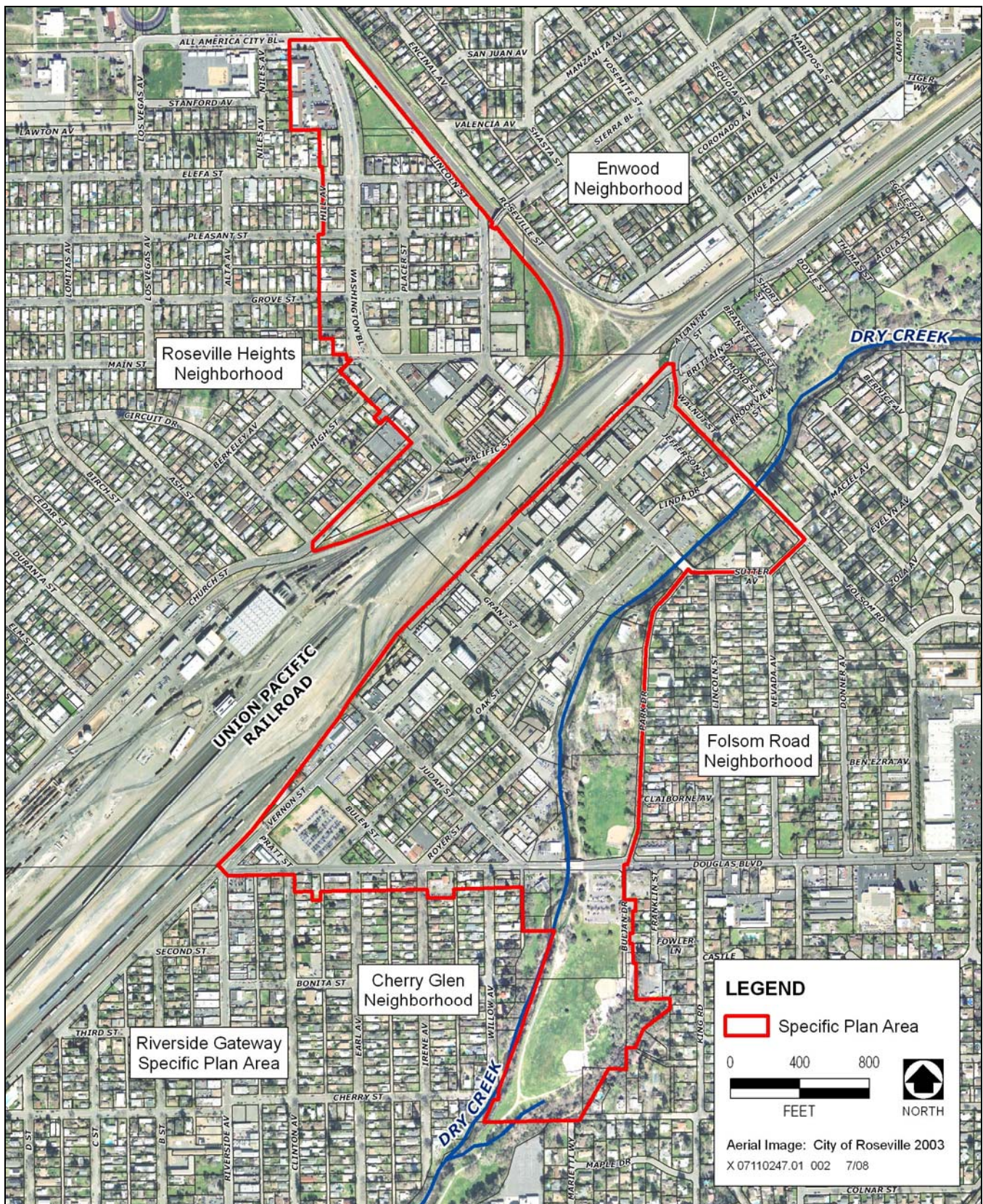
Residential uses surround the Plan area, including Cherry Glen and Hillcrest located to the south and southeast, Roseville Heights located to the west, Los Cerritos located to the northwest, Sierra Vista located to the northeast, and Enwood and Folsom located to the east. The Plan area is also bisected by the Union Pacific rail yard. Commercial land uses associated with the Riverside Gateway area extend southward along Riverside Avenue located to the southwest. I-80 is approximately one mile to the southeast. These surrounding land uses are illustrated in Exhibit 3-2 and are described in greater detail in Section 4.1, “Land Use and Planning.”



Source: California State Automobile Association, Bay and Mountain Section 1999

Regional Location

Exhibit 3-1



Source: City of Roseville 2008

Vicinity Map

Exhibit 3-2

3.1.2 GENERAL PLAN DESIGNATION

The project area is within the Central Roseville Planning Boundary, according to the City of Roseville 2020 General Plan (2008). The project area is designated by the City General Plan as low density residential, medium density residential, central business district, public/quasi-public, and parks and recreation/ floodplain. Existing land uses are described in detail and illustrated in Section 4.1.

3.1.3 ZONING DESIGNATION

The *City of Roseville Zoning Ordinance* (August 2006) designates the project area single family residential, attached housing, central business district, general commercial, community commercial, planned development, public/quasi-public, and park and recreation/floodway. Existing land uses are described in detail and illustrated in Section 4.1.

3.2 PROJECT BACKGROUND

Under California law (Government Code 65450 et seq.), a city or county may use the mechanism of a specific plan to enact specific regulations, programs, and legislation to help achieve the goals expressed in its adopted General Plan. California law requires that such a specific plan include text and diagrams addressing the following issues: the distribution, location and intensity of land uses, including open space; the location and capacity of major infrastructure systems, including transportation, wastewater, and stormwater drainage; standards and criteria for development and use of natural resources; and implementation measures, including capital improvement and financing mechanisms necessary to execute the specific plan. The specific plan and corresponding Downtown code are a site-specific planning tools that bridge the gap between the general, policy-oriented guidelines of the General Plan and the detailed site plan criteria needed at the project level of individual development proposals. A specific plan creates a comprehensive vision, theme, and land use plan that supports the policy direction of the General Plan and establishes zoning, subdivision regulations, and design and development standards tailored to the specific plan area. The City initiated a visioning process for the Downtown area in response to a community desire to revitalize their existing downtown area into a vibrant and flourishing destination. In response, a Steering Committee was established to create recommendations for the Downtown Vernon Street and Historic Old Town Specific Plan that would be forwarded for approval at the Roseville Revitalization Committee, Planning Commission, and City Council. The scope of recommendations included policy framework, land use strategy, vehicle and pedestrian circulation, design guidelines, funding strategy, parking management plan, transit strategy, creek and floodway management plan, city facility priorities, Royer Park improvements, and identification of development opportunity sites.

During the Fall of 2005, the downtown Roseville community participated in a week-long immersion process that led to the development of the vision for downtown Roseville. The investment of time and ideas from the community led to the vision for downtown Roseville which was discussed at several public forums and ultimately received support from the City Council. The community participation resulted in a vision statement and guiding principles that serve as the foundation for the Downtown Roseville Specific Plan.

3.3 PROJECT GOALS AND OBJECTIVES

The primary objectives of the proposed project are to:

- ▶ Improve connectivity within Downtown as well as between Downtown and its surroundings;
- ▶ Respect and honor the history and influence of the railroad;
- ▶ Identify land uses and development standards that are responsive to market opportunities and that facilitate quality architecture and urban design;

- ▶ Reinforce identity through the establishment of character districts and gateway elements;
- ▶ Create and enhance public places that support community activity, spirit, and involvement;
- ▶ Promote arts, culture, heritage, education, and entertainment; and.
- ▶ Restore habitat values and flood conveyance functions along Dry Creek.

3.4 PROJECT CHARACTERISTICS

3.4.1 LAND USE AND DEVELOPMENT REGULATIONS

Land uses in the Plan area would be implemented through zoning districts. Implementation of the Plan would include the adoption of 11 new land use districts for the Plan area (see Exhibit 3-3) and require a General Plan amendment to allow for development of desired land uses in Downtown Roseville. The Specific Plan identifies the following land uses for each district.

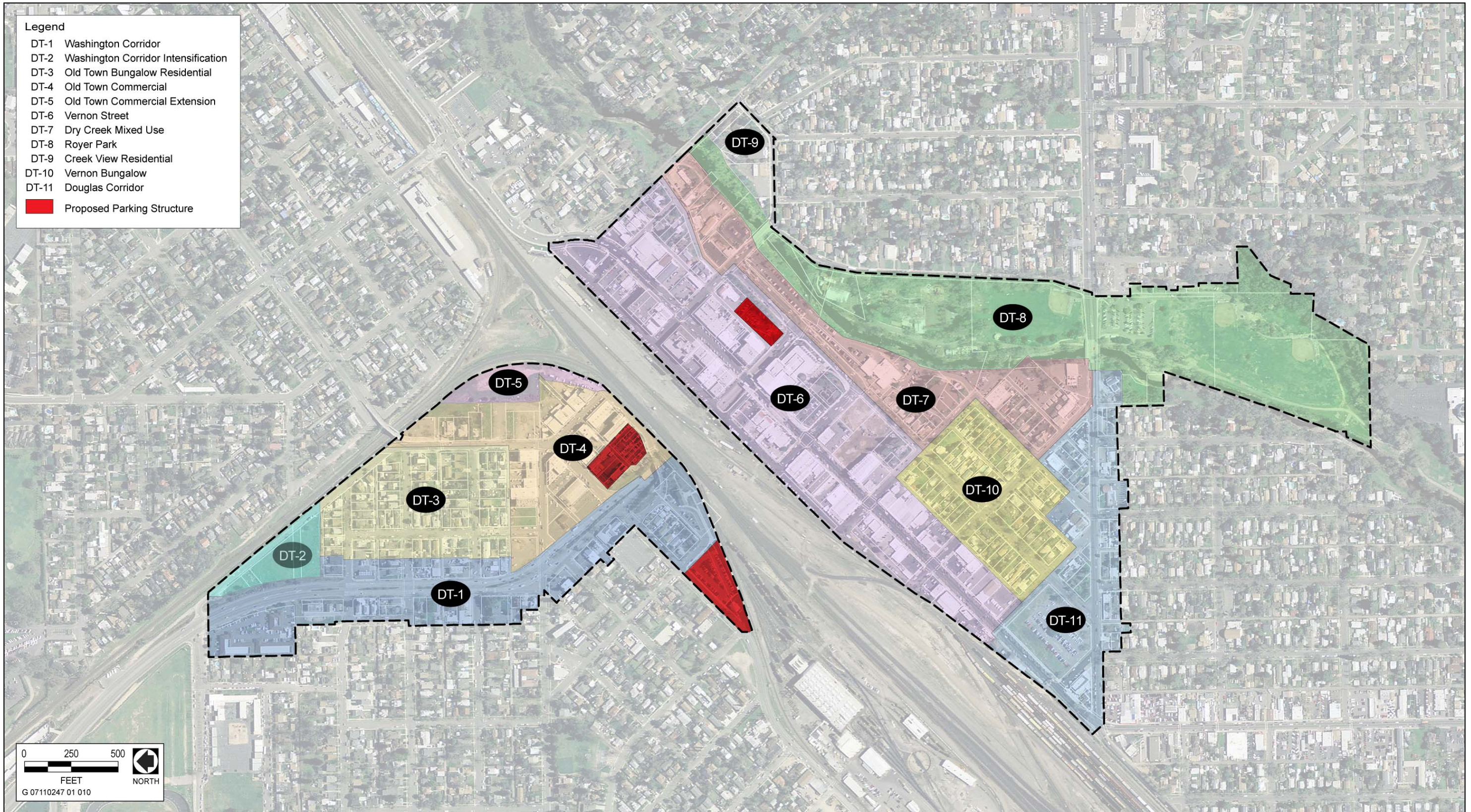
- ▶ **Washington Corridor District (DT-1)** – This 20.1-acre area is identified as a mixed-use area extending along Washington Boulevard that principally allows development of mixed use, retail, restaurants, services, offices, and multi-family residential uses;
- ▶ **Washington Corridor Intensification District (DT-2)** – This 4.36-acre area is a triangular shaped parcel located at the corner of Washington Boulevard and Lincoln Street and identified as an opportunity site for development of mixed commercial and residential uses;
- ▶ **Old Town Bungalow District (DT-3)** – This 12.38-acre area is identified as a residential area located in the Old Town Roseville area that principally allows development of single-family residential and cottage office uses;
- ▶ **Old Town Commercial District (DT-4)** – This 15.95-acre area is identified as a mixed-use area located in the Old Town Roseville area that principally allows development of mixed use, retail, restaurants, entertainment, nightclubs/bars, grocery store/pharmacy, offices, multi-family residential, and live/work space uses;
- ▶ **Old Town Commercial Extension District (DT-5)** – This 2.41-acre area is land owned by Union Pacific Railroad and is proposed to be leased for public surface parking;
- ▶ **Vernon Street District (DT-6)** – This 38.17-acre area is identified as a mixed-use area extending along Vernon Street that principally allows development of mixed use, retail restaurants, entertainment, nightclubs, offices, public/quasi-public, and multi-family residential uses;
- ▶ **Dry Creek Mixed-Use District (DT-7)** – This 15.81-acre area is identified as a mixed-use area extending along the western edge of Dry Creek that principally allows development of mixed use, retail, restaurants, public/quasi-public, offices, multi-family residential, live/work space, public market, and vendor/kiosk uses;
- ▶ **Royer Park District (DT-8)** – This 36.52-acre area is identified as a recreational area extending along the eastern edge of Dry Creek that principally involves improvements to existing recreational opportunities at Royer/Saugstad Parks;
- ▶ **Creek View Residential District (DT-9)** – This 3.02-acre area is identified as a high-density residential area located in the northeastern-most portion of the Plan area that principally allows development of multi-family residential and neighborhood grocery store uses;

- ▶ **Vernon Bungalow District (DT-10)** – This 11.58-acre area is identified as a residential/cottage office area located centrally in the southernmost portion of the Plan area that principally allows development of single-family residential and cottage office uses; and
- ▶ **Douglas Corridor District (DT-11)** – This 15.23-acre area is identified as a mixed-use area extending along Douglas Boulevard that principally allows development of mixed use, retail, restaurants, service, offices, and multi-family residential uses.

Implementation of the above land uses in each district is anticipated to result in increased development of residential units and commercial square footage in the Plan area. For residential development, the Specific Plan envisions development of 1,020 new residential units in the Plan area in addition to 255 existing units. For commercial development, the Specific Plan envisions development of 3,227,045 square feet of new commercial space in addition to 939,404 square feet of existing commercial space in the Plan area. The existing and maximum allowable buildout of residential units and commercial square footage is shown in Tables 3-1 and 3-2.

Table 3-1 Proposed Residential Land Use Development				
District	Existing Residential Units	Maximum Allowable Density (per acre)	20-year Buildout (units)	New Residential Units
Washington Corridor	39	15	83	44
Washington Corridor (Intensification)	0	30	68	68
Old Town Bungalow	82	12	99	17
Old Town Commercial	10	32	158	148
Old Town Commercial (Extension)	0	0	0	0
Vernon Street	16	40	354	338
Dry Creek Mixed-Use	21	40	315	294
Royer Park	0	0	0	0
Creek View Residential	13	30	68	55
Vernon Bungalow	56	12	64	8
Douglas Corridor	18	15	66	48
TOTAL	255		1,275	1,020

In addition, the Plan provides development standards and design criteria specific to each district that establish the appropriate distribution, mix, intensity, physical form, and functional relationships of land uses in the Downtown area. These regulations are intended to encourage and facilitate infill development, mixed-use, pedestrian scale, urban amenities, transit use, creative design, and general revitalization of the Downtown area, as described below.



Source: City of Roseville 2008

District Boundaries

Exhibit 3-3

**Table 3-2
Proposed Commercial Land Use Development**

District	Existing Commercial (square feet)	Maximum Floor Area Ratio (FAR)	20-year Buildout (square feet)	New Commercial (square feet)
Washington Corridor	93,223	100%	241,540	148,317
Washington Corridor (Intensification)	0	100%	98,010	98,010
Old Town Bungalow	76,441	40%	99,360	22,919
Old Town Commercial	131,704	300%	646,213	514,509
Old Town Commercial (Extension)	0	50%	7,873	7,873
Vernon Street	404,773	400%	1,543,766	1,138,993
Dry Creek Mixed-Use	95,501	350%	1,199,555	1,104,054
Royer Park	8,000	n/a	0	0
Creek View Residential	20,677	200%	67,800	47,123
Vernon Bungalow	59,233	40%	63,756	4,523
Douglas Corridor	49,852	100%	190,575	140,723
TOTAL	939,404		4,158,449	3,227,045

DEVELOPMENT STANDARDS

The Plan describes the appropriate location for, size of, and design of buildings on a parcel by establishing the following requirements for each district.

- ▶ **Building Placement and Size:** Building placement and size of development is described by defining the required or allowable build-to line, setbacks, building height, floor area ratio, and residential density. The build-to line requirements describe where a building can be located on the parcel and the potential size of the building. Build-to line and rear and side setbacks define the buildable area on a parcel. Building size is established by the building height, floor area ratio, and residential density.
- ▶ **Potential New Development:** Potential new development represents the envisioned potential level of new residential and commercial development that would be built during the next 20 years.
- ▶ **Principally Allowed Uses:** Principally allowed uses define the basic and most desirable uses allowed in a district.
- ▶ **Parking Requirements:** Parking requirements establish the required location for parking (e.g., parking structure, behind building, alley, subterranean) and the minimum number of parking spaces for the proposed use of the property. A goal of establishing parking location is to encourage pedestrian traffic by placing buildings and community-oriented space adjacent to public right-of-ways rather than parking.
- ▶ **Allowable Building Types:** The Plan identifies the allowable building types (e.g., single family, podium, townhouse, cottage office) within each district identify the preferred built form of new buildings.
- ▶ **Allowable Building Frontage Types:** Allowable building frontage types (e.g., arcade, forecourt, terrace, porch) represents the vision for how the front of new buildings interact with the public right-of-way. The Plan also identifies design standards for each building frontage type.

- ▶ **Allowable Sign Types:** The Plan defines the appropriate sign types (e.g., awning, projecting, wall, under canopy) within each property based on location, allowable uses, and building frontage type. Design standards for each allowable sign type are identified in the Plan.

DOWNTOWN ORDINANCES AND ADDITIONAL PROVISIONS

The Plan identifies additional provisions and ordinances that address concerns related to higher density of the downtown area, the historic nature of many structures, the close relationship between residential and commercial land uses, the importance of activity within public rights-of-way, and the promotion of pedestrian traffic. The additional provisions and regulations describe applicable limitations, design standards, and operating requirements for mixed-use projects, live/work units, nightclubs and cocktail lounges, parking structures, cottage courtyards, newspaper racks, outdoor retail sales, and public art.

DOWNTOWN AMENITY REQUIREMENTS AND INCENTIVES

The Plan outlines requirements and incentives for urban amenities to enhance the quality of life in the Downtown area. Requirements and incentives of the Plan include encouraging pedestrian friendly design, amenities, beautification, sufficient parking, mixed-use districts, affordable housing, and access to public transit, parks, community facilities, and social services.

One tool the Plan uses to encourage implementation of amenities and incentives in the Downtown area is through incentive zoning. Through incentive zoning, the Plan allows an increase in the FAR, or other bonus awards (e.g., fee waivers), on the property proposed for development in exchange for implementing certain amenities or design provisions as part of the development project. Bonus awards take into account the projected build-out that would occur if all the bonus provisions allowable under the program, were awarded and should not exceed the capacity of the land or the capacity to provide infrastructure and services to support build-out. However, several urban amenities may be both a requirement and an incentive depending on the proposed land use and/or district.

3.4.2 MOBILITY

The Plan establishes policies for pedestrian movement, alternative transportation facilities, transit routes, vehicle traffic, and parking within the Downtown area. Details related to these policies of the Plan are described below.

PEDESTRIAN FACILITIES

Walkability and a pedestrian-friendly environment would be promoted with pedestrian facilities (e.g., sidewalks, crosswalks, pedestrian actuated traffic signals) throughout the Downtown area. Specific pedestrian facilities improvements envisioned in the Plan include lighting and visual amenities in the Washington Boulevard undercrossing, a pedestrian actuated crossing at Pleasant Street and Washington Boulevard, provide mid-block pedestrian crossings east and west of the Oak Street/Washington Boulevard intersection, and reducing pedestrian-vehicle conflict points at intersections.

ALTERNATIVE TRANSPORTATION FACILITIES

Park-and-ride lots and bicycle facilities are identified as alternative transportation facilities in the Downtown area. The Plan promotes modification to the existing pedestrian Washington Boulevard undercrossing to accommodate bicyclists. The Plan also identifies the desire of the community to increase mobility of the Downtown area through construction of the Crooked Bridge/Lincoln Street overcrossing; however, due to complexity of this Class I bike trail improvement, it is not included or required as part of the Plan.

TRANSIT SERVICE

A shuttle system to serve the Downtown area and connect to the regional mall/Fountains area or retail/commercial development along Douglas Boulevard would be promoted as part of the Plan. Specifically, the Plan recommends a feasibility study be conducted when the entire Plan area achieves a 0.75 FAR. In addition, the Plan recommends new development in the Plan area be designed to support transit by providing appropriate curb-returns for larger vehicles, preserving additional right-of-way to accommodate the potential for future bus stop locations, and identifying possible future transit routes.

PARKING

Additional parking capacity in the Downtown area is identified by the Plan. Specifically, the Plan identifies 2,000 additional parking spaces would be required to support the planned land uses, if the Plan area built out to maximum potential. Of the total additional parking spaces required, 1,000 are identified as being required south east of the Vernon Street/Lincoln Street intersection and another 1,000 spaces located east of the Washington boulevard/Main Street intersection. However, the Plan recognizes that the Downtown area would most likely never develop to its full potential and recommends the City plan for two 500-space structures, at the same locations, to accommodate the anticipated buildout.

3.4.3 INFRASTRUCTURE, UTILITIES, AND PUBLIC FACILITIES

To support an increase in the number of dwelling units and in commercial/retail/office development square footage, expansion of the Civic Center, improvements to parks and recreation facilities, restoration of Dry Creek, expansion of public services, and upgrades to utilities are proposed or identified in the Plan.

CIVIC CENTER EXPANSION

With the completion of the Civic Center in 2002, the City has firmly established the Downtown and the Vernon Street District as the “Civic Core”. Currently the City occupies four separate buildings within the downtown.

The floor area currently occupied by City operations, excluding the Main Library, in the civic core is 123,948 square feet. As the City continues to grow the need for additional support services will be necessary. This will require that the civic office space be increased in order to accommodate space for the expansion of existing city operations and services. The City’s Central Services Division has recently completed a space study that indicates there will be a future need for approximately 25,000 square feet of additional office space to support current and future City operations. This space allocation does not include Fire Administration or Fire Prevention which is currently located at 401 Oak Street. It is anticipated that the City will need this additional space by 2015.

Three potential options were developed that would provide the city with the needed additional space including: locating the expansion on the current Fire Station 1 site (located 401 Oak Street); locating the expansion at 316 Vernon Street (i.e., relocating the Post Office) and maintaining a surface parking lot; and locating at 316 Vernon Street (i.e., relocating the Post Office distribution center) and developing as a mixed use project with retail uses (including the Post Office retail component on the ground floor), 3 floors of office, and structured parking. The mixed use project is the preferred alternative and the Plan includes a policy emphasizing the city’s desire to assist the Post Office in relocating the distribution component of their operations outside of Downtown Roseville, retaining the retail component of the Post Office, and facilitating private development of the entire property.

FIRE PROTECTION

Relocation of Fire Station #1 and the Public Safety Building (PSB) to an alternate location within the Downtown is proposed as part of the Plan to achieve improving land use connectivity as part of the overall goals set forth in

the Plan. To facilitate relocating the fire station and PSB, an evaluation of the facility was conducted and identification of a preferred location was made. As part of the evaluation, four options were identified and analyzed. The criteria used for the evaluation consisted of the probable cost, location, traffic impacts, design considerations, vehicular accessibility, pedestrian accessibility, growth potential, and land use compatibility. Based on the comparative evaluation of the four options, the city identified a preference to relocate the fire station and PSB to the Oak/Lincoln Street intersection. The Plan includes a policy emphasizing the city's desire to develop a new Fire Station 1 and Fire Administration building at the Oak/Lincoln Street intersection to facilitate goals of the Plan.

PUBLIC PARKING STRUCTURES

The Plan promotes a "park once" concept which would be facilitated by the city's investment in structured parking. Structured parking is intended to ultimately assist in offsetting on-site parking required for development.

A parking demand model for the project was developed and based on buildout of the Plan, an additional 1,000 parking spaces would be necessary to park all commercial uses in parking structures. In order to accommodate the parking demand, the Plan recommends construction of three new parking structures at the following locations:

- ▶ Southeast of Church Street between Circuit Drive and North Grant Street;
- ▶ Centrally located between Church Street, Lincoln Street, Pacific Street, Washington Boulevard; and
- ▶ Centrally located between Oak Street, Washington Boulevard, Lincoln Street, and East Washington Boulevard.

Please refer to Exhibit 3-3, which illustrates the location of these three new parking structures.

LIBRARIES

The City of Roseville operates a public library system that includes the Main Library located at 225 Taylor Street. The Main Library is a significant feature within the Specific Plan because it provides opportunities for the City to implement activities that promote interaction between this library facility, Royer Park, future creekwalk, and commercial land uses proposed in the Plan area. The Main Library promotes the Plan's identification of the Vernon Street corridor as the civic core of the community.

PARKS AND RECREATION

As identified in the Royer/Saugstad Park Master Plan (RSPMP), which is incorporated by reference into this EIR as authorized by CEQA Section 15150, improvements related to connectivity, and place making, and creek restoration and flood conveyance are proposed as part of the Downtown Plan. Focus on these public enhancements would be between the Douglas Boulevard Bridge and Lincoln Street Bridge. The three improvements include numerous improvements related to enhancements to public spaces as shown in Exhibit 3-4 and described below.

Connections

Improvements to connections in the Plan area involve extending the downtown grid and Civic Center axis from Vernon Street, across Oak Street, and to Royer Park to provide pedestrian connections between downtown and Royer Park (see Exhibit 3-4). Specific improvements would be accomplished with the following projects:

- ▶ Downtown Bridge connects Royer Park to the Civic Center and Downtown
- ▶ Mid-block Crossing located between Grant Street and Washington Boulevard and traffic signal synchronization at Oak Street and Grant Street
- ▶ Mid-block Crossing located between Lincoln Street and Washington Boulevard and traffic signal synchronization
- ▶ Grand Staircase, Ramp, and Water Feature provides access from Oak Street to Dry Creek
- ▶ Oak Street Realignment maximizes mixed-use development footprint and includes mid-block crossings, traffic signal synchronization at Oak Street and Grant Street, removal of driveway at intersection of Oak Street and Washington Boulevard, and new street plants
- ▶ Relocated Ice House Bridge facilitates a Class I bikeway alignment and access to Veterans' Garden
- ▶ Creek Walk creates an urban edge along Dry Creek, access to creek-side mixed-uses, and provides a flood protection
- ▶ Library Bridge replaces existing bridge to connect Royer Park, Civic Center, and Downtown area
- ▶ Street Enhancements include bikeway, street trees, walkway improvements, provides connection to Harding-Royer Bikeway project, provides walking loop inside Royer Park, narrows Grant Street to 2 lanes plus left-hand-turn lane, allows for closing of Grant Street for special events, provides traffic signal at Oak Street and Grant Street, provides mid-block crossing on Republican Alley alignment, and allows short-term diagonal parking adjacent to City Hall
- ▶ Downtown Gateway and Street Trees defines Royer Park as part of Downtown Roseville and connects Royer Park to Saugstad Park

Place Making

Place making is an important part of the design and intent of the RSPMP to create places for people. Specific improvements (see Exhibit 3-4) would be accomplished with the following projects:

- ▶ Town Square including a water feature that contributes to Dry Creek, walkway along Republican Alley Axis connecting with the Civic Plaza Parking Structure, allows for closing of Grant Street for special events, removes a parking lot and vacant commercial building
- ▶ Veterans' Garden development allowing for celebration of historic events, accommodates outdoor events, and emphasizes adjacent creek
- ▶ Library Amphitheater allowing for an outdoor teaching area, removes parking lot, provides creek access, and protects library from flooding
- ▶ Creek Access located along east side of creek providing for public access and flood conveyance
- ▶ Dry Creek Path providing a learning experience of nature and ecological relationships
- ▶ Interactive Water Feature / Salmon Plaza replacing two tennis courts, creating a gathering place, and providing a learning experience of nature and ecological relationships

- ▶ Creek Inspired Art Element Plaza providing a learning experience of nature and ecological relationships and a public gathering area
- ▶ Expanded Basketball adding two half courts between the Interactive Water Feature and North Group Picnic area
- ▶ South Group Picnic Area expanding picnic opportunities along edge of meadow
- ▶ North Group Picnic Area would be renovated, providing a learning experience of nature and ecological relationships, and creating a public gathering area
- ▶ Park Café and Tree Bosque creating an outdoor gathering area, providing a staging area for people using Class I Bikeway, and providing flood protection
- ▶ Infield would be renovated
- ▶ Parking Lot and Drop-Off would be renovated and would provide a separation area between Class I Bikeway and vehicular traffic
- ▶ Tennis Courts would replace two existing courts in Royer Park and relocate park maintenance building to Saugstad Park
- ▶ Saugstad Park would be improved to remove two ball fields, renovate fields for a lighted pitch-putt golf course, provide regional flood detention, combine park maintenance building with Golf Starter House, provide an enclosed dog park and a Frisbee golf course
- ▶ Mixed-Use Development replaces parking lot with tuck-under parking, finishes floor elevations 2 feet above 100-year flood boundary level, realigns Oak Street to maximize developable footprint, and relocates sanitary sewer easement to Oak Street
- ▶ Public Safety Building would be relocated to allow for mixed-use development

Creek Restoration and Flood Conveyance

Creek restoration and flood conveyance activities would be intended to improve aquatic and riparian habitat and hydro-geomorphic functions of the creek. The goal of the restoration activities is to create healthy riparian vegetation and cover, provide shade to 40% of the stream surface, provide large, woody debris in the creek channel, provide standing snags, and create stable creek banks that exhibit little or no erosion. The focus of creek restoration would occur from Saugstad Park to Lincoln Street or Folsom Road. Specific improvements would be accomplished with the following projects:

- ▶ Bank Re-contouring and stabilization improvements would enhance creek access, restore creek habitat, provide flood conveyance, enhance salmon habitat, provide a learning experience of nature and ecological relationships, and remove the Park Maintenance Building from Royer Park;
- ▶ Creek Restoration / Riffles would enhance salmon habitat, provide a learning experience of nature and ecological relationships, improve quality of stormwater entering Dry Creek, and plant watershed-specific native riparian plants;
- ▶ Riparian Forest Throughout Dry Creek Corridor would provide a learning experience of nature and ecological relationships, plant watershed-specific native riparian plants, protect mature native trees, and remove exotic plants;

- ▶ Riparian Plant Demonstration Garden would provide a learning experience of nature and ecological relationships and plant watershed-specific native riparian plants; and
- ▶ Floodplain Enhancement would address erosion on the west bank of the creek south of Douglas Boulevard, construct bank re-contouring and stabilizations, layback creek bank to form a floodable amphitheater, divert pavement sheet runoff away from creek bank, construct Downtown Bridge 2 feet above 100-year flood boundary level, finish floor elevations of proposed buildings 2 feet above 100-year flood boundary level, removal of Park Maintenance Building, removal of tennis court fencing, and relocate transfer station away from edge of creek.

WATER, SEWER, DRAINAGE, AND SOLID WASTE

Upgrades to existing infrastructure in the Downtown Roseville area were identified as needed because of the condition of existing pipes and increased demand/generation based on the proposed land uses. Construction activities related to upgrading infrastructure began in the Fall of 2006 for water, sewer, storm drain and dry utility improvements in the Historic District of Old Town area. Additional needed improvements (e.g., water facilities, sewer facilities, storm drain) were identified in subsequent studies and the Plan provides goals, policies, and strategies associated with supplying adequate utility services in the Plan area. Specifically, the Plan includes policies emphasizing the city’s desire to ensure adequate water, wastewater/sewer, and stormwater drainage facilities are provided to serve development envisioned in the Plan.

3.4.4 CATALYST SITES

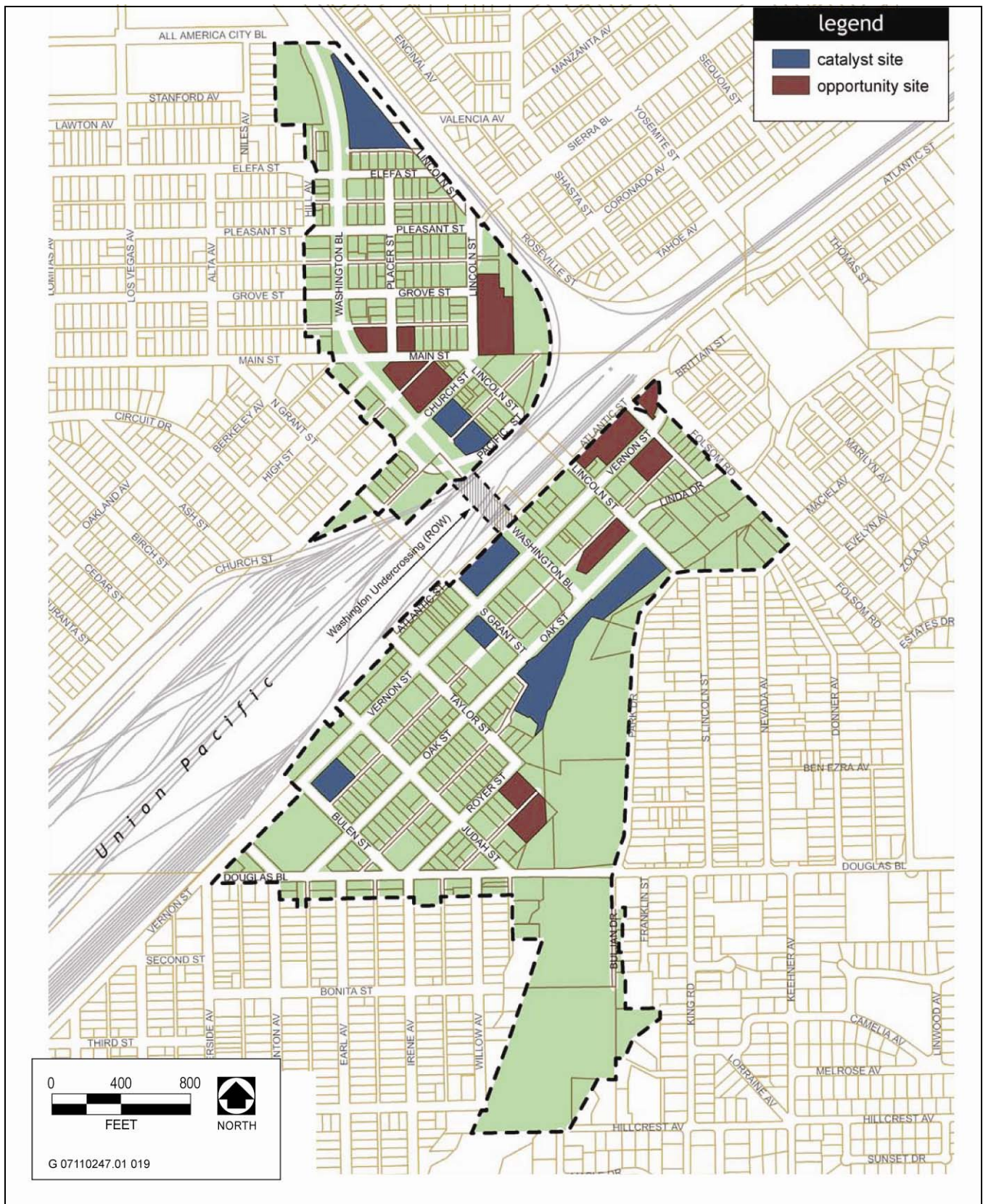
Five catalyst sites would be established in the Plan area (see Exhibit 3-5). The purpose of catalyst sites is to encourage the development of the type of uses envisioned in the Plan. These catalyst projects would be developed on proposed “opportunity sites;” parcels that are currently vacant or partially vacant, adjacent parcels under the same ownership, and/or sites with existing building identified as appropriate for higher or more intense uses. Focusing initial development efforts at catalysts sites provides the private sector with the confidence that investment in the change of use would be economically viable and promotes reinvestment in the other properties along this corridor.

PROTOTYPE DEVELOPMENTS

To encourage development and redevelopment in the Plan area, the City of Roseville prepared development prototypes for property owners to use as examples or models for new development on typical lot sizes. The development prototypes illustrate several design and development features that could be implemented in projects as part of the Plan, including parking areas, design concepts following a similar basic theme, and preferred construction and architectural materials. The specific plan identifies five catalyst sites in Downtown Roseville intended to revitalize and promote redevelopment activities throughout the Downtown area. Specific elements of each of the development prototypes and catalyst sites are described below.

Washington/Lincoln Site (725–845 Lincoln Street): The approximately 2-acre site is a triangular-shaped site at the corner of Lincoln Street and Washington Boulevard. The conceptual development plan includes a mixed-use, 3-story building at the north end of the site that would provide approximately 6,500 square feet of retail and restaurant uses on the ground floor, and residential units on the 2nd and 3rd floors of the building. One-, two- and three-story residential units would be provided on the remainder of the site. A total of approximately 60 residential units would be constructed on the site.

Pacific/Church Street Site (120 Pacific Street): A four-level public parking structure would be constructed to provide approximately 385 parking stalls, with a variety of commercial uses fronting Washington, Church, and Pacific Streets totaling approximately 70,000 square feet.



Source: Fehr & Peers 2008

Catalyst and Opportunity Site Locations

Exhibit 3-5

City Hall Annex/Post Office Site (316 and 320 Vernon Street): The existing City offices, a U.S. Post Office, and mail distribution center would be replaced with a four-story commercial building and parking garage totaling 200,000 square feet. The first floor fronting Vernon Street would provide a 4,500-square-foot Post Office and approximately 10,500 square feet of retail space. The 2nd, 3rd, and 4th floors would provide approximately 110,000 square feet of office space. The parking structure would provide approximately 132 parking stalls.

Dry Creek frontage (401 Oak Street): Four buildings oriented towards Dry Creek and accessible from Oak Street would be constructed to provide a mix of residential units, retail, and office spaces. Building A would provide approximately 48 residential units. Building B would provide approximately 50,000 square-feet of office space in a 3-story building. Building C would provide approximately 7,800 square feet of retail spaces on the ground floor and approximately 7,800 square feet of office spaces on the second floor. Building D would provide between 12 and 14 two-story, attached town homes.

Corner of Grant and Vernon Streets (401 Vernon Street): Potential for a mixed-use building, with ground level retail and subterranean parking, on the 0.4-acre parcel located at the southwest corner of Vernon and Grant Streets. The approximate square footage of this building would be 80,000 square feet.

To streamline the development review process, a development proposal consistent with one of the above development prototypes would not require a Design Review Permit. In addition, the City would waive the notification process typically required for Voluntary Merger or Lot Line Adjustments that could be required to construct a prototype development. The City review process for a prototype development would include reviewing the site/grading plan, distributing plan(s) for comments from various City development departments and outside utilities for 30 days, applicant revision of working drawings, preparation of construction documents, and Plan Check review.

3.5 ENTITLEMENTS

As lead agency, the City has the principal responsibility for approving and carrying out the project and for ensuring that the requirements of CEQA and all other applicable regulations are met. The following list identifies entitlements currently requested by the City for the proposed project. Unless otherwise specified, these entitlements pertain to the proposed project in its entirety.

PROJECT ENTITLEMENTS AND OTHER CITY ACTIONS

- ▶ Adopt a resolution establishing the Downtown Roseville Specific Plan area and an ordinance adopting the corresponding Downtown Code;
- ▶ Change General Plan land use designations for parcels on the project site to match land uses designated in the Downtown Roseville Specific Plan;
- ▶ Amend the City's Land Use Map and supporting text in the General Plan as appropriate;
- ▶ Adopt rezoning to change zoning designations for parcels on the project site to match land uses designated in the Downtown Roseville Specific Plan;
- ▶ Amend the General Plan Parks and Recreation Element to waive the nine-acre per 1,000 resident parkland dedication requirement or in-lieu fee requirement in order to facilitate reinvestment and economic development in the Downtown, Riverside, and Historic District Specific Plan areas;
- ▶ Amend the General Plan Circulation Element adding the intersection of Orlando Drive/Marlin Way/Cirby Way to the list of "Major Intersections Functioning at Less than Level of Service "C" in the City of Roseville Under Buildout Conditions;"

- ▶ Amend the General Plan Noise Element to allow the City to elect to approve new noise-sensitive land uses on a case-by-case basis in proximity to sources of transportation noise; in recognition that it is difficult to maintain rural/suburban noise standards in increasingly urbanized areas, and to facilitate the City’s goal to encourage reinvestment and economic development in the Downtown, Riverside, and Historic District Specific Plan areas;
- ▶ Adopt text amendments to the to the Zoning Ordinance:
 - To reflect applicability of the Downtown Code to the Downtown Roseville Specific Plan area,
 - Reference the Riverside Gateway Specific Plan,
 - Allow Minor Design Review for projects in the Downtown Roseville Specific Plan area,
 - Address Nightclub uses and references standards in the Downtown Code, and
 - Modify the list of Allowable Land Uses and add Use Types (i.e., live/work) for consistency with the Downtown Code;
- ▶ Modify Municipal Code Title 17 (Sign Ordinance);
- ▶ Adopt the Royer/Saugstad Park Master Plan;
- ▶ Amend the Roseville Subdivision Ordinance to change zoning designations for parcels on the project site to match land uses designated in the Downtown Roseville Specific Plan;
- ▶ Establish a Prototype Review Process and other Plan-specific permit approval processes to allow streamlined development consistent with the Downtown Roseville Specific Plan and Downtown Code;
- ▶ Adopt and implement mitigation measures specified in this Specific Plan EIR; and
- ▶ The City will also rely on this EIR without further environmental review for approval the catalyst sites and, where applicable, other future discretionary entitlements and permits related to subsequent actions consistent with the proposed project (e.g., design reviews, development agreements, use permits) where preparation of a subsequent EIR, supplemental EIR, or addendum is not needed.

Additional requirements and lead agency responsibilities related to subsequent projects or permit applications may be identified during the 20-year Plan build-out period. The City, as lead agency, may impose conditions as are reasonably necessary to ensure project-related activities are in compliance with the proposed project (Specific Plan and Downtown Code), as well as all other applicable policies and requirements, including environmental compliance with federal, state, and local regulations.