

Sierra View Shopping Center (PL25-0496)

Project Description

June 10, 2026

The applicant proposes the 58,210 square foot Sierra Vista Shopping Center at the southwest corner of the Fiddymment Road and Pleasant Grove Boulevard intersection. The project will provide neighborhood-serving uses including a grocery store, retail spaces, fast food restaurants with drive-throughs, and a fuel station.

Location. The 14.5-acre (gross) project site at 1875 Pleasant Grove Boulevard is southwest of the Fiddymment Road and Pleasant Grove Boulevard intersection in west Roseville. Owned by SVC1 LLC, the property comprises twelve parcels (APNs 498-370-002 through -012 and 017-152-018). Most of the site (13.9 acres) is of Sierra Vista Specific Plan (SVSP) Parcel JM-41, and a small area (0.6 acres) in the site's northwest corner is West Roseville Specific Plan (WRSP) Parcel W-20.

Site Characteristics. The site fronts Fiddymment Road on the west and Pleasant Grove Boulevard on the north, with a short Upland Drive frontage on the west side. The site is vacant, relatively flat, and vegetated with annual grasslands. Aside from frontage landscaping, there are no trees. The site has undergone periodic disking and other ground disturbance, and no wetlands or other significant natural features are present.

Frontage improvements, including landscaping, sidewalks, streetlights, curb, and gutter are constructed adjacent to Pleasant Grove Boulevard and Fiddymment Road. A low-profile monument sign with landscaping identifying the Westpark community and landscaping are on the northeast corner, adjacent to the intersection. A 375-foot wide power line corridor, containing 230 kV power lines and transmission line towers, traverse from east to west through the south part of the site. The site is encumbered by several easements for power lines, transmission line towers, a gas line, landscape, and public utilities. Infrastructure (water, recycled water, sewer, drainage) and utilities are stubbed to the site.

Surrounding Uses. On the northeast corner of Fiddymment Road and Pleasant Grove Boulevard, the West Roseville Marketplace commercial center is under construction. The center is anchored by a Safeway grocery store with shops, a drive-through restaurant, and an eight-pump fuel station. A CVS drugstore is on the intersection's southeast corner and an open space corridor containing a power line corridor is farther south.

The Club at Westpark age-restricted residential community is north across Pleasant Grove Boulevard. A single-family residential neighborhood with one- and two-story units is to the south. The 192-unit affordable Sierra Vista Apartment project is approved on the 7.2-acre parcel (SVSP Parcel JM-30) west of the site and east of Upland Drive, and is under construction. Within the adjacent apartment project to the west, parking areas and a pickleball court are planned on the east, and three-story apartment buildings are planned on the north closest to the project. A single family residential neighborhood is south of the project on SVSP Parcel JM-2.

Proposed Project. The proposed Sierra View Shopping Center will feature 58,210 square feet (sf) of neighborhood- and community- serving uses including an anchor grocery store, two retail buildings, three fast food restaurants with drive-throughs, and a fuel station. Specific tenants are unknown at this time.

Building	Proposed Use	Square Footage
1	Restaurant (Drive-through) (Coffee)	3,000
2	Retail	16,742
3	Restaurant (Drive-through)	3,736
4	Retail	3,745
5	Fuel Station	4,700
6	Restaurant (Drive-through)	3,015
7	Retail (Grocery)	23,272
		58,210

The project proposes seven freestanding, single-story buildings facing the Fiddymment Road and Pleasant Grove Boulevard frontages, along with parking, landscaping, and lighting. The project consists of the following components:

- *Retail.* The project includes three retail buildings (Buildings 2, 4, and 7) totaling 43,759± sf. The primary retail building (Building 7) will be a 23,272± sf anchor grocery store on the site's south side. The building entry is planned on the south elevation, and the at-grade loading door and trash compactor on the north. The primary parking fields will be south and east of the building. The grocery store is projected to receive approximately ten heavy truck deliveries per week and fifteen medium truck deliveries per week. Most deliveries to the grocery store will be staggered during weekdays from 6 am to noon, with an occasional delivery between 12-7 pm on weekdays and Saturday.

A 16,742± sf rectangular retail building (Building 2) will face Pleasant Grove Boulevard and accommodate multiple in-line retail and service tenants. Building 4 (3,745± sf), in the site's northeast corner near the intersection, is suitable for tenants such as a retailer or bank.

- *Restaurants.* Three fast food restaurant pads (Buildings 1, 3, 6) totaling 9,751± sf are planned. Each restaurant is designed with a drive-through lane wrapping around the building. The restaurants are located near the adjacent roadways to minimize impacts to adjacent uses. Building 1 is planned for a coffee tenant.
- *Fuel Station.* A fuel station is planned immediately north of the Fiddymment Road driveway access. The fuel station will feature four dispensers (eight pumps) under a covered canopy, and a 4,700± sf retail building (Building 5). The fuel station will be open 24 hours a day.

Access and Circulation. Ingress and egress for the project site will be provided by one driveway on Fiddymment Road, two driveways on Pleasant Grove Boulevard, and one driveway on Upland Drive. The Fiddymment Road driveway will be limited to right-in/right-out turn movements with a left turn in from a proposed northbound left turn lane. The two driveways on Pleasant Grove Boulevard are limited to right-in/right-out turn movements, and the Upland Drive driveway will accommodate full access. A deceleration lane and turn lane will be added to the south side of Pleasant Grove Boulevard adjacent to the site. A 300-foot left turn lane will be constructed in northbound Fiddymment Road to facilitate left turns into the site.

Drive aisles will provide efficient vehicular access from the driveways to the parking areas and through the site. Parking lot drive aisles will be a minimum of 24-feet wide. The driveways and primary drive aisles are designed to accommodate grocery store and gasoline delivery trucks and garbage collection. Six trash enclosures located through the site facilitate City garbage trucks access to the bins. Site circulation is intuitive and meets City standards.

Walkways are planned for project-wide pedestrian circulation and connections to Fiddymment Road and Pleasant Grove Boulevard. Public sidewalks are constructed adjacent to the site in the Pleasant Grove Boulevard and portions of Fiddymment Road and Upland Drive frontages, and the project will construct the remaining segments. Internal walkways are planned in routes where pedestrian traffic is most likely to occur. A bus turnout with shelter is planned on the Fiddymment Road frontage south of the intersection.

Parking. Based on the City's Zoning Ordinance parking standards (Roseville Municipal Code (RMC) 19.26.030), the project is required to provide 261 off-street parking spaces. The project provides a 327 off-street parking spaces (5.6 spaces per 1,000 sf), which exceeds the number of spaces required. The parking supply includes standard, compact, accessible, electric vehicle capable, and electric vehicle charging station spaces in multiple parking areas.

The parking spaces required for each use will be on the same parcel as the building¹. A recorded private reciprocal parking and access agreement will allow access to parking for all users within the project. As spaces are leased, each tenant will utilize the applicable parking requirement for the use as outlined RMC 19.26.030.

Building	Zoning Code Use Type RMC 19.08.030	Square Footage	Parking Standard	Spaces Required	Spaces Proposed
1	Fast Food with Drive-Through	3,000	1 space/100 sf	30	30
2	Retail Sales and Services	16,742	1 space/300 sf	56	56
3	Fast Food with Drive-Through	3,736	1 space/100 sf	38	39
4	Retail Sales and Services	3,745	1 space/300 sf	13	13
5	Fuel Sales	4,700	1 space/300 sf	16	18
6	Fast Food with Drive-Through	3,015	1 space/100 sf	30	30
7	Food and Beverage Retail Sales	23,272	1 space/300 sf	78	141
		58,210		261	327

¹ The proposed Tentative Parcel Map modifies existing parcel lines and results in seven parcels so that each building, with parking area, area is on a separate parcel.

Architecture. The project is defined by a modern western highlands architectural influence with a blend of modern and traditional elements. The architectural design is modern and compatible with surrounding development. The building facades feature various rectangular forms and varied rooflines such as flat roofs and gabled forms with prominent standing seam metal roof accents. As a focal point near the intersection, retail Building 4 features a more elaborate gabled roof. Building heights range from approximately 20 feet for the fuel station and restaurants to 42'-6" on the grocery store's south elevation. The rooflines provide sufficient screening of mechanical rooftop equipment.

The buildings are well-articulated with varied building materials, such as a combination of exterior insulation and finish systems (EIFS)/stucco in several shades (dark, mid and light warm gray) and cement fiber siding in colors such as dark charcoal, warm tan, dark brown and sage green. Reveals in the EIFS and cement fiber siding create a grid pattern that interrupts wall surfaces. Stacked stone veneer and masonry stone block are used prominently at the building bases and on key vertical massing elements. Dark pine treated lumber creates wood accents, with contrasting blackened steel brake metal and white brake metal trim. Most buildings are designed with a storefront glazing system with black or dark bronze aluminum frames arranged in repetitive bays that align with the structural building grid.

Architecture for the restaurants, retail buildings, and fuel station is in the same style as the grocery anchor tenant with the same materials and colors. The proposed project design is consistent with the City's Community Design Guidelines (CDG).

Landscape Concept. The landscape concept features various Mediterranean-style, native, drought-tolerant, and low-fuel species to create layers of color and texture and complement the architectural style and setting. Proposed landscaping consists of low-profile vegetation, screening shrubs and trees, shade trees, and canopy trees.

Existing landscaping adjacent to the roadways will remain and landscaping (trees, shrubs, groundcover) will be added to create a 50-foot wide landscape corridor adjacent to Fiddymont Road and a 35-foot wide corridor on Pleasant Grove Boulevard. The project provides 55% parking lot shade with a mix of 24-inch box Red Maple, Zelkova, Elm, and Maidenhair trees, and smaller trees such as Strawberry, Carob, Golden Rain, Elm, and Zelkova varieties.

A six-foot masonry wall and a 16-foot landscape planter with screen trees (Cedar, Laurel, and Oak), shrubs, and groundcover are proposed along the site's south and west edges adjacent to the adjacent apartment project. Low-profile plants and groundcovers will be used in areas where landscaping is constrained by the gas pipeline and power line easements. The preliminary landscape plan is consistent with the SVSP Design Guidelines, CDG, and the Water Efficient Landscape Ordinance.

Lighting. Lighting will consist of parking lot lighting and building-mounted light fixtures that complement the center's architecture. Lighting is designed to comply with the CDG, which require a minimum of one foot-candle of lighting in parking areas and 0.5 foot-candles of lighting on pedestrian walkways. Visors will shield light fixtures to focus the light downward and on-site.

Fencing. A six-foot masonry wall is planned on the project's south and west property lines shared with the adjacent apartment project (JM-30).

Signage. The project includes freestanding monument signs and building wall signs to identify the project and tenants. Two freestanding monument signs are planned – one east of the east Pleasant Grove Boulevard driveway and the second north of the fuel station adjacent to Fiddymont Road. Signage for the fuel station will be provided as required by state law, and building wall signs will identify tenants. Signs will incorporate the project's building materials and colors. No changes are proposed to the Westpark entry monumentation on the northeast corner. Consistent with the Sign Ordinance, a Planned Sign Permit Program (RMC 17.08.210) will be processed for the project's proposed signage.

Grading and Construction. The site will be mass graded in a single phase. The estimated earthwork is 18,000 cubic yards (cy) cut and 9,500 cy fill, with approximately 8,500 cy of exported material. Building construction will be phased.

Interface with Adjacent Residential Uses. The project is designed to minimize impacts on adjacent residential uses. The 192-unit Sierra Vista Apartments (SVA) project is under construction on the High Density Residential (HDR) parcel south and west of the project site.

- *SVA Apartment Building to Project Building 2 (Retail).* The approximate distance from the closest residential unit in the SVA project north to Building 2 is 116 feet. The 116-foot section directly from the apartment building to Building 2 consists of sidewalk, parking, and landscape planter (72 feet) on the SVA site to the property line, a six-foot masonry wall on the property line, a landscape planter (18.5 feet), and drive aisle (20 feet), sidewalk (5.5') on the project site.
- *SVA Apartment Building to Project Building 7 (Grocery).* West of the grocery store pad (Building 7), the distance to the closest residential unit in the SVA project is approximately 134 feet. The 134-foot section consists of sidewalk, parking, and landscape planter (79 feet) on the SVA site to the property line, a six-foot masonry wall on the property line, a landscape planter (15.5 feet), drive aisle (34 feet), and sidewalk (5.5 feet) on the project site.
- *SVA Apartment Building to Project Building 7 (Grocery) Loading Door and Compactor.* The distance from the closest residential unit in the SVA project east to grocery store loading door and compactor is approximately 267 feet. The 267-foot section consists of) a sidewalk, parking, and landscape planter on the SVA site to the property line (107 feet) a six-foot masonry wall on the property line, a landscape planter (15.5 feet), drive aisle from the face of curb to edge of truck door (56.5 feet).²

The single-family residential subdivision on parcel JM-2 is approximately 253 feet south of the project site at its closest point.

² Sierra View Shopping Center Design Review Plans, April 15, 2026, Sheets C2.1, C2.2, and C4.3 and Sierra Vista Apartments Site Plan, July 14, 2025.

Land Use Designation and Zoning.

Land Use Designation. Most of the site (13.9 acres) consists of Sierra Vista Specific Plan (SVSP) Parcel JM-41, and a small area (0.6 acres) in the site's northwest corner is West Roseville Specific Plan (WRSP) Parcel W-20. The SVSP and WRSP are large specific plan areas covering a combined 5,500 acres on Roseville's west side with residential, non-residential, park, open space, and public facilities uses.

The SVSP and WRSP's land use designation for the site is Community Commercial (CC) which envisions a broad range of retail goods and services. The CC designation accommodates developments including conventional grocery-anchored neighborhood shopping centers and larger-scale commercial centers. CC uses are generally sited at major intersections with superior visibility and access to vehicular traffic. Parcel JM-41 is one of two parcels in the SVSP identified for a combination of commercial and business professional uses.

The CC designation allows a floor area ratio (FAR) up to 0.4, which could accommodate 252,648 sf of development on the site. The proposed project consisting of a 58,210 sf grocery-anchored commercial center has a FAR of 0.09. The proposed project is consistent with the CC land use designation.

Zoning. The site is zoned Community Commercial/Special Overlay (CC/SA). The Special Overlay (SA) component allows area-specific standards to supplement the City's Zoning Ordinance and CDG.

The proposed retail and grocery uses (Buildings 2, 4, and 7) are permitted in the CC zone. A conditional use permit (CUP) is required for fast food restaurants with drive-throughs, fuel sales establishments or electric vehicle charging centers contiguous to properties with a residential zoning designation (RMC Section 19.12.020).

Conditional use permits are required because the proposed fast food restaurants with drive-throughs (Buildings 1, 3, and 6) and the fuel station (Building 5) are in a project contiguous to a parcel designated for residential uses. Parcel JM-30 to the west is designated High Density Residential (HDR) and approved for the Sierra Vista Apartments project (under construction), and parcel JM-2 to the south is designated Low Density Residential (LDR) and developed with single-family homes.

Building	Proposed Use	Zoning Code Use Type RMC 19.08.030	CC Zone District Permitted or CUP
1	Restaurant (Drive-through) (Coffee)	Fast Food with Drive-Through	Conditional Use Permit
2	Retail	Retail Sales and Services	Permitted
3	Restaurant (Drive-through)	Fast Food with Drive-Through	Conditional Use Permit
4	Retail	Retail Sales and Services	Permitted
5	Fuel Station	Gasoline Sales	Conditional Use Permit
6	Restaurant (Drive-through)	Fast Food with Drive-Through	Conditional Use Permit
7	Retail (Grocery)	Food and Beverage Retail Sales	Permitted

Entitlements. The following entitlements are required for the project:

- Design Review Permit for a 58,210 sf commercial shopping center in the CC zone, including a 23,272 sf anchor grocery tenant, 20,487 sf of retail space, three fast food restaurants with drive-throughs (9,751 sf), and an eight-pump fuel station with a 4,700 sf convenience center building;
- Conditional Use Permit to allow fuel sales (Building 5) and drive-through establishments (Buildings 1, 3 and 6) contiguous to residential-zoned properties; and
- Tentative Subdivision Map to reconfigure parcels for the proposed project.

Tentative Subdivision Map. The project site consists of twelve parcels. A Tentative Subdivision Map is requested to eliminate four parcels and reconfigure the boundaries of eight parcels. The reconfigured parcels will be sized to accommodate each of the seven buildings with their corresponding parking areas. No development is proposed on the eighth parcel (3.0± acres) on the site's south side.

Development Agreement. The project site is subject to the development agreement by and between the City of Roseville and Mourier Investments, LLC and Computer Deductions, Inc. relative to the Sierra Vista Specific Plan (2010), as amended. The project does not propose amendments to the development agreement.