



**Planning Division Staff Report  
Planning Commission Meeting**

**October 13, 2022**

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Associate Planner

**ITEM 6.2: GENERAL PLAN AMENDMENT, SPECIFIC PLAN, REZONE, AND ORDINANCE  
AMENDMENT – 311 VERNON STREET – COMMERCIAL CORRIDOR PLANS – PL21-  
0383**

**REQUEST**

Staff requests consideration of three related and connected Specific Plans, also referred to as Corridor Plans, centered along older commercial corridors in developed areas of the City. The three Specific Plans are the Atlantic Street Corridor Specific Plan, the Douglas-Harding Corridor Specific Plan, and the Douglas-Sunrise Corridor Specific Plan. The purpose of these three Specific Plans is to encourage and facilitate the revitalization and redevelopment of the areas consistent with the vision for each plan. The project includes land use and zone district amendments to correct inconsistencies, replace outdated zone districts with the City's current zone districts, and create logical land use and zoning patterns; water and sewer infrastructure studies to ensure there is sufficient available capacity to support up to 850 units of multifamily residential development across all three Plan Areas (up to 50 units in the Atlantic Street Corridor, up to 200 units in the Douglas-Harding Corridor and up to 600 units in the Douglas-Sunrise Corridor); conceptual streetscape plans; design guidelines and development standards for multifamily and nonresidential development; frontage improvement guidelines and standards; permitted use tables; and entitlement process streamlining. The project also includes land use corrections over areas adjacent to the three Specific Plans. These include correcting the land use designation over the Dry Creek open space area from the existing Low Density Residential designation to the Open Space designation and removing the land use designation over arterial roadways, because land use designations are generally not applied to arterial roadways elsewhere in the City.

The project includes a General Plan Amendment to amend General Plan text and exhibits to reflect the adoption of three new Specific Plans and amend the Land Use Diagram consistent with the three new Specific Plans, which includes changing land use designations to be consistent with the existing zoning or underlying use of the land and surrounding properties, correcting land use from Low Density Residential to Open Space over the Dry Creek open space area, and removing the land use designations over arterial roadways within and adjacent to the three new Specific Plans. The project also includes a Rezone to replace outdated Planned Development zone districts within the Specific Plans with one of the City's current zone districts, to change the zone district of specified properties to be consistent with the existing use of the land and surrounding properties, and to establish Special Area (SA) zone district overlay in each of the Specific Plan areas. The project includes an Ordinance Amendment to Title 19 of the Roseville Municipal Code (Zoning Ordinance), Chapter 19.18.030 Special Area District for the purpose of adding the three new Specific Plans to the list of Special Area Districts, adding new Chapter 19.33 Commercial Corridor Plans to establish the permitted uses (including non-conforming uses), development standards, parking standards, and entitlement and approval procedures for the three Specific Plans; amending Chapter 19.24.020 (Nonconforming Uses and Structures) to refer to the new Chapter 19.33 standards; amending Chapter 19.26.030 (Parking space requirements by use type) to refer to the parking reduction processes of the new Chapter 19.33; and amending Chapter 19.78.020 (Required public hearings, authorized Approving Authority and public notice) acknowledging the new approval procedures within the new Chapter 19.33.

Applicant/Owner – City of Roseville

**SUMMARY RECOMMENDATION**

The Planning Division recommends that the Planning Commission take the following actions:

1. Consider the Addendum to the 2035 General Plan Environmental Impact Report (SCH #2019080418, certified on August 5, 2020) and 2021 Housing Element Addendum. (Exhibit A)
2. Recommend City Council adopt a resolution for a General Plan Amendment to amend General Plan Land Use Element text to reflect the adoption of three new Specific Plans; amend Land Use Element Figure II-1 (Planning Areas) to add the boundaries of the three new Specific Plans; and amend Figure III-3 (Pedestrian Districts) and Figure VIII-3 (Land Use Designations with City's Regulatory Floodplain) because these figures include the boundaries of the City's Specific Plans or land use map as background information on the figure; and amend the General Plan Land Use Map (Land Use Element Figure II-2) consistent with the three new Specific Plans, to correct land use from Low Density Residential to Open Space over the Dry Creek open space area, to remove the land use designations over arterial roadways within and adjacent to the three new Specific Plans, and other minor changes. (Exhibit B.1 – B.7)
3. Recommend City Council adopt one finding of fact and adopt a resolution to approve the Atlantic Street Corridor Specific Plan. (Exhibit C)
4. Recommend City Council adopt two (2) findings of fact and approve a Rezone to change the underlying zone districts as shown in Exhibit D and apply the Special Area (/SA-AT) overlay zone to property within the Atlantic Street Corridor Specific Plan. (Exhibit D)
5. Recommend City Council adopt one finding of fact and adopt a resolution to approve the Douglas-Harding Corridor Specific Plan. (Exhibit E)
6. Recommend City Council adopt two (2) findings of fact and approve a Rezone to change the underlying zone districts as shown in Exhibit F and apply the Special Area (/SA-DH) overlay zone to property within the Douglas-Harding Corridor Specific Plan. (Exhibit F)
7. Recommend City Council adopt one finding of fact and adopt a resolution to approve the Douglas-Sunrise Corridor Specific Plan. (Exhibit G)
8. Recommend City Council adopt two (2) findings of fact and approve a Rezone to change the underlying zone districts as shown in Exhibit H and apply the Special Area (/SA-DS) overlay zone to property within the Douglas-Sunrise Corridor Specific Plan. (Exhibit H)
9. Recommend City Council adopt two (2) findings of fact and approve a Rezone to change the underlying zone districts on specified properties in the Infill Planning Area as shown in Exhibit I.
10. Recommend City Council adopt two (2) findings of fact and approve an Ordinance Amendment to Title 19 of the Municipal Code (Zoning Ordinance), Chapter 19.18.030 Special Area (SA) District for the purpose of adding the three new Specific Plans to the list of Special Area Districts; adding new Chapter 19.33 Commercial Corridor Plans to establish the permitted uses (including non-conforming uses), development standards, parking standards, and entitlement and approval procedures for the three Specific Plans; amending Chapter 19.24.020 (Nonconforming Uses and Structures) to refer to the new Chapter 19.33 standards; amending Chapter 19.26.030 (Parking space requirements by use type) to refer to the parking reduction processes of the new Chapter 19.33; and amending Chapter 19.78.020 (Required public hearings, authorized Approving Authority and public notice) acknowledging the new approval procedures within the new Chapter 19.33. (Exhibit J)

### **SUMMARY OF OUTSTANDING ISSUES**

The Project is intended to spur commercial reinvestment and redevelopment, improve streetscapes, and facilitate housing, especially in commercial areas. To date, outreach on the Project has resulted in mostly positive feedback related to streetscapes and commercial reinvestment or redevelopment. Feedback on

the facilitation of housing has been mixed, with some in support, some neutral or unconcerned, and some deeply concerned about high density housing. Those who are concerned include both individuals and a community group, Support Our Local Area – Roseville (SOLA-R). Some commenters are concerned about the potential for multifamily, high density, or low income housing on particular sites while others are concerned more generally about this type of housing, regardless of the site. Broad issues raised with staff include concerns about utility capacity, water supply, traffic, noise, and other similar concerns. SOLA-R has specifically expressed concerns about recent state housing legislation such as Senate Bill 9 (allowing two units on each single-family lot), and has requested the City pursue additional means of opposing the legislation.

Most feedback has been received from residents of the Enwood neighborhood located in the Atlantic Street corridor, with concerns about adding more housing as the primary concern. Most have expressed that they prefer not to see multifamily housing added to their neighborhood. Several other residents have commented regarding their concerns over existing parking issues that could be exacerbated by the development of more housing.

Many people have been under the impression that development of housing within the Plan Area has already been approved and that it would be City-sponsored. Many have mistakenly been under the impression that their homes would be redeveloped without their consent to make way for the development of multifamily housing considered in the plan. Many commenters have expressed concerns over the potential for the development of income-restricted multifamily housing. Staff has attempted to correct these misconceptions and provide accurate information about what the project would and would not do through person-to-person calls and meetings, speaking at community meetings, providing information on the Project website, and discussing these issues in detail during the staff presentations at the Planning Commission and City Council workshops on July 28, 2022 and August 3, 2022, respectively.

Discussions with concerned residents, business owners, and property owners have resulted in changes to the Project since the Preliminary Draft Specific Plans were published, which are described in detail in Attachment 1 (Key Revisions Between Preliminary Draft and Hearing Draft). However, the most significant changes included shifting the boundary of the Atlantic Corridor Plan to exclude all of the Enwood neighborhood south of Shearer Street, and eliminating the proposal to rezone any Single-Family (R1) or Two Family Residential (R2) properties in the Enwood neighborhood.

## **BACKGROUND**

The City adopted a revitalization strategy in 1999 to support improvements to the Historic Old Town, Vernon Street, and other aging areas of the city. This effort resulted in the adoption of the Riverside Gateway Specific Plan in 2006 and the Downtown Specific Plan in 2009. The intent of this investment was to return these areas, which to this day still serve as the center and core of the fabric of the City, to their former prominence. These efforts stimulated reinvestment in these areas, with improved streetscapes, as well as the development of new businesses and housing.

Having witnessed the success of these planning and revitalization efforts, City Council designated the creation of commercial corridor plans (for Atlantic Street, Douglas-Harding, and Douglas-Sunrise) as a Council priority, and in 2019 authorized staff to submit a grant application pursuant to Senate Bill 2 for this work. Senate Bill 2 established a permanent source of funding for planning activities that can demonstrate a connection to housing production. In the grant application brought to City Council, staff identified Atlantic Street, Douglas and Harding Boulevards, and Douglas and Sunrise Boulevards as key areas which are connected to each other, to the City's downtown, to the Downtown and Riverside Gateway plans, and to vital transportation hubs. Staff proposed to develop separate but related Specific Plans for each of the corridor areas, with the purpose of streamlining and incentivizing redevelopment.

The intent was to establish goals, policies, design standards, and processes which would identify the potential of these developed areas for commercial reinvestment and multifamily housing (particularly within existing commercial areas), as well reconciling old, potentially outdated land uses with the current environment in these long-established areas of the city.

City Council's decision to consider planning activities in these areas was also influenced by several controversial infill projects, including the proposed Dutch Bros coffee kiosk at 1017 Douglas Boulevard and the Old Town Lofts at 241 Nevada Avenue. The Dutch Bros project was denied and the Old Town Lofts project was approved, but a message heard from the community was a concern about sites developing one by one without a cohesive plan for the overall area. The proposed Commercial Corridor Plans project (Project) is an opportunity to develop these cohesive policies, design guidelines, and plans for each area.

## **PROJECT DESCRIPTION**

The Project is three related and connected Specific Plans centered along older commercial corridors in developed areas of the City. The three Specific Plans, also referred to as Corridor Plans, are the Atlantic Street Corridor Specific Plan, the Douglas-Harding Corridor Specific Plan, and the Douglas-Sunrise Corridor Specific Plan, each of which are described in more detail below. The purpose of these three Specific Plans is to encourage and facilitate the revitalization and redevelopment of the areas consistent with the vision for each plan. The Project includes land use and zone district amendments to correct inconsistencies, replace outdated zone districts with the City's current zone districts, and create logical land use and zoning patterns; water and sewer infrastructure studies to ensure there is sufficient available capacity to support up to 850 units of multifamily residential development distributed across the three Plan Areas; conceptual streetscape plans; design guidelines and development standards for multifamily and nonresidential development; frontage improvement guidelines and standards; permitted use tables; and entitlement process streamlining. The Project also includes land use corrections over areas adjacent to the three Specific Plans. These include correcting the land use designation over the Dry Creek open space area from the existing Low Density Residential designation to the Open Space designation and removing the land use designation over arterial roadways, because land use designations are generally not applied to arterial roadways elsewhere in the City.

Atlantic Street Corridor Specific Plan: The 73-acre Plan Area is located south of Atlantic Street between Interstate 80 Road and Folsom Road, in the City's Infill subarea. The boundaries of the Specific Plan include all of the property on the block adjacent to Atlantic Street, all property between Atlantic Street and the Dry Creek open space zoned for nonresidential or multifamily uses, and properties north of Shearer Street.

Douglas-Harding Corridor Specific Plan: The 152-acre Plan Area is located west of Interstate 80 and is centered on Douglas Boulevard and Harding/South Harding Boulevard, in the City's Infill subarea. The boundaries of the Specific Plan are generally defined by Park Drive to the west, Interstate 80 to the east, Lead Hill Boulevard to the north, and the terminus of South Harding Boulevard to the south. The Plan Area generally includes all of the commercial property and property with a multifamily zoning designation alongside the two defining roadways in the plan.

Douglas-Sunrise Corridor Specific Plan: The 251-acre Plan Area is located east of Interstate 80 and is centered on Douglas Boulevard and Sunrise/North Sunrise Avenue, in the City's Infill subarea. The boundaries of the Specific Plan are generally defined by Lead Hill Boulevard to the north, Coloma Way to the south, Rocky Ridge Drive to the east, and Interstate 80 to the west. The plan area excludes all of the predominantly residential areas within these general boundaries. The plan area including mostly commercial property alongside the two defining roadways in the plan area, Douglas Boulevard and Sunrise/North Sunrise Avenue.

## **Entitlements and Actions**

The Project includes a General Plan Amendment, Rezone, Ordinance Amendment, and the adoption (by Resolution) of the Specific Plans. The purpose of these actions is described in detail below.

### **General Plan Amendments – Text and Figures**

The General Plan Land Use Element includes a Planning Area section listing all of the City's specific plans and a citywide map (Figure II-1, Planning Areas) showing all of the planning area boundaries. The General Plan requires a text amendment to add the three new Specific Plans to the list, along with a description of each new plan, and the amendment of Figure II-1 to display the three new Specific Plan boundaries. Land Use Element Figure II-2 (Land Use Map) also requires amendment, as described in the next section of this staff report (General Plan Amendments – Land Use Map). The text amendments are included as Exhibit B.1, amended Figure II-1 (Planning Areas) as Exhibit B.2, and amended Figure II-2 (Land Use Map) as Exhibit B.3.

In addition, Circulation Element Figure III-3 (Pedestrian Districts) uses the specific plan boundaries as background information to the exhibit, and requires updating to include the new specific plan boundaries. Similarly, Safety Element Figure VIII-3 (Land Use Designations with City's Regulatory Floodplain) uses the City's land use designations as background information, so it too requires updating to reflect the updated Land Use Map. Figure III-3 and VIII-3 are not attached as exhibits, because the Planning Area boundaries and land use map changes are already displayed in Exhibits B.2 and B.3, and merely need to be repeated.

### **General Plan Amendments – Land Use Map**

The General Plan Land Use Map (Land Use Element Figure II-2) is proposed to be amended consistent with the three new Specific Plans, to correct land use from Low Density Residential to Open Space over the Dry Creek open space area, to remove the land use designations over arterial roadways within and adjacent to the three new Specific Plans, and other minor corrections, as described in further detail below. Exhibit B.3, the General Plan Land Use Map, displays all of these changes, but exhibits specific to each area are also included. The land use amendments within the Atlantic Street Corridor Specific Plan area included as Exhibit B.4, within the Douglas-Harding Corridor Specific Plan are included as Exhibit B.5, and within the Douglas-Sunrise Corridor Specific Plan are included as Exhibit B.6. The proposed Specific Plans are all currently within the City's Infill Plan Area, which consists of all areas in the City which are not within a Specific Plan or other master plan. Proposed land use amendments within the Infill Plan Area are included as Exhibit B.7, and include amendments to the open space and areas adjacent to the Corridor Plans, as well as the removal of the three proposed Specific Plans from the Infill Plan Area map.

Many of the proposed land use amendments described below are in response to inconsistencies between the existing land use designation and the existing zone district. General Plan Land Use Element Table II-10 defines which zone districts are consistent with each land use designation. Land use and zoning are inconsistent when the zone district is not listed as an implementing zone of the land use designation. The zone district determines the allowable use of property, so where such discrepancies between land use and zoning designations occur, the land use designation should generally be corrected.

- Within each Specific Plan, many properties are located within a land use designation that is inconsistent with the underlying zone district. Many of the corrections are necessary because the properties are currently zoned R3 (Multifamily Housing) but are designated Low Density Residential or a non-residential land use designation. Within the Atlantic Street Corridor Plan, there are also a few properties on Atlantic Street which are within the Medium Density Residential land use designation but are zoned General Commercial, and these are proposed for amendment to the Community Commercial land use designation. There are also many properties in the Douglas-Sunrise Corridor Plan which are within the Business Professional land use designation

but are within a commercial zone or Planned Development zone district (not office), and these are proposed for amendment to the Community Commercial land use designation.

- Separate from the land use changes within the Plan Areas, the Project includes correcting the General Plan land use designation over the Dry Creek open space (between Folsom Road and Interstate 80) from Low Density Residential to Open Space. The zone district in the affected area is a mix of Open Space (OS), Floodway (FW), and Flood Fringe (FF); the existing Low Density Residential land use designation is inconsistent with the existing zoning and use of the area as passive open space.
- The Project includes removing the land use designation applied to the right-of-way over arterial roadways adjacent to the Specific Plans. This is a technical mapping correction which has no impact on the actual permitted use of the property. These areas are designated within the General Plan Circulation Element as arterial roadways and the roadways are fully developed and owned by the City. In all but the oldest part of the City, it is standard practice for land use to follow the property boundary along arterial roadways, rather than to be extended across the roadway right-of-way. This practice allows major roadways to be clearly visible on the City's General Plan Land Use Diagram.
- For a handful of specific properties both the land use and zone district are proposed to be amended. See the Rezones section, below.

Attachment 2 of this staff report is a legally-required consistency analysis, demonstrating that changing the land use in the open space from Low Density Residential to Open Space does not reduce the City's residential capacity.

### **Rezones**

Exhibit D includes the proposed rezones within the Atlantic Street Corridor Specific Plan, Exhibit F includes the proposed rezones within the Douglas-Harding Corridor Specific Plan, Exhibit H includes the proposed rezones within the Douglas-Sunrise Corridor Specific Plan, and Exhibit I includes the proposed rezones within the Infill Plan Area.

For a handful of properties, the Project includes both a rezone and a General Plan amendment to address spot zoning or consistency with surrounding properties or existing uses. Spot zoning occurs when a small area has a zone district that is inconsistent with the zone district of surrounding, similar properties. These consistency and spot zoning changes include:

- 208 South Lincoln Street (APN 013-182-010): This property is fully developed with three units. The City's Multifamily Housing zone district (R3) is defined as a minimum of three units on one property. The property is also adjacent to other properties within the Multifamily Housing zone district. The property is within the Single-Family zone district (R1) and Low Density Residential (LDR) land use designation, and is proposed to be changed to R3 and High Density Residential (HDR), to match the use of the land. (Douglas-Harding Corridor)
- 212 and 214 South Lincoln Street (APN 013-182-037 and -051): These small parcels are located between 208 South Lincoln Street and Douglas Boulevard. One parcel is developed with a single-family home and the other (on the corner) is vacant. Property to the north (208 South Lincoln) is in multifamily use, property to the west is an office complex, and property across South Lincoln to the east is within the Multifamily Housing zone district. To avoid creating a spot zone condition, the Project includes changing the zone district and land use designation of these parcels from R1/LDR to R3/HDR. (Douglas-Harding Corridor)
- 111 Keehner Avenue (APN 014-120-044): This property is developed with nine apartment units and parking, but is within the R1 zone district and LDR land use designation. The Project

includes amending these consistent with the existing use of the property, to R3/HDR. (Douglas-Harding Corridor)

- 275 Folsom Road (APN 013-211-006): This property is developed with a senior living community, and a small part of the parcel extends over Folsom Road. This small area over the road has a different land use designation and zone district than the remainder of the parcel; this is called a “split zoning” condition, where one property has more than one land use or zone. To correct the split zoning, the Project includes changing the zone district and land use designation of the small area over the road from R1/LDR to R3/HDR, consistent with the majority of the parcel. (Douglas-Harding Corridor)
- 1123 Wayne Drive (APN 014-130-008): This property is undeveloped and is used as part of the commercial property for a seasonal business (Bambi’s Christmas Tree Farm), and for storage; although separate parcels, the two parcels appear to be one property based on their use and improvement. The property is within the R1/LDR zone district and land use designation, but is not in single-family use. The Project includes changing the zone district and land use designation to R3/HDR, as a buffer between the single-family and the commercial property designations. (Douglas-Harding Corridor)
- 303, 305, 307, and 309 Loretto Drive, and 1601 Santa Clara Drive (APNs 014-333-008, -009, -010, and 014-411-001, -002): These four properties are all adjacent single-family parcels which back up to an apartment complex. The Project includes changing the zone district and land use designation to R3/HDR. (Douglas-Sunrise Corridor)
- 301 Marian Way (APN 014-183-011): This property includes two parcels with the same address. The 0.20-acre, larger parcel has frontage on Marian Way and contains a single-family home, while the second parcel is only 0.04 acres and is a narrow strip of land at the rear of the property that includes landscaping and a pool for the home. The smaller parcel has a Community Commercial land use designation and is within the Planned Development 192 (low-traffic-generating commercial) zone district. This smaller parcel is clearly part of the single-family property, and the Project includes changing the zone district and land use designation to R1/LDR. (Infill)

### Planned Developments

In addition, several rezones of properties currently within a Planned Development zone district are proposed. Most of these are older commercial properties with outdated or unclear Planned Development ordinances. The use of these property-specific ordinances reduces clarity for the public, property owners, and tenants, because they refer to the specific Planned Development ordinance for the site to determine the allowed uses of the land. Some of these ordinances are also unclear, broadly stating that “office and shopping uses” are permitted, or stating that “low-traffic-generating uses” are allowed, but no definitions of those uses are provided. The Project will replace these ordinances with the standard zone district which is most similar to the Planned Development Ordinance. In one case, the Planned Development ordinance (PD 426) is residential, allowing three units on the property. This Planned Development ordinance will be replaced with the City’s Multifamily Housing zone district, which also allows a minimum of three units.

The other Planned Development ordinances being replaced are listed below:

- PD 7 – Located in the Douglas-Sunrise Plan Area. This PD zone is primarily for the TJ Maxx Plaza on Douglas Boulevard. Ordinance 972 which established PD 7 simply states that the land was changed to the C-3 zone, which is an obsolete commercial zone is no longer in use. The Project would rezone this area to Community Commercial.
- PD 16 – This PD zone is located on several parcels fronting Douglas Boulevard from Interstate 80 to Sierra Gardens Drive in the Douglas-Sunrise Plan Area and contains several shopping

centers, including stores like Office Depot, 99 Cents Only, and Hobby Lobby, as well as casual restaurants like IHOP, Carl's Jr, and TOGO's. PD 16 also includes the former Hampton Inn & Suites and Orchid Suites, as well as the 199 North Sunrise Avenue building and US Post Office north of Sierra Gardens Drive. PD 16 was established in 1967 by Ordinance 1044, which allows "office, industrial, and commercial" uses, but provides no further information. The Project would rezone all of PD 16 to Community Commercial/Special Area, which would provide detailed guidance and allow for residential.

- PD 60 – Located in the Douglas-Harding Plan Area, PD-60 is located on a single parcel near the northeastern corner of Douglas Boulevard and Park Drive. PD 60 allows for multifamily residential or professional office uses. Most of the parcels which were originally within PD-60 have since been rezoned to Business Professional, and are developed with office buildings. Only one parcel remains within PD 60, and is in residential use. Therefore, the Project would rezone the parcel to R3 and change the land use designation to High Density Housing (HDR).
- PD 156 – Located in the Douglas-Sunrise Plan Area on the rear half of the block between North Sunrise Avenue and Santa Clara Drive, this PD zone contains a business park with some professional offices, some retail stores, a nail salon, a daycare, and Outback Steakhouse, among other uses. PD 156 allows for "Low-Traffic Generating Retail Shopping Center," with no further information provided. The Project would rezone this location to Community Commercial.
- PD 161 – Located in the Douglas-Sunrise Plan Area between Interstate 80 to the west, Lead Hill Boulevard to the north, and North Sunrise Avenue to the east, this Planned Development is made up of two parcels; one containing a gas station and the other containing a car dealership. Ordinance 1955 says that PD 161 allows for "Commercial for Automobile Sales and Service," with no further details provided. The Project would rezone the parcels to General Commercial.
- PD 192 – Located in the Douglas-Harding Plan Area at the end of South Harding Boulevard, this property is used as a Christmas tree lot seasonally. PD 192 allows "low-traffic generating commercial uses," with no further detail provided. The Project would rezone this property to Community Commercial.
- PD 246 – Located in the Douglas-Harding Plan Area at the southeastern corner of Harding Boulevard and Lead Hill Boulevard, this PD zone contains the Extended Stay America hotel, Claim Jumpers restaurant, and a professional office building. PD 246 allows for lodging services, general medical offices, professional offices, and eating and drinking establishments, and included design standards intended to permit the exact uses and building configurations currently developed on the site. The Project would rezone PD 246 to Community Commercial.

### **Zoning Ordinance Amendments (Zoning Ordinance)**

To enact the modified permitted use tables, development standards, and approval processes of the Specific Plans, properties within the Specific Plans will include the Special Area (/SA) overlay zone district. Consistent with other Special Area overlays, each Specific Plan will be denoted by a code, as follows: Atlantic Street Corridor (/SA-AT), Douglas-Harding Corridor (/SA-DH), and Douglas-Sunrise Corridor (/SA-DS) This will require several amendments to Title 19 of the Municipal Code (Zoning Ordinance), as follows:

- Chapter 19.18.030 Special Area (SA) District for the purpose of adding the three new Specific Plans to the list of Special Area Districts;
- Adding new Chapter 19.33 Commercial Corridor Plans to establish the permitted uses (including non-conforming uses), development standards, parking standards, and entitlement and approval procedures for the three Specific Plans;
- Amending Chapter 19.24.020 (Nonconforming Uses and Structures) to refer to the new Chapter 19.33 standards;



- Amending Chapter 19.26.030 (Parking space requirements by use type) to refer to the parking reduction processes of the new Chapter 19.33; and
- Amending Chapter 19.78.020 (Required public hearings, authorized Approving Authority and public notice) acknowledging the new approval procedures within the new Chapter 19.33.

The proposed ordinance amendments are included in redlined text as Exhibit J.

### **Adoption of Corridor Specific Plans**

Each of the three Specific Plans will be adopted via Resolution, by City Council, and are included as Exhibit C (Altantic Street), Exhibit E (Douglas-Harding), and Exhibit G (Douglas-Sunrise). A description of the Specific Plans and their contents is provided below.

The Public Hearing Draft plans include the following chapters and content:

Chapter 2, Setting and Context – This chapter describes the history of the Specific Plan area, major factors that have influenced the design of the Specific Plan, the existing land uses and development patterns, and the existing design and character of the Specific Plan area.

Chapter 3, Land Use – This chapter focuses on the existing and proposed land use plan for the area, with an emphasis on the land use goals and overall vision for the area, and a description of the land use designations being used in the Specific Plan. The chapter includes land use maps and a permitted use table.

Chapter 4, Circulation – This chapter describes the pedestrian, bicycle, and vehicular pathways within the Specific Plan area, defines the vision and goals to support circulation and connectivity in the Specific Plan area, and identifies the broader circulation plan and more specific frontage and roadway characteristics for the Specific Plan area. The chapter includes existing conditions, constraints, and opportunities maps, and streetscape options.

Chapter 5, Utilities and Infrastructure – This chapter describes the existing utilities and infrastructure which support the Specific Plan area, describes the goals to support the existing and proposed systems, and describes the plan to enhance and improve utilities and infrastructure to support the Specific Plan.

Chapter 6, Design Guidelines – This chapter describes the development regulations and guidelines which will apply to residential and non-residential projects and frontage development standards.

Chapter 7, Implementation – This chapter describes how the Specific Plan will be applied to future development and uses within the Specific Plan area, including descriptions of the types of entitlements needed for development proposals, and the processes and procedures for revising or amending the Specific Plan.

### **Key Project Features**

The proposed Specific Plans facilitate commercial redevelopment/reinvestment and multifamily development. These are infill areas which have been fully developed, but because many of the roadways and businesses were developed more than fifty years ago, the area would benefit from revitalization. The coequal goals of the Specific Plans are to improve aesthetics and comfort on the streetscapes, facilitate commercial reinvestment and redevelopment, and facilitate high density housing (particularly in commercial areas). The Project includes the following key features in order to achieve these coequal goals:

- Land use and zoning changes as previously described.
- A Special Area (/SA) overlay zone applied district to all properties within each Specific Plan. The overlay zone allows the application of the area-specific standards proposed within each Specific Plan, to supplement or instead of the Zoning Ordinance and Community Design Guidelines.
- Streamlined approval processes for minor parking reductions, commercial improvements, and multifamily residential projects. Multifamily uses are permitted in Community Commercial and Neighborhood Commercial zone districts, instead of requiring a Conditional Use Permit. In addition, the proposed Design Review Permit process for multifamily projects does not require a public hearing, but notices will be mailed to properties within 300 feet of the project, and a public hearing will be held if requested.
- Water and sewer infrastructure studies to assess the existing system improvements needed to address the aging system, and to support reinvestment and redevelopment, including the addition of up to 850 multifamily housing units (up to 50 units in the Atlantic Street Corridor, up to 200 units in the Douglas-Harding Corridor and up to 600 units in the Douglas-Sunrise Corridor) on properties within an existing multifamily zoning designation or on commercial property. This is discussed further below, under the subheading “Housing.” Completing these studies as part of the Project provides a cumulative capacity assessment, and streamlines future development by avoiding the need for project-by-project studies.
- Conceptual streetscape enhancement options to consider as part of any future public improvement projects. Improvements are not preselected or defined, nor are future projects identified or known at this time. The Circulation chapter of the Specific Plans includes exhibits identifying important opportunity areas and constraints, followed by a list of potential improvements including landscaping updates, medians, crosswalk enhancements, street furniture, and other options.
- Conceptual plans to underground existing above-ground electrical utilities on Douglas Boulevard.
- Frontage design guidelines to apply to development and redevelopment, requiring improvements to sidewalks, landscaping, etc on the roadway frontage.
- Design guidelines for commercial development and multifamily developments, based on feedback from the community, which will help create a cohesive identity in the corridors.
- A slight reduction of parking standards for multifamily uses in predominantly commercial areas (areas east of Folsom Road in the Douglas-Harding Corridor Plan and all areas in the Douglas-Sunrise Corridor Plan), from 1.5 spaces per studio/1 bedroom unit and 2 spaces per 2+ bedroom unit, to 1 space per studio/1 bedroom unit, 1.5 spaces per 2–3 bedroom unit, and 2 spaces per 4+ bedroom unit.

## Housing

Along with streetscape improvements and commercial reinvestment and redevelopment, the facilitation of housing – particularly in commercial areas – is a goal of the project. The areas where the City is anticipating housing are underused commercial parking lots, long-vacant commercial buildings, and the few vacant or underused properties. Infrastructure studies for the Specific Plans have assumed a total of 50 units could be developed in the Atlantic Street corridor, 200 units could be developed in the Douglas-Harding corridor, and 600 units could be developed in the Douglas-Sunrise corridor. In the original grant application the City anticipated up to 400 units, with up to 50 in the Atlantic Street corridor, 250 in the Douglas-Harding corridor, and 100 in the Douglas-Sunrise corridor. However, the property owner of 199 North Sunrise Avenue approached the City interested in the potential to develop a large, market-rate, multifamily project so the

anticipated units in the Douglas-Harding corridor were decreased to 200 and the anticipated units were increased to 600 in the Douglas-Sunrise corridor.

Supporting technical studies for the Specific Plans (appended to each plan) have assumed these units would be located on vacant or commercial properties in the Atlantic Street Plan area, located on South Harding or Harding Boulevard in the Douglas-Harding Plan Area, and on North Sunrise Avenue north of Douglas Boulevard in the Douglas-Sunrise Plan Area. General areas had to be selected for the purpose of pipe system evaluations, *but the Specific Plans do not identify any specific sites as the sites where these housing units will or must be built.* For commercial property where multifamily housing would be a permitted use, whether housing, commercial uses, or mixed uses are developed would be determined by the property owner and by market conditions.

Staff has also proposed the City's policy requiring 10% of all new units be affordable *not* apply on a project-by-project basis. This is similar to the approach taken in the Downtown Specific Plan. The Specific Plans identify the total number of affordable units needed for all three Specific Plans (up to 85 units, based on up to 850 units of capacity), which would allow the City's policy to be satisfied by one affordable project, instead of requiring every project to include a few affordable housing units, which can be an inefficient and costly approach.

### **EVALUATION: GENERAL PLAN AMENDMENT**

Proposed amendments to the General Plan are analyzed for consistency with the goals and policies of the General Plan. As discussed in the Project Description, as the planning process got underway, staff determined that many of the parcels located within and near the corridors had General Plan land use inconsistencies that could potentially result in future issues if developed or improved, including incompatibility between land use and zoning designations. Overall, this represented a lack of internal consistency between General Plan designations and zoning designation that needed to be rectified.

One of the primary components of the project has been to bring the land use map into consistency with the underlying zoning and actual use of each property, as well as to make the map consistent with the City's general typical land use practices. For example, the City is not currently in the practice of applying land use designations to arterial roadways, so the Project removes those designations. Another example is the replacement of the Low Density Residential land use designation with Open Space within the designated floodplain along Dry Creek to make it clear that this land is not available for development of housing. The project "cleans up" and makes clear a logical and internally consistent land use hierarchy from the General Plan down to the Zoning Ordinance level.

### **EVALUATION: SPECIFIC PLAN**

The General Plan requires the finding listed below in *italicized, bold* text be made in order to approve a Specific Plan:

- 1. The proposed Specific Plan is consistent with the objectives, policies, general land uses, and programs of the General Plan.***

The City's General Plan Land Use Element includes multiple goals and policies related to comprehensive planning and Specific Plans. These policies address new growth or greenfield development areas, rather than infill areas, but the underlying intent of these policies can be applied to infill specific plans. Key policy considerations include ensuring: growth is balanced between employment and housing (Policy LU8.1), an appropriate level of infrastructure and public services are available (Policy LU8.4), growth is designed to preserve significant open space areas (Policy LU8.7), planned growth will enhance Roseville's community character (Policy LU8.8). General Plan Policy LU8.10 indicates that Specific

Plans should preserve open space, provide a focal point or theme that enhances and promotes community character, provide for gateways at entrances to the City, be planned as an integral part of the City, and include design guidelines.

The Project is consistent with all of the above relevant policies, as it is designed to facilitate both non-residential and residential development; includes infrastructure studies to assure capacity is available in a timely manner; includes the correction of the land use designations over the Dry Creek open space area to make it clear this is not a developable area; and includes design guidelines and conceptual streetscape improvement options to promote community character, provide for community gateways, and ensure any new development is an integrated part of existing development. Key design guidelines intended to address these policy considerations include the following standards and guidelines:

- Increase sidewalk widths to five feet, with separation, if feasible
- Provide an 8-foot landscape planter along the sidewalk with large canopy trees
- Provide a defined pathway from the sidewalk to the building entrance
- Buildings on prominent corners must be located at the back of the landscape corridor and drive-thru lanes or similar utilitarian features must be farther from the street than the building.
- Step back rule – Any portion of building within 30 feet of property with a single-family home cannot be more than one story taller than the home.
- Multifamily setbacks – minimum of 8 feet when adjacent to single-family residence.
- Multifamily projects west of Folsom Road in the Douglas-Harding Corridor and in the Atlantic Corridor must use traditional façade components and design styles.

Adoption of the Corridor Plans creates a clear and internally consistent hierarchy, by applying the City's current practice of planning for logical and efficient development through the use of specific plans in three areas of the City where development pre-dates the practice. Since the City began using Specific Plans in the 1980's, the City has become an example to other cities and counties throughout the state on how Specific Plans can facilitate comprehensively planned, efficient, and streamlined development. Recognizing the demand for revitalization of the City's older commercial corridors and the need for housing to support existing commercial areas, the Corridor Plans allow for the City to encourage development using a consistent, planned approach to improve neighborhood identity and avoid piecemeal and spotty development without adversely affecting infrastructure capacity. This is consistent with the City's overall approach to growth management.

### **EVALUATION: REZONE**

Section 19.86.050 of the City of Roseville Zoning Ordinance requires two findings be made in order to approve a rezone. The two findings are listed below in ***italicized, bold*** text and are followed by an evaluation of the Project in relation to each finding. A project must be consistent with:

- 1. The public interest, health, safety or welfare of the City, and***
- 2. The General Plan and any applicable specific plan of the City of Roseville.***

As mentioned above, approval and adoption of the Specific Plans would result in the correction of several existing land use and zoning inconsistencies, including spot zoning, inconsistencies between land use and the zone district, and outdated zoning. The correction of these issues will further the public interest, health, safety, and welfare of the City. Incompatibilities between land use designations and zoning can create a costly and time-consuming administrative issue for property owners wishing to improve their

properties, which disincentivizes property improvements and leads over time to properties and businesses which suffer from disinvestment. Removing this barrier reduces costs and processing time while providing streamlined processes for property owners, creating assurances and an incentive for property improvements.

Well-maintained and improved commercial properties attract more new businesses and activity, which in turn has beneficial effects on public safety and on the surrounding neighborhoods. Staff anticipates that the proposed rezones will result in reinvestment which will activate the corridors and further the public interest, health, safety, and welfare. The proposed rezones are designed to result in consistency with the General Plan and proposed Specific Plans.

### **EVALUATION: ZONING ORDINANCE AMENDMENT**

Section 19.86.050 of the City of Roseville Zoning Ordinance requires two findings be made in order to approve a Zoning Ordinance Amendment. The two findings are listed below in ***italicized, bold*** text and are followed by an evaluation of the Project in relation to each finding. A project must be consistent with:

- 1. The public interest, health, safety or welfare of the City, and***
- 2. The General Plan and any applicable specific plan of the City of Roseville.***

As discussed in the Project Description, the Project adds each Specific Plan to Roseville Municipal Code (Zoning Ordinance) Chapter 19.18.030, Special Area (SA) District. This chapter lists the Specific Plans in the City which have adopted area-specific development standards; each of the proposed three Specific Plans will be added to this list. The Project also establishes Chapter 19.33 (Commercial Corridor Plans) of the Zoning Ordinance, which includes the new permitted use tables, development standards, and approval processes all in one location. Placing these regulations within the Zoning Ordinance, rather than in a stand-alone ordinance, makes them easier to access and more user-friendly. The Corridor Plans include user-friendly summaries of how the regulatory processes work, with references provided to the detailed regulatory standards of Chapter 19.33 of the Zoning Ordinance. Once adopted, the Specific Plans will include hyperlinks to the relevant sections of the Zoning Ordinance, making cross-referencing as easy as possible.

Key changes and their rationale include:

- **Nonconforming uses and buildings**: The Zoning Ordinance requires a Conditional Use Permit to expand uses or buildings on properties where the use is not consistent with the zone district, or simply prohibits such changes. All three Plan Areas, but especially Douglas-Harding, include properties which have been in commercial use but have residential zoning. For example, 234 Donner Avenue is zoned R3 (multifamily) but contains a small office building and parking lot, making it a nonconforming use. Existing code prohibits expanding the use and requires a Conditional Use Permit to use it for anything other than an office building. State law regarding rezoning residential property makes it infeasible to rezone this property to commercial uses. Our nonconforming regulations increase challenges with building vacancy and disincentivize or prohibit improvement of the commercial development on the property. Since there are many properties like this, the Special Area regulations will allow commercial improvements, provided it does not increase impacts to neighboring residential properties.
- **Multifamily uses in commercial zones**: As described in the Project Description, the Project removes the requirement for a Conditional Use Permit for multifamily residential uses within the Community Commercial or Neighborhood Commercial zones. This change is intended to

facilitate high density housing within commercial areas. Housing will help support and activate commercial areas and businesses, and keep eyes on the street to deter illegal activities.

- Prohibited commercial uses: In certain areas, personal storage, commercial parking, and building material stores are generally prohibited (hardware stores remain permitted) by the permitted use tables of new Chapter 19.33. These prohibitions do not affect properties where these uses are already present. The reason these uses are prohibited elsewhere is because they occupy a large land area, are not neighborhood-focused, and do not support plan goals to provide more retail, restaurant, or other neighborhood-serving uses.
- Parking standards for multifamily uses: As described in the Project Description, the Project slightly reduces parking standards within the Douglas-Sunrise Corridor and east of Folsom Road in the Douglas-Harding Corridor, for projects with residential uses at densities equal to or greater than 25 units per acre. Projects at these higher densities within locations where many uses, jobs, and transit are within walking distance are appropriate for a reduced standard. Parking takes up significant land area and structured or podium parking options are costly. Reducing the parking standard can therefore incentivize or facilitate multifamily housing projects on commercial properties in infill areas. The parking reduction does not apply in the Atlantic Street Corridor or in areas west of Folsom Road in the Douglas-Harding Corridor, because these are older neighborhoods with narrow streets, some of which are one-way, where parking is known to be problematic.
- Parking reductions: A commercial applicant may currently apply for an Administrative Permit for a parking reduction if they believe their operation needs fewer parking spaces than the Zoning Ordinance requires, or if there is a shared parking arrangement where a center as a whole has enough parking for each tenant. This Administrative Permit entitlement is in addition to other entitlements (such as Design Review). The Project would allow a parking reduction to be processed as part of a Design Review Permit, instead of requiring a separate permit.
- Entitlement streamlining: Minor modifications to commercial sites and/or buildings will require a Minor Design Review Permit, instead of a Design Review Permit (or Modification). A minor addition is no greater than 15% of the existing building footprint. Minor site improvements include landscaping, lighting, and other improvements that don't require supporting technical studies (e.g. traffic study). New multifamily residential projects with minimum densities of 25 units per acre will continue to require a Design Review Permit, but no public hearing is required (the public may request a hearing; notice will be provided to properties within 300 feet). Streamlining provisions for commercial properties are intended to shorten entitlement processing timeframes and costs, which can incentivize or lower the barriers for building and site improvements. The housing streamlining incentivizes multifamily housing at the densities which are most beneficial and efficient in a mixed use environment.

The Corridor Plans are intended to encourage redevelopment and revitalization of properties within the older commercial corridors of the city by streamlining the development process for property owners. Following a consistent, streamlined process with a clear vision and standards allows a property owner to save time and costs by having clear expectations for design, needed improvements, and the process. This in turn incentivizes reinvestment. The proposed Special Area standards are designed to further the public interest, health, safety, and welfare by supporting redevelopment and reinvestment, because well-maintained and improved properties attract more thriving businesses and activity, which in turn has beneficial effects on public safety and on the surrounding neighborhoods. Staff anticipates that the proposed Ordinance Amendment will result in reinvestment which will activate the corridors and further the public interest, health, safety, and welfare. The Zoning Ordinance Amendment is consistent with the General Plan and proposed Specific Plans.

## **PUBLIC OUTREACH**

The community outreach effort for this project was carefully developed and began in earnest in May 2021, when the City distributed notice of the first open house for the project via mail, e-mail, the City's website, the Sacramento Business Journal, and the City's social media. Over 9,000 postcards with bright designs and graphics were mailed to everyone within the proposed project boundaries and to those within a half-mile walking distance. E-mail notices were sent to over 47,000 recipients on the City's existing e-mail lists. In the first week over 800 people visited the project website, and hundreds signed up on the project e-mail list.

The open house was well-attended and intended to outline the City's objectives for the project and seek early stakeholder input to further refine the scope of the project. The open house included live polling, a question and answer session, and a community values exercise to help develop a draft vision statement for each Plan Area. A recording of the open house is available for viewing. Following the initial open house, a walking tour was launched to engage residents and community members about what they would like to see improved or added to revitalize the three targeted corridors. The tour was open from June 10 – 25, and could be taken virtually using images from key spots in the corridors, or by physically going to the key locations. Staff posted lawn signs and flyers at the locations with a QR code, which could be scanned by your phone to access the survey. The survey yielded a total of 648 community responses. A summary of the virtual tour can be found [here](#).

Based on feedback from the community, the next several months were spent developing materials for the project. On December 14, 2021 draft land use maps, zoning maps, and permitted use tables were posted to the project website for public review, with responses requested by January 12, 2022. Notice of these materials was sent to the project e-mail list and was posted to the project website.

A virtual workshop was held on February 10, 2022. The workshop was advertised through an e-mail to the project mailing list two weeks before and one week before the workshop, was posted to the project website, was advertised on the City's social media (Twitter, Facebook, and NextDoor), and was published in the Roseville Press Tribune. Flyers were also handed out at businesses within the corridors. The first half of the workshop focused on the proposed land use plan, and included a question and answer session that focused heavily on housing. The second half of the workshop focused on streetscapes, and included live polling to get feedback on improvement priorities and public art programs, as well as a question and answer session. The workshop was well attended and included robust community discussion. A recording of the virtual workshop is available for viewing [here](#).

A community design guidelines survey was launched on April 25, 2022 and was open through May 8, 2022. The survey included design imagery and asked respondents what general building design styles were appropriate for each corridor. The survey also included a streetscape improvements question asking respondents to prioritize improvements based on cost. The survey had about 300 respondents and was advertised through the project e-mail list and project website.

A letter was then sent to property owners in April informing them of proposed changes to land use and zoning. The letters were specific to individual property owners, with the Assessor's Parcel Number identified and an explanation of the proposed changes provided. The letter also encouraged property owners to call, e-mail, or write us with any comments or questions, and emphasized that we were still early in the process, and nothing was finalized. A second copy of the letter was sent in May to all property owners who had not responded to the first letter. The purpose of these letters was to ensure the owners of every property affected by zoning or land use changes received property-specific notice of the proposal, and multiple copies help ensure the letter is not simply overlooked or missed.

In June a letter was sent out to every property owner and resident in the Plan Areas describing the proposal to use the Special Area overlay zone for the Specific Plans. We were contacted by some residents indicating that their neighbors had received the letter but they had not. We investigated these concerns and found an area where the parcel data led to some mailing address errors. These errors were corrected.

City staff subsequently attended two community-led meetings to discuss the project and answer questions. The first meeting was held on June 30, 2022 by Support Our Local Area – Roseville (SOLA-R) from 7 p.m. to 9:30 p.m., and the second was held on July 7, 2022 as part of the Historic Sierra Vista Neighborhood Association regular meeting. Planning staff also staffed a booth at Downtown Tuesday Nights on June 28, 2022 and advertised materials about the project as well as general planning issues. Over 30 people spoke with staff over the course of the evening.

Notice of the release of the preliminary draft Specific Plans, of the Planning Commission workshop on July 28, 2022 and the City Council workshop on August 6<sup>th</sup> was provided in a postcard to every property owner and resident in the Plan Areas. The postcard notice was mailed on July 12, 2022 and the preliminary draft Specific Plans were published on July 14, 2022, with a request to provide feedback by August 11, 2022. Notice was also publicized on the project website, through the project e-mail list, and on the City's social media (Twitter, Facebook, and NextDoor).

Over the next two months staff developed the Public Hearing Draft of each Specific Plan, with the final design and supporting imagery developed and provided by Ascent Environmental. As a result of the substantial public feedback, staff made several key changes to the Specific Plans, which have been incorporated into the Public Hearing Draft Corridor Specific Plans and are described in detail in Attachment 1. Some of the proposed changes included modifications to proposed land use and zoning designations, and the boundary of the Atlantic Street Corridor was modified to exclude a large area south of Shearer Street. Property owners affected by these changes were mailed letters the week of September 12<sup>th</sup>, 2022, to ensure they received specific notice of the proposed modifications. The Project website was also updated with a descriptions of proposed Project modifications, and an e-mail was sent to the project e-mail list notifying interested persons about the updated information. This notification also included tentative hearing dates of October 13, 2022 for Planning Commission and November 16, 2022 for City Council.

The Public Hearing Draft of each plan was published on September 29, 2022. Notification of the publication and of this Planning Commission hearing was provided through a website update, and through the project e-mail list, on the City's social media (Twitter, Facebook, and NextDoor). Formal public hearing notices were mailed to all people within 300 feet of the Project, which consisted of more than 3,500 individual letters, and was published within the Roseville Press Tribune.

In addition to all of the broad public outreach, through website updates, public meetings, open houses, and other group events and contexts, the project team has emphasized person-to-person communication. The staff team provides detailed and specific responses to the e-mails received in the project inbox at [www.roseville.ca.us/corridorplans](http://www.roseville.ca.us/corridorplans). Where an individual provided a phone number, our staff responded to the e-mail with a phone call. The letters staff mailed also generated many phone calls from residents, property owners, property manager, and business owners wanting to better understand how the project might affect their property or their neighborhood. Engaging in conversation, not just communication, has been an ongoing goal of the project team.



## **PROCESS AND NEXT STEPS**

Following the Planning Commission hearing, staff will consider whether any feedback results in the need for revisions to the Public Hearing Draft Specific Plans prior to the City Council hearing tentatively scheduled for November 16, 2022.

## **ENVIRONMENTAL DETERMINATION**

An Addendum to a previously certified environmental impact report may be prepared for a project if only minor technical changes or additions are necessary or none of the conditions calling for the preparation of a subsequent EIR have occurred (California Environmental Quality Act Guidelines [CEQA] Section 15164). Consistent with CEQA Guidelines Section 15164, an Addendum to the 2035 General Plan Environmental Impact Report (SCH #2019080418, certified on August 5, 2020), inclusive of the 2021 Housing Element Addendum, has been prepared in order to demonstrate that none of the conditions described in Section 15162 of the CEQA Guidelines calling for preparation of a subsequent EIR have occurred and that only minor technical changes or additions are necessary in order to deem the adopted or certified prior environmental document adequate to describe the impacts of the proposed project.

## **RECOMMENDATION**

The Planning Division recommends the Planning Commission take the following actions:

1. Consider the Addendum to the 2035 General Plan Environmental Impact Report (SCH #2019080418, certified on August 5, 2020) and 2021 Housing Element Addendum. (Exhibit A)
2. Recommend City Council adopt a resolution for a **GENERAL PLAN AMENDMENT – 311 VERNON STREET – COMMERCIAL CORRIDOR PLANS – PL21-0383** to amend General Plan Land Use Element text to reflect the adoption of three new Specific Plans; amend Land Use Element Figure II-1 (Planning Areas) to add the boundaries of the three new Specific Plans; and amend Figure III-3 (Pedestrian Districts) and Figure VIII-3 (Land Use Designations with City's Regulatory Floodplain) because these figures include the boundaries of the City's Specific Plans or land use map as background information on the figure; and amend the General Plan Land Use Map (Land Use Element Figure II-2) consistent with the three new Specific Plans, to correct land use from Low Density Residential to Open Space over the Dry Creek open space area, to remove the land use designations over arterial roadways within and adjacent to the three new Specific Plans, and other minor changes. (Exhibit B.1 – B.7)
3. Recommend City Council adopt one finding of fact and adopt a resolution to approve the **ATLANTIC STREET CORRIDOR SPECIFIC PLAN – 311 VERNON STREET – COMMERCIAL CORRIDOR PLANS – PL21-0383**. (Exhibit C)
4. Recommend City Council adopt two (2) findings of fact and approve the **REZONE – 311 VERNON STREET – COMMERCIAL CORRIDOR PLANS – PL21-0383** to change the underlying zone districts as shown in Exhibit D and apply the Special Area (/SA-AT) overlay zone to property within the Atlantic Street Corridor Specific Plan. (Exhibit D)
5. Recommend City Council adopt one finding of fact and adopt a resolution to approve the **DOUGLAS-HARDING CORRIDOR SPECIFIC PLAN – 311 VERNON STREET – COMMERCIAL CORRIDOR PLANS – PL21-0383**. (Exhibit E)
6. Recommend City Council adopt two (2) findings of fact and approve the **REZONE – 311 VERNON STREET – COMMERCIAL CORRIDOR PLANS – PL21-0383** to change the underlying zone districts as shown in Exhibit F and apply the Special Area (/SA-AT) overlay zone to property within the Douglas-Harding Corridor Specific Plan. (Exhibit F)

7. Recommend City Council adopt one finding of fact and adopt a resolution to approve the **DOUGLAS-SUNRISE CORRIDOR SPECIFIC PLAN – 311 VERNON STREET – COMMERCIAL CORRIDOR PLANS – PL21-0383**. (Exhibit G)
8. Recommend City Council adopt two (2) findings of fact and approve the **REZONE – 311 VERNON STREET – COMMERCIAL CORRIDOR PLANS – PL21-0383** to change the underlying zone districts as shown in Exhibit H and apply the Special Area (/SA-AT) overlay zone to property within the Douglas-Sunrise Corridor Specific Plan. (Exhibit H)
9. Recommend City Council adopt two (2) findings of fact and approve the **REZONE – 311 VERNON STREET – COMMERCIAL CORRIDOR PLANS – PL21-0383** to change the underlying zone districts on specified properties in the Infill Planning Area as shown in Exhibit I.
10. Recommend City Council adopt two (2) findings of fact and approve the **ORDINANCE AMENDMENT – 311 VERNON STREET – COMMERCIAL CORRIDOR PLANS – PL21-0383** to Title 19 of the Municipal Code (Zoning Ordinance), Chapter 19.18.030 Special Area (SA) District for the purpose of adding the three new Specific Plans to the list of Special Area Districts; adding new Chapter 19.33 Commercial Corridor Plans to establish the permitted uses (including non-conforming uses), development standards, parking standards, and entitlement and approval procedures for the three Specific Plans; amending Chapter 19.24.020 (Nonconforming Uses and Structures) to refer to the new Chapter 19.33 standards; amending Chapter 19.26.030 (Parking space requirements by use type) to refer to the parking reduction processes of the new Chapter 19.33; and amending Chapter 19.78.020 (Required public hearings, authorized Approving Authority and public notice) acknowledging the new approval procedures within the new Chapter 19.33. (Exhibit J)

## **Exhibits**

A. Commercial Corridor Plans Addendum to the 2035 General Plan Environmental Impact Report

B. General Plan Amendments

B.1 General Plan Text Amendments (redline)

B.2 General Plan Figure II-1 (Planning Areas)

B.3 General Plan Figure II-2 (Land Use Map)

B.4 Atlantic Street Corridor Specific Plan Existing and Proposed Land Use

B.5 Douglas-Harding Corridor Specific Plan Existing and Proposed Land Use

B.6 Douglas-Sunrise Corridor Specific Plan Existing and Proposed Land Use

B.7 Infill Plan Area Existing and Proposed Land Use

C. Atlantic Street Corridor Specific Plan

D. Atlantic Street Corridor Specific Plan Existing and Proposed Zoning

E. Douglas-Harding Corridor Specific Plan

F. Douglas-Harding Corridor Specific Plan Existing and Proposed Zoning

G. Douglas-Sunrise Corridor Specific Plan

H. Douglas-Sunrise Corridor Specific Plan Existing and Proposed Zoning

I. Infill Plan Area Existing and Proposed Zoning

J. Roseville Municipal Code Amendments (redline)

**NOTE: The exhibits and attachments to the PC Staff report are not included as part of this attachment, because they are included as exhibits and attachments to the Council Communication.**

## **Attachments**

1. Changes Between Preliminary Draft and Hearing Draft Specific Plans
2. Consistency Analysis