

1.1 Purpose

The purpose of the Downtown Roseville Specific Plan, “**Downtown Code**” is to direct public and private development consistent with the community vision for the Plan area. The goal is to ensure that the history of Roseville is honored, while balancing the desire for connectivity, pedestrian accessibility, a dynamic environment, and enhancement of amenities within the Downtown Specific Plan area. The **Downtown Code** will be provided to individuals interested in developing a new project or reuse of an existing building within the Specific Plan Area.

City staff will use the guidelines and standards in the **Downtown Code** to evaluate proposed projects for consistency with the vision and goals of the Specific Plan. They also provide direction and specifications for development of public improvements within the specific plan area. The intent is to establish a sense of neighborhood connectivity through use of coordinated design features on both private and public development projects.

These land use and development regulations emphasize both the physical form of the built environment, the uses that occupy the buildings, and ordinances that specifically apply to the Downtown area. To that end, the Specific Plan proposes a multi-dimensional approach to regulating development in the eleven districts within Downtown. The **Downtown Code** includes:

- *A detailed land use matrix;*
- *District Quick Reference Guide for the individual development districts that specify: building placement and size; principally allowable uses; building types, building frontage types, sign types, and parking requirements,*
- *Design Guidelines and Standards;*
- *Municipal ordinances, which are intended to encourage and facilitate infill development, mixed uses, pedestrian scale improvements, urban amenities, transit use, creative design, and the overall revitalization of Downtown Roseville; and,*
- *Project evaluations and background on the six “Pre-Design” sites.*



1.0 Introduction

The **Downtown Code** provides detailed performance criteria and development standards that are intended to facilitate development. This document addresses the physical environment and how to implement the goals of the Downtown Specific Plan. The code is viewed as a comprehensive document that addresses:

- *Elements that are common throughout the Plan area and should be applied uniformly;*
- *Landscape and entry requirements;*
- *Buffers and adjacency issues;*
- *Conditions that are unique to the plan area;*
- *Details that define the character of the Specific Plan not found in the Citywide documents; and*
- *Parcel specific considerations.*

The code also informs property owners, project applications, architects and engineers as to what is required for a successful project application. The **Downtown Code** provides comprehensive directions for site planning, building design, sustainable development and the preservation or enhancement of historically significant structures.

1.2 Relationship to Other City Documents

Other standards and guidelines applicable to the Downtown Specific Plan area are set forth in the following documents, which should be referenced in the design of all uses in the Plan Area:

- *Roseville Municipal Code-Title 19, Zoning Ordinance;*
- *Community Design Guidelines;*
and
- *Roseville Sign Ordinance.*

The **Downtown Code** is intended to encourage creativity in solutions to specific design opportunities. However, in order to meet the overall objectives of the Plan, certain standards must be fulfilled. Where the provisions of the **Downtown Code** are more restrictive than the Sign Ordinance, Community Design Guidelines and/or the Zoning Ordinance, the **Downtown Code** shall govern development within the Plan Area.



Rendering of creekwalk with relocation of Icehouse bridge



1.3 Administration

The administration of the **Downtown Code** shall be in accordance with Chapter 9 of the Downtown Specific Plan. The **Downtown Code** is intended to provide additional detail for several elements within the plan, and direct development of all projects as the plan area builds out. The City recognizes the need for flexibility in the implementation of the code. To this end, the following administrative process shall be followed to review and approve deviation requests to the design requirements of this document (assumes no Specific Plan changes are proposed):

- *Project proponent must submit a formal request to the Director with the proposed deviations to the design requirements in this document.*
- *Proposal shall specify: 1) what deviations are requested, 2) the proposed design for each deviation, and 3) why the resulting design warrants such deviation(s).*
- *The Director will determine whether the requested deviations are consistent with the spirit and intent of the design guidelines, and if so, may approve the deviation administratively. These modifications will be addressed via a Zoning Clearance. Zoning Standards that require an amendment shall be processed as a typical rezone request and in conformance with Chapter 19.86 of the Zoning Ordinance.*

1.4 Organization

The **Downtown Code** has been organized to be a comprehensive implementation tool to aid the development of Downtown. It addresses the zoning, including Downtown-specific ordinances, plan area incentives, design and development standards, and public realm improvements for each of the eleven distinct development districts. The zoning discussion includes the permitted and conditionally permitted uses and prescriptive development standards that are a mix of form based requirements and standard requirements that are use-related. There are several Downtown-specific ordinances that have been developed to address focused elements of the Downtown (e.g. Mixed-Use Projects, Live-Work Units, etc...). Design guidelines and development standards are provided both on an individual district basis, and on a broader context throughout the Specific Plan Area. To ensure that there is a uniform look and feel to the area, there is also a set of “Public Realm” standards incorporated into this document. The public realm addresses the streetscape standards for the various major roadways and public improvements in the Plan.



Renovations to Historic Old town include the installation of a clock tower and improved landscaping



1.0 Introduction

1.5 Location and Context

The Downtown Code applies to the eleven districts that are contained within the 176 acres of the Downtown Specific Plan, as shown in Exhibit 1.1.

