

ITEM V-A: ZONING ORDINANCE UPDATE – FILE# 2007PL-075 (PROJECT# OA-000011)

REQUEST

The Planning & Redevelopment Department proposes amendments to the Zoning Ordinance that will allow for the implementation of the Blue Ribbon Corporate Center Committee's recommendations as adopted by the City Council on March 15, 2007.

Applicant: City of Roseville Planning & Redevelopment

SUMMARY RECOMMENDATION

The Planning & Redevelopment Department recommends that the Planning Commission take the following action:

- A. Recommend that the City Council adopt a Resolution approving the Zoning Ordinance Amendment.

SUMMARY OF OUTSTANDING ISSUES

There are no outstanding issues associated with the proposed Zoning Ordinance Amendment

BACKGROUND

In July 2005, the City Council adopted the *2005 Economic Development Strategy* which included recommendations that the City look at ways to strengthen its position as a regional job center. As a result, the Blue Ribbon Corporate Center Committee ("*Committee*") was formed in late 2005. The Committee was tasked with analyzing current policies, recommending future policies, and determining which locations would best suit future multi-story, multi-building, office projects.

After meeting regularly for the ensuing 13 months the Committee identified eight (8) policy issues that needed to be addressed to encourage and facilitate future corporate center development in Roseville. The Committee made two (2) recommendations specific to the Planning and Redevelopment Department that we initiate updates to both the Sign Ordinance and the Zoning Ordinance. The Committee recommended that the Sign Ordinance be amended to allow signage proportionate to multi-story office buildings and that the Zoning Ordinance be amended to allow increased building heights and reserved parking for Corporate Centers. The update to the Sign Ordinance is underway and is a separate action from the Zoning Ordinance update.

Specific recommendations from the Committee and Council to update the Sign and Zoning Ordinances are included as Attachment 1.

ZONING ORDINANCE AMENDMENT EVALUATION

After careful analysis and conversations with the City Attorney's office staff determined that the most straightforward and efficient manner of implementing the Committee's recommendations was to create a new section of the Zoning Ordinance (Section 19.37 Corporate Centers, Exhibit A). Attempting to weave the necessary changes into the existing Zoning Ordinance would have meant making changes to many sections, including but not limited to Sections 19.12 (Commercial Zones), 19.26 (Off-Street Parking and Loading), and 19.95 (Definitions), as well as extensive changes to Article V (Administration and Procedures). The Committee's intent was to simplify and streamline the development process for

Corporate Centers and the addition of a new section to the Zoning Ordinance is the most practical and user-friendly manner to implement the recommendations.

19.37.020 – Definition

Corporate Centers were defined by the Committee as a ten (10) to fifty (50) acre site with three (3) or more buildings containing more than 100,000 square feet of developed office space that contains the following:

- Self-contained, reciprocal parking
- Common conference facility
- On-site restaurants, or close proximity to food service
- Signage and Identity of occupants
- Exercise facility, showers and lockers

Section 19.37.020 clearly defines a Corporate Center. Projects that do not meet or conform to these criteria will not be eligible for the incentives as described in Section 19.37.040.

19.37.040 – Development Standards

Location: The Committee identified criteria for the evaluation of potential Corporate Center sites that included such factors as the availability of public utilities and potential impacts to transportation and roadway levels of service. They then identified sites that were suitable for higher intensity of use with sufficient infrastructure to support Corporate Center development. These sites are shown on the *Recommended Corporate Center Sites Map* that was adopted by the City Council. (Attachment 2) Chapter 19.37.040(A) states that a Corporate Center may be located at any site identified on the adopted map.

Project proponents that wish to develop a Corporate Center at a site that is not on the Recommended Sites Map must demonstrate to the City Council that they meet the criteria established by the Committee and adopted by Council.

Height: One of the charges of the Committee was to make recommendations that would streamline the entitlement process to encourage the development of multi-story office buildings at the recommended sites. The Committee recommended that the Zoning Ordinance be amended to allow buildings over 50 feet in height and four (4) stories at recommended Corporate Center sites without the processing of a Variance. Chapter 19.37.040(B) states that the height limitation at a Corporate Center site shall be determined in either the Major Project Permit (MPP) or Design Review Permit (DRP) entitlement process. Environmental assessment will also take place during the MPP or DRP process to ensure that any intensification of a site through taller buildings can be accommodated.

Parking: Chapter 19.26.020(D) of the Zoning Ordinance stipulates that parking spaces shall not be reserved for individual tenants or customers or reserved for a limited period of time. Staff has generally allowed these types of spaces provided that they are not counted towards the total parking required on-site. That is, they are provided in addition to the required parking spaces. Section 19.37.040(C) will allow Corporate Centers to count “reserved” parking spaces towards the overall parking required on-site. Many project proponents of office projects have expressed the desire to offer reserved/exclusive parking to their tenants. This type of parking typically consists of reserved spaces for key management employees. Developers have indicated that this would offer them an attractive “selling point” when trying to lure large tenants to Roseville.

CONCLUSION

The Planning Department has reviewed the proposed text changes and has found them to be consistent with the Committee's recommendations. The proposed text changes are also consistent with the Community Design Guidelines, Specific Plans, and the General Plan. Additionally, the text changes were reviewed by multiple City Departments and many comments have been incorporated into the proposed chapter.

ENVIRONMENTAL DETERMINATION

This project is categorically exempt from the provisions of the California Environmental Quality Act (CEQA) Guidelines per Section 15061(b)3 pertaining to projects that will not have a significant effect on the environment and pursuant to Section 305 of the City of Roseville CEQA Implementing Procedures.

RECOMMENDATIONS

The Planning and Redevelopment Department recommends that the Planning Commission take the following actions:

- A. Recommend that the City Council adopt a Resolution approving the Zoning Ordinance Amendment, as shown in **Exhibit A**.

ATTACHMENTS:

1. Blue Ribbon Corporate Center Committee Recommendations
2. Map, *Recommended Corporate Center Sites*

EXHIBIT:

- A. Draft of Chapter 19.37 *Corporate Centers* (redline)

Note to Applicant and/or Developer: Please contact the Planning Department staff at (916) 774-5276 prior to the Commission meeting if you have any questions on any of the recommended conditions for your project. If you challenge the decision of the Commission in court, you may be limited to raising only those issues which you or someone else raised at the public hearing held for this project, or in written correspondence delivered to the Planning Director at, or prior to, the public hearing.