

Placer County
Community Development Resource Agency

Sunset Area Plan

Preliminary Public Review Draft | January 2018

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Part I: Introduction

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Introduction

PURPOSE, OPPORTUNITIES, VISION, AND OBJECTIVES

Purpose

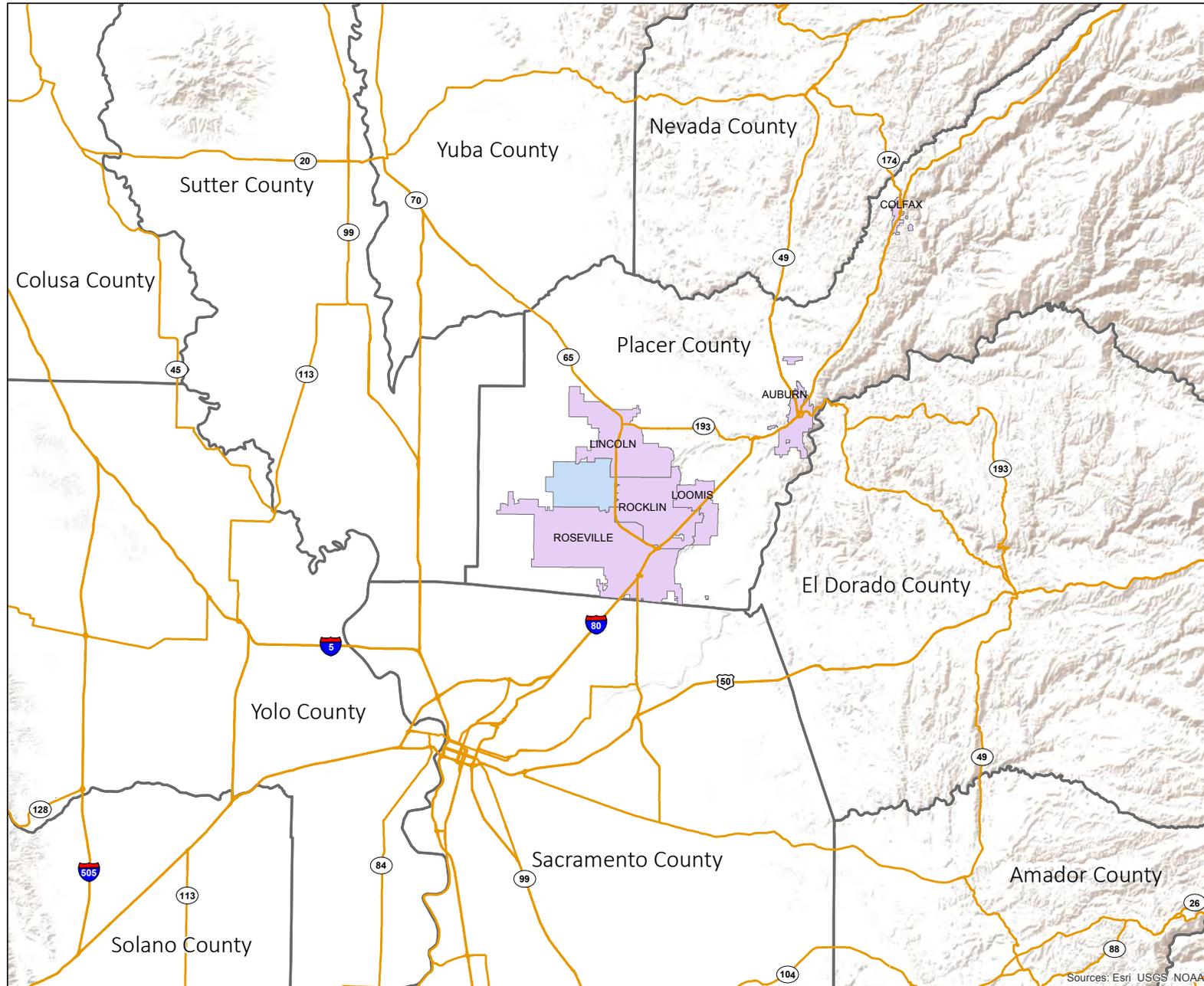
The purpose of the Sunset Area Plan is to set the stage for the development of the Sunset Area as a regional center for high-quality employment, entertainment, and education. The Plan seeks to leverage the locational benefits of the Sunset Area to open its vast potential to emerge as a leading choice for investment in economic growth.

Opportunities

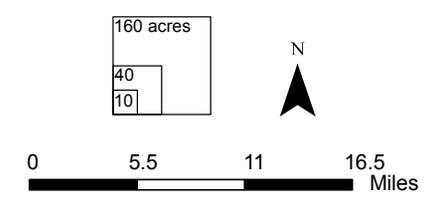
The Sunset Area presents a unique combination of opportunities for development projects that will not only address market demand, but will also advance public policy objectives and leverage public investments in infrastructure improvements.

South Placer Location: South Placer is one of the major population and employment centers in the dynamic Sacramento Region, which is one of California's leading inland markets. Since 2000, the Sacramento Region population has expanded rapidly, growing by 23 percent compared to the statewide average of just 13 percent. Over the same period, the population of the South Placer market (defined as the southwestern portion of the county centered around Lincoln, Rocklin, and Roseville) has increased by 64 percent, more than double the rate of the Region. South Placer also contains about 13 percent of the Region's labor force, although approximately two-thirds of these working residents commute outside South Placer for employment opportunities. Since 2000, the South Placer market has captured a significant share of the net absolute job gains in the Region, demonstrating the market's capacity to expand its employment base and play an even larger role in the regional economy.

Sunset Area Plan | Figure 1
Regional Location



-  Sunset Area Plan Plan Area
-  Surrounding Cities
-  Counties
-  Highways



Source: CalTrans, Esri, USGS, NOAA
Map Date: September 8, 2017

Location within South Placer: The Sunset Area sits in the middle of the South Placer market, offering great opportunities to generate desired economic development outcomes. With an orientation toward employment-generating uses, the Sunset Area represents a major opportunity to continue to expand the job base and to realize its potential to be a regional leader. The expansion of opportunities for employment-generating uses will create additional job opportunities that better capitalize on the high quality and growing labor force in the South Placer market.

Transportation Access: The Sunset Area benefits from its ideal location at the intersection of Highway 65 and the future Placer Parkway, providing key north-south and east-west access to the rest of the region. This access will facilitate the combined transportation needs of all travelers destined for or originating from the Sunset Area.

Jobs-Housing Balance: The Sunset Area presents an important opportunity to achieve better balance between local jobs and the local workforce. The predominantly residential areas surrounding the Sunset Area house a highly-skilled labor force that will find new opportunities for employment closer to home as the Sunset Area develops with employment-supporting uses. This will result in less out-commuting, which will have the benefit of reducing peak hour congestion and freeing up capacity on regional roadways for commercial and industrial users.

Burgeoning Higher-Education Focus: The South Placer workforce and business community benefit from the presence of existing higher education institutions like William Jessup University and Sierra College. With the potential future campus of California State University, Sacramento–Placer Center (CSU Sacramento Placer Center), there will be even greater opportunities for economic and academic partnerships.

Land Availability: The presence of large, contiguous parcels of undeveloped land provides the Sunset Area with an advantage, particularly for potential large-footprint users, given the relative scarcity of similar sites elsewhere in the region. The fact that much of this land is under the control of relatively few owner groups is also a benefit that will simplify the development process. These factors combine to open up unique opportunities to attract major “game changing” projects to the Sunset Area.

Vision and Objectives

The Vision of the Sunset Area Plan is to take advantage of opportunities to create a unique employment, entertainment, and education center that will provide regional benefit, create primary-wage earner jobs for residents of nearby cities and unincorporated areas, and help generate revenue to fund countywide services. The overarching objectives that will contribute to realizing this vision are as follows:

1. **High-Quality Design and Amenities:** Establish and maintain high-quality standards for architectural and aesthetic design that ensure creation and maintenance of value. Project design should integrate amenities that add interest and character, including amenities that take advantage of the Sunset Area's natural and open space features.
2. **Infrastructure Improvement:** Improve Sunset Area infrastructure with an emphasis on multimodal transportation improvements and the extension of public sewer and water to expand the supply of "shovel-ready" sites.
3. **Streamlining:** Streamline the land development review process for CEQA compliance and project entitlements.
4. **Diversity of Opportunity:** Broaden the range of development opportunities in the Sunset Area, including support for post-secondary education facilities and associated uses (e.g., commercial, residential, research) in Placer Ranch.
5. **Economic Innovation and Creativity:** Transition to a more high-employee density, labor-intensive mix of uses with an emphasis on goods and services focused on innovation and creativity.
6. **Housing Diversity:** Support the provision of housing types not otherwise available locally to accommodate employees of Sunset Area businesses.
7. **Preservation of Existing Operations:** Preserve the viability of industrial and large-scale manufacturing operations in the Sunset Area.
8. **Retention of Unique Land Supply:** Retain the large supply of large development sites in the Sunset Area by discouraging subdivisions that diminish long-term value and foreclose unique development opportunities.
9. **Protection from Incompatible Uses:** Protect existing and future development from adverse impacts associated with incompatible uses.
10. **Promotion of Active Transportation and Complete Streets:** Provide a network of connected bike lanes and sidewalks to accommodate cycling and walking for both functional and recreational purposes. This includes

requiring street designs that balance the needs of motorists, cyclists, and pedestrians and ensuring connectivity with adjacent areas in Lincoln, Rocklin, Roseville, and unincorporated Placer County.

COMPONENTS OF THE SUNSET AREA PLAN

The Sunset Area Plan consists of two documents: the Existing Conditions Report and this Policy Document. The Existing Conditions Report takes an objective, policy-neutral “snapshot” of the Sunset Area’s trends and conditions. It provides a detailed description of a wide range of topics within the Sunset Area, providing decision-makers, the public, and local agencies with context for making policy decisions. This Policy Document provides goals, policies, implementation programs, and standards for a wide range of issues affecting the use of land within the Sunset Area. It also includes the Land Use Diagram, which specifies the type, location, and intensity of development within the Plan Area, as well as the Circulation Diagram, which depicts the functional classification of existing and proposed streets, roadways and highways in the Sunset Area. The Policy Document is complemented by a separately-published Implementing Zoning Regulations and Corridor Design Standards and Guidelines. These regulations, standards, and guidelines specify the details that will ensure that new development delivers on the vision of the Sunset Area Plan.

RELATIONSHIP TO THE PLACER COUNTY GENERAL PLAN

The Sunset Area Plan contains many of the essential components, or elements, of a general plan, although it is not a general plan as defined by Government Code §65300 et seq. Rather, it is an area plan prepared to refine and implement the goals and policies of the Placer County General Plan that apply to the Sunset Area. The Sunset Area Plan specifically addresses issues related to land use/economic development, transportation and mobility; public facilities and services; natural resources; cultural resources; noise; health and safety; and administration and implementation. As required by State law, Sunset Area Plan policies are consistent with Placer County General Plan policies. The Area Plan policies supplement the General Plan policies to address concerns specific to the Sunset Area in greater detail than is possible or appropriate in the General Plan.

OTHER RELATED DOCUMENTS

In addition to the documents and diagrams associated with the Sunset Area Plan, several support documents have also been prepared as part of the update process.

Market Analysis Report: The Sunset Area Plan Update Market Analysis was completed in July 2015 as a companion to and source for the Existing Conditions Report. It provides an overview of the dynamics of the South Placer market and explores the development potential in the Sunset Area from an economic perspective.

Opportunities and Constraints Report: The Opportunities and Constraints Report (February 2016) highlights an analysis conducted to determine where the physical constraints and opportunities lie within the Plan Area. The report addresses demographics and economics; land use; transportation and circulation; waterways and flood risk areas; agricultural and natural resources; infrastructure and public services; industrial contamination; and hazards and safety.

Preferred Alternative Report: The Preferred Alternative Report (September 2016) outlines a variety of factors that contributed to the definition of the Preferred Alternative Land Use Diagram and its underlying themes.

Environmental Impact Report: The Sunset Area Plan Environmental Impact Report (EIR) discusses the environmental consequences of adopting the Sunset Area Plan. The EIR was prepared to meet the requirements of the California Environmental Quality Act, but is not formally part of the Plan.

STRUCTURE AND ORGANIZATION OF THE POLICY DOCUMENT

The Sunset Area Plan Policy Document consists of four parts.

- **Part I**, the Introduction, provides an overview of the Sunset Area Plan, Plan Objectives, structure and organization of the document, as well as background information on the Plan Area.
- **Part II** presents the goals, policies, and implementation programs of the Plan. This section is divided into nine sections:
 1. Land Use and Economic Development
 2. Transportation and Mobility
 3. Public Facilities and Services
 4. Natural Resources
 5. Cultural Resources
 6. Noise
 7. Health and Safety
 8. Housing
 9. Implementation

The Land Use/Economic Development section includes land development standards for the several Plan Area Districts. The

Circulation and Mobility section contains additional information on roadway functional classification, pedestrian/bicycle connectivity, and transit corridors.

- **Part III** includes the Implementing Zoning provisions adopted in conjunction with the goals and policies of the Plan.
- **Part IV** contains the appendices.
 - **Appendix A: Corridor Design Standards and Guidelines.** These guidelines and standards address streetscape and project standards/guidelines, including graphic illustrations to convey the vision for these key corridors within the Sunset Area and gateways into the area.
 - **Appendix B: Capital Improvement Plan (CIP).** The CIP identifies all required basic (backbone) infrastructure, including: storm drainage; water and wastewater improvements; roadways; and new or expanded utilities (e.g., electrical distribution lines). The CIP, along with estimated costs of environmental remediation, provides the basis for evaluating the financial feasibility of the Plan. This includes a Cost Burden Analysis that assesses the relationship between major public improvements and land values.
 - **Appendix C: Infrastructure Finance Strategy.** Based on the CIP and the Cost Burden Analysis, the Infrastructure Finance Strategy includes a multi-year sources and uses of funds analysis, including consideration of costs for any property acquisition, relocation, and other requirements for the Plan's implementation. It includes a matrix of sources and uses of funds that shows required improvements, associated costs, and potential funding sources. The Finance Strategy also includes recommended methods for addressing capital funding shortfalls.
 - **Appendix D** is a Policy Document Glossary for many of the terms used in the document.
 - **Appendix E** contains the resolutions of adoption and the ordinances amending the Zoning Maps and adopting the fee programs.

THEMATIC DISTRICTS

The Sunset Area is divided into seven thematic districts that reflect discrete development opportunities. These districts are not intended to provide regulatory guidance, but rather to help crystallize the County's economic development vision for the area. They are, however, the basis for unique land use designations created for the Sunset Area Plan (see Land Use and

Economic Development Element in Part II of this Plan). The seven thematic districts are shown in Figure 2 and described below:

Industrial Infill District

The Industrial Infill District is located on the eastern edge of the Sunset Area and is anchored by Industrial and Cincinnati Avenues. The district will continue to see a range of light industrial, sales-service, and ancillary highway service commercial (e.g., hotels, services). The County envisions this area will develop more employment-intensive industrial uses than it has historically.

Eco-Industrial/Manufacturing/WPWMA District

The Eco-Industrial/Manufacturing/WPWMA District includes and surrounds the West Placer Waste Management Authority landfill and materials recovery facility. In this area, there is an opportunity to build an integrated eco-industrial and manufacturing district, as it has the parcel sizes to accommodate major users involved in goods production.

Innovation Center District

The Innovation Center District sits between the Industrial Infill District and Eco-Industrial/Manufacturing/WPWMA District. It is intended to support a mix of industry clusters and include a mix of small and large industries in all stages of business life-cycles. The focus of this district is on businesses that emphasize innovation and creativity. Given the proximity to existing and future higher-education facilities nearby, facilities that support academic research (either within or proximate to the area) can be an important component. The County expects users in this district to have a preference for more upscale amenities and fewer heavy manufacturing users.

Entertainment and Mixed-Use District

The Entertainment and Mixed-Use District includes the Thunder Valley Casino Resort. The United Auburn Indian Community (UAIC) has acquired substantial holdings around its existing Thunder Valley facilities with an interest in developing compatible, entertainment-related uses such as theme parks and various retail concepts. The combination of available land and the prospect of high-capacity transportation access make the Sunset Area one of the few regional locations suitable to accommodate a super-regional destination center.

Urban Reserve District

The Urban Reserve District is located on the western edge of the Sunset Area, west of the WPWMA facilities. With its good access and visibility from the future Placer Parkway, this area is an excellent setting for future urban uses (e.g., commerce park, business park, innovation centers). The area falls

entirely within the City of Lincoln's Sphere of Influence, and the Lincoln General Plan anticipates similar future uses. Until it is ready for more detailed planning in concert with the City of Lincoln, however, it will continue to be limited to agricultural uses.

Preserve/Mitigation Reserve District

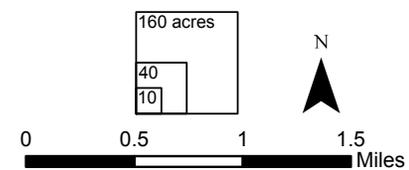
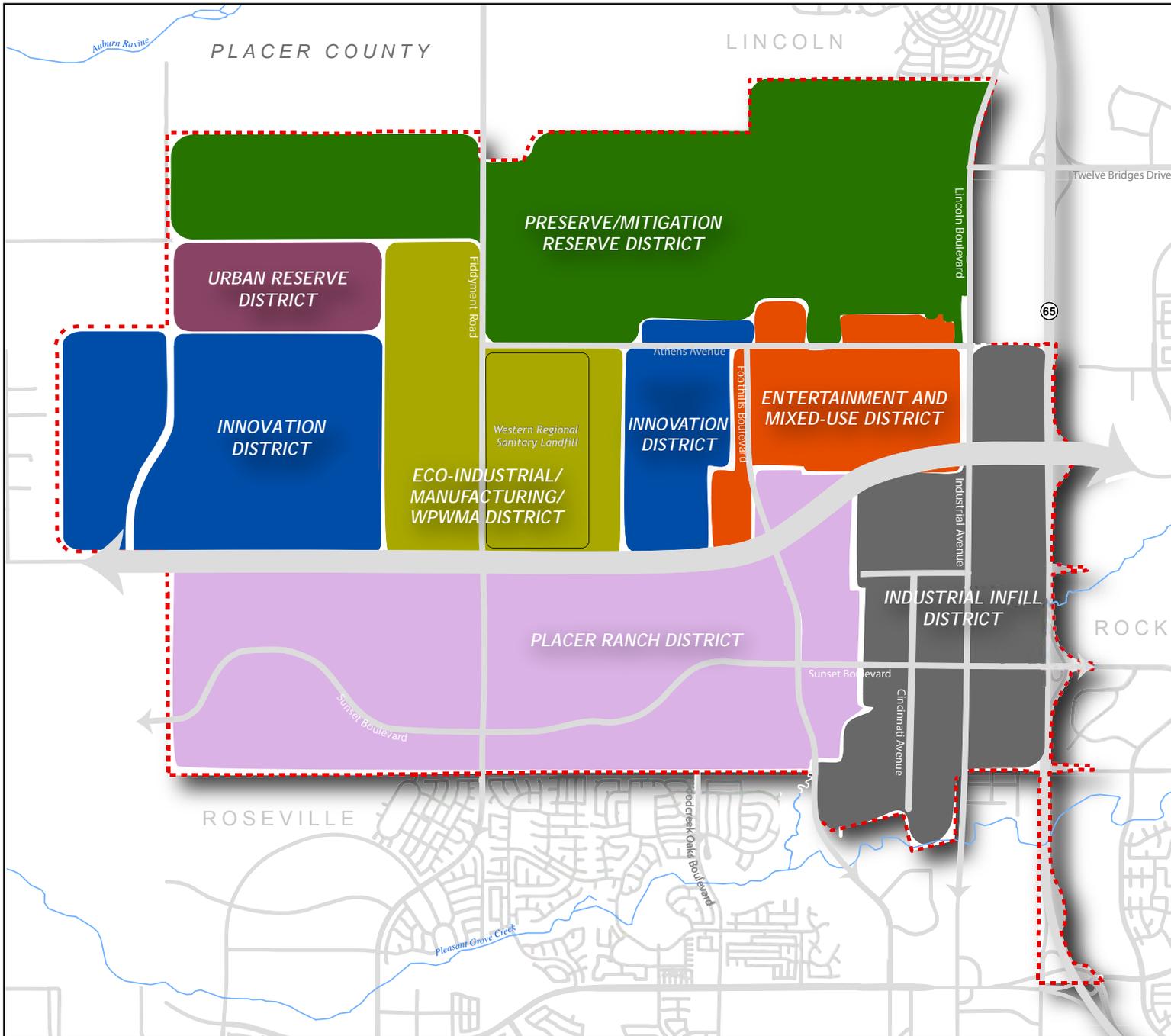
The Preserve/Mitigation Reserve District covers the entire northern extent of the Sunset Area. Approximately 1,000 acres of this area are already preserved as permanent open space in three existing reserves – Orchard Creek Conservation Bank, Warm Springs Mitigation Bank, and Moore Ranch Conservancy. Another 1,300 acres are being considered for reserve acquisition, including the proposed Antonio Mountain Ranch Conservation and Mitigation Bank.

Placer Ranch

Placer Ranch will develop under its own specific plan under the auspices of the County. Development of the area is expected to center on CSU Sacramento Placer Center. The proponents of the Placer Ranch Project have identified a set of sub-districts (also shown in Figure 2) that are independent of the Sunset Area Plan districts.

Sunset Area Plan | Figure 2
Thematic Districts

- Plan Area
- Western Regional Sanitary Landfill



Date: 06-30-2017
 Source: Placer County, 2015



Part II: Goals, Policies, and Implementation Programs

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