



## DEVELOPMENT SERVICES – PLANNING

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311 Vernon Street, Roseville, CA 95678 (916) 774-5276

### NOTICE OF PREPARATION

**Date:** June 6, 2025

**To:** State Clearinghouse  
Responsible Agencies  
Trustee Agencies  
Interested Parties

**Subject:** Notice of Preparation of an Environmental Impact Report for the proposed Phillip Road Site Project and Notice of Public Scoping Meeting

**Project Title/File Number:** INFILL PCL 373 – Phillip Road Site, File #PL24-1010

**NOP Comment Period:** Written comments are due to the City’s Development Services – Planning Department no later than 5:00 p.m. on July 7, 2025.

**Public Scoping Meeting:** In accordance with Public Resources Code Section 21083.9, notice is hereby given that the City of Roseville will conduct a public scoping meeting on June 24, 2025 at 6:30 p.m. at the Martha Riley Library (1501 Pleasant Grove Boulevard, Roseville).

**Project Location:** The project would be located at 6382 Phillip Road on approximately 241 acres of largely undeveloped/grazing land in the northwest corner of Roseville, in Placer County. The project site’s Assessor’s Parcel Number (APN) is 017-101-008-000.

**Lead Agency and Contact Person:** City of Roseville Development Services – Planning  
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# 1 INTRODUCTION

This Notice of Preparation (NOP) has been issued to notify interested parties that an environmental impact report (EIR) will be prepared, and to solicit feedback on the scope and content of the analysis in the EIR. The City of Roseville will be the lead agency and will prepare an EIR for the Phillip Road Project, which includes the project approvals listed in Section 4 of this NOP. The project description and vicinity and location maps are provided in this NOP.

A previously proposed project, known as the Roseville Industrial Park, was proposed on the same project site and included the proposed development of a range of industrial uses, including light manufacturing, warehousing, and distribution uses. The City issued an NOP for the Roseville Industrial Park in July 2021, conducted a public scoping meeting, and received public comments on the scope of the EIR. In January 2023, the City published a Draft EIR (State Clearinghouse [SCH] # 2021070186) and received public comments from reviewing agencies and the public. Subsequently, the applicant held a series of public workshops in 2023 and 2024. The Roseville Industrial Park Project was formally withdrawn by the applicant in September 2024.

An application for a new project, the Phillip Road Project, was received by the City in October 2024. The Phillip Road Project is a mixed-use project with residential, medical offices, retail, and innovation uses. The City has determined that, pursuant to CEQA, an EIR is required to evaluate the project's potential environmental impacts and has initiated the CEQA process by releasing this NOP.

**NOP Comment Period:** Due to the time limits mandated by state law, your response to this NOP must be sent at the earliest possible date and submitted to the City, but not later than 30 calendar days after June 6, 2025 (the date this notice was first posted). Please submit comments to the City of Roseville no later than 5 p.m. on July 7, 2025. Please provide written comments to:

City of Roseville Development Services – Planning  
Shelby Maples, Associate Planner  
311 Vernon Street  
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Phone: (916) 746-1347  
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Email: [smaples@roseville.ca.us](mailto:smaples@roseville.ca.us)

**Public Scoping Meeting:** A public scoping meeting will be held on June 24, 2025 to receive comments from interested parties regarding the issues that should be addressed in the EIR. The time and location of the public scoping meeting is provided on the first page of this NOP.

## 2 REGULATORY BACKGROUND

This NOP provides notification that an EIR will be prepared for the project, and has been prepared in accordance with the California Environmental Quality Act (CEQA), Public Resources Code Division 13 Section 21000 et seq., and the State CEQA Guidelines, Title 14 California Code of Regulations Section 15000 et seq. According to the State CEQA Guidelines Section 15064, an EIR must be prepared if there is substantial evidence in light of the whole record that the proposed project may have a significant effect on the environment.

### 3 PROJECT DESCRIPTION

Panattoni Development Company (Panattoni or project applicant) proposes to purchase and develop a property in the City of Roseville with an approximately 176-acre mixed-use development. Proposed uses include approximately 664 residential units, 30,084 square feet (sf) of retail, 20,925 sf of medical offices, and 1,062,041 sf of innovation center uses, as well as parks, open space, and trails. The residential uses would be separated from the other proposed uses by a new north-south public roadway, which would connect to the north by a bridge across Pleasant Grove Creek and Pleasant Grove Creek Bypass Channel. The project also includes utility extensions and improvements to Blue Oaks Boulevard and Phillip Road. At buildout, the project would support approximately 946 employees and 1,550–1,650 residents.

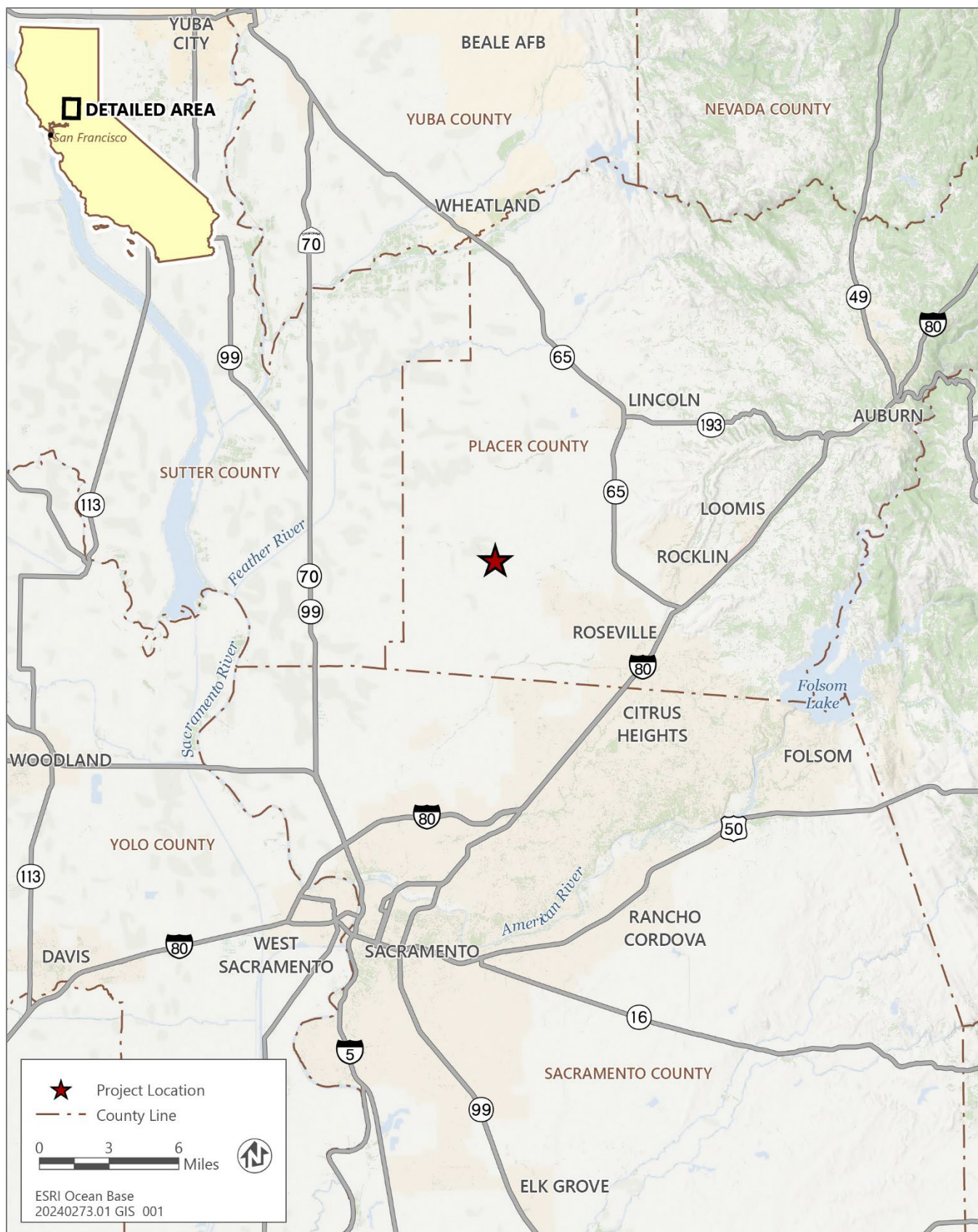
#### 3.1 PROJECT LOCATION AND SETTING

The project would be located at 6382 Phillip Road on approximately 241 acres of undeveloped grazing land in the northwest corner of Roseville, in Placer County. The project site (see Figures 1 and 2), which is currently owned by the City, is predominantly flat with some sparsely vegetated, low hills. Pleasant Grove Creek traverses the property in an east–west direction, bisecting the site into northern and southern portions. Due to previous farming activities at the project site, the original hydrology/drainage has been modified over 70+ years. The southern portion of the site was used more recently for flood control purposes (constructed channel).

Of the total 241 acres, approximately 176 acres are being considered for development pursuant to this application with approximately 6.8 acres for Blue Oaks Boulevard and Phillip Road extensions/widening. The remaining 57.9 acres are composed of approximately 13.6 acres of the Pleasant Grove Creek Floodplain and Pleasant Grove Creek Bypass Channel, approximately 21.7 acres of undevelopable land northwest of the future Placer Parkway (which is not part of the application), and approximately 22.7 acres for the planned Placer Parkway alignment. (The future Placer Parkway, a planned regional facility, would connect Highway 65 in Placer County to Highway 99 in Sutter County, providing an alternate highway to Interstate 80.)

The project site's Assessor's Parcel Number (APN) is 017-101-008-000. The existing General Plan land use designation is Public/Quasi-Public (P/QP). The project site is zoned Planned Development (PD) and allows for agricultural, recreation, and a limited number of other civic and commercial uses. As part of the project, the site would be rezoned and the General Plan would be amended to allow for the proposed land uses.

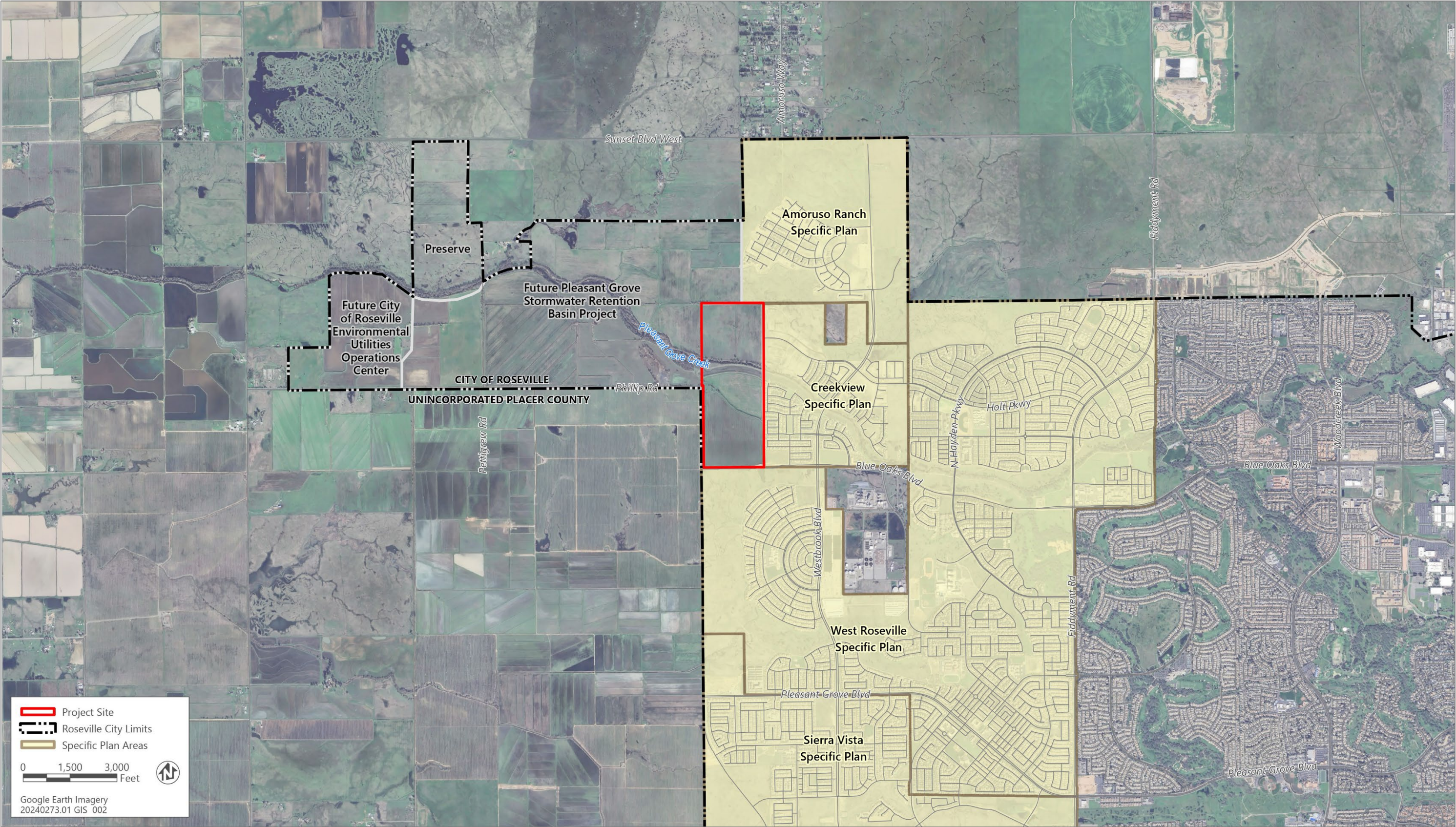
The project site is within an area of City-owned property known as Reason Farms. The Al Johnson Wildlife Area is located to the northwest of the site and is part of an area planned to accommodate the City's Pleasant Grove I Stormwater Retention Basin Facility and potential passive recreation uses. Agricultural uses are located to the west of the site. The Creekview Specific Plan (east of the project site), West Roseville Specific Plan (south of the project site), and Amoruso Ranch Specific Plan (northeast of the project site) areas are in various stages of development and will include a total of approximately 13,630 residential units at buildout. The Roseville Environmental Utilities Operations Center project is currently under consideration for development by the City and is approximately 2 miles west of the site.



Source: Adapted by Ascent in 2025.

**Figure 1 Regional Location**





**Figure 2** Project Location and Surrounding Uses



## 3.2 PROJECT BACKGROUND

The project site is part of the City-owned property known as Reason Farms, which totals approximately 1,700 acres. The City purchased the property in 2003 for a retention basin project. The project was originally known as the Reason Farms Retention Basin Facility and was later renamed to the Pleasant Grove Stormwater Retention Basin Facility. The City is the project proponent for the facility, which is already designed and approved but not yet constructed. The EIR (SCH# 2002072084) for the retention facility was certified in 2003; a Subsequent EIR is currently being prepared by the City to evaluate changes to the retention facility. The project site is located in an area that is no longer needed for the retention basin project (which, as noted above, would be located within the Al Johnson Wildlife Area [formerly part of Reason Farms] to the northwest of the project site). The City has identified this property for development for over a decade.

A feasibility analysis of the site was done in 2006 by the City of Roseville for a potential job center, which assumed 18 buildings totaling 1,080,000 sf.

On March 3, 2021, the City Council determined that the disposition of the property was in the City's best interest and executed an Option and Purchase and Sale Agreement to Panattoni (project applicant).

## 3.3 PROJECT OBJECTIVES

The project applicant has developed the following objectives for the project:

- ▶ design a comprehensively planned community with a mix of land uses and a range of residential densities to create a balanced community;
- ▶ develop a state-of-the-art employment center designed and operated to achieve the highest and best use of the property and create substantial, permanent employment opportunities for residents of Roseville and surrounding areas;
- ▶ provide for alternative transportation through connections via a system of open space, creek crossings, paseos, and Class 1A bikeways;
- ▶ support the City of Roseville's desire to create a job-housing balance, and provide high-quality employment generating uses in western Roseville;
- ▶ provide housing options in varying densities to respond to a range of market segments, including opportunities for affordable housing consistent with the City's General Plan;
- ▶ provide a variety of housing options to help the City meet its Regional Housing Needs Allocation obligations;
- ▶ utilize, wherever feasible, alternative energy sources, including solar panels when possible;
- ▶ locate the project as near as possible to existing utility infrastructure with anticipated capacity;
- ▶ locate the project to be accessible from existing roads and minimize the need for construction of major new roadway improvements;
- ▶ include a mix of land uses and facilities which, taken together, provide a positive fiscal impact to the City's General Fund;
- ▶ plan for long-term growth to be positioned to react to market demand in multiple land use types; and
- ▶ minimize environmental impacts to surrounding areas and other sensitive land uses.

## 3.4 PROPOSED PROJECT

### LAND USE PLAN AND PROPOSED USES

The Phillip Road Project is envisioned to be a mixed-use development (see Figure 3). The project would support a mix of residential, retail, medical offices, and innovation center uses, including approximately:

- ▶ 529 single-family residential units;
- ▶ Up to 135 multi-family residential units;
- ▶ 30,084 sf of retail uses;
- ▶ 20,925 sf of medical offices;
- ▶ 1,062,041 sf of innovation center uses;
- ▶ 4.9 acres of park; and
- ▶ 13.6 acres of open space along the Pleasant Grove Creek and Pleasant Grove Creek Bypass Channel.

As shown in Figure 3, the southern portion would include residential, retail, medical offices, innovation center uses, and a park. The northern portion would include residential uses and a park. The two portions of the project site would be connected by a bridge across Pleasant Grove Creek and Pleasant Grove Creek Bypass Channel, which would remain as open space.

Landscape setbacks would be provided around the perimeter of the innovation and commercial uses as a buffer along the streets, Pleasant Grove Creek, and the proposed residential uses. The innovation and commercial buildings are proposed as site cast concrete with embellishments of corrugated metal, glass, aluminum window systems, and steel canopies.

The City requires that a minimum of 15 percent of the total proposed residential units be affordable, which equates to 93 units; however, the City has requested that the project include up to 135 high-density residential (HDR) units to provide a project of a size and scale that will be viable and also to provide greater financing flexibility for a future housing developer. Thus, the EIR will evaluate the potential environmental effects associated with the provision of 135 HDR units.

Two parks are proposed: a 3-acre park in Village 2 and a 1.9-acre park in Village 3. City of Roseville parks of this size typically include a picnic pavilion with a shade shelter, play equipment, and open turf with walking paths and perimeter planting areas. Trees are placed to provide shade and visual screening.

### PROPOSED LAND USE AND ZONING

A General Plan Amendment would be required to allow for the proposed mix-use development of the site as well as designation of the creek area as open space. Specifically, the General Plan Amendment would change the land use designation from Public/Quasi-Public (P/QP), which primarily allows for municipal and governmental facilities, to Community Commercial (CC), Light Industrial (LI), Low-Density Residential (LDR), High-Density Residential (HDR), and Open Space (OS) along Pleasant Grove Creek. Additionally, portions of the site (e.g., parks and other public areas) would remain in the P/QP land use designation.

The project includes rezoning the site from PD to a mix of uses, including Community Commercial (CC), Innovation Tech Park (ITP), Public Quasi-Public (P/QP), Small Lot Residential (RS), Multi-Family Housing (R3), and OS. Additionally, a special area overlay would be applied to a portion of the project site for Planned Development (PD) and Development Standards (DS). The Innovation Tech Park (ITP) is a new zoning designation being proposed as part of this application. The proposed uses in the ITP zone are provided in the project application. The ITP zone will also preclude certain industrial uses, such as Warehouse and Distribution.

## **ELECTRICAL SUBSTATION**

The project includes construction of an electrical substation to provide the necessary power to the project. The substation would be 225 feet by 175 feet. Although substation design is not completed yet, the substation would likely consist of a steel structure, approximately 40 feet tall.

Two 60-kilovolt (kV) overhead power lines would need to be extended along the south side of Blue Oaks Boulevard, starting at the southeast corner of Westbrook Boulevard and through the project site on the commercial side to the substation.

## **CIRCULATION AND PARKING**

The main entry to the project site would be from Blue Oaks Boulevard via a new public roadway (collector Road A), as shown in Figure 3. The new public roadway would extend through most of the project site in a north-south direction and would separate the residential uses from the innovation and commercial uses. A bridge would be constructed across Pleasant Grove Creek and the Pleasant Grove Creek Bypass Channel to connect the northern and southern portions of the site (Figure 3). The bridge would provide two travel lanes, a shoulder, a pedestrian and bicycle path on the east side, and a sidewalk on the west side.

In addition to the new public roadway, multiple internal roadways would provide access to the residential uses. Access to the innovation and commercial uses would be provided via Blue Oaks Boulevard, Phillip Road, and the new public roadway. A surface parking lot would provide parking and circulation for the innovation and commercial uses. The project would include 1,718 total parking stalls (including standard, accessible, compact, and electrical vehicle-capable), which is more parking than is required per City code.

A bicycle trail would be installed along the south side of Pleasant Grove Creek Bypass Channel (Figure 3). This would be a 10-foot-wide, paved, Class I trail that would continue the existing trail within the Creekview subdivision to the east of the project site. The project would also include construction of a 10-foot wide, paved, Class I trail at the northern end of the project site, connecting the Winding Creek Neighborhood to a future bike lane, leading up to Amoruso Ranch.

## **UTILITIES**

Utility service is not currently available at the project site. Thus, the project will require the extension of nearby potable water, recycled water, wastewater, stormwater, and electrical infrastructure to serve the future development of the site.

Potable water, recycled water, and wastewater service will be provided by the City of Roseville Environmental Utilities. Potable water, recycled water, and wastewater infrastructure are anticipated to serve the southern portion of the site (south of Pleasant Grove Creek) via the Blue Oaks extension along Phillip Road west. The northern portion is intended to be served via water and wastewater pipelines that would be installed in the new public roadway extending north-south through the project site, with an additional water connection at Benchmark Drive, which is part of the Creekview Specific Plan area to the east. The project will also include installation of an onsite sewer lift station that would connect to sewer force mains on Blue Oaks Boulevard.

The drainage system will include post-construction stormwater quality measures, including bioretention and vegetated swales. Retention credits will be purchased from the City of Roseville to meet the City's retention requirements for the new development.

Electrical service will be provided by Roseville Electric, and, as noted above, will include installation of an onsite electrical substation as well as overhead electrical lines.



Solid waste collection services would be provided by the City of Roseville.

## **OFF-SITE IMPROVEMENTS**

Off-site improvements would include the extension of Blue Oaks Boulevard along the southern frontage of the project. Improvements would also be made to Phillip Road along the western frontage of the project. Additionally, off-site improvements would also include the extension of potable water, recycled water, wastewater, stormwater, and electrical infrastructure to the site, as described above.

## **PROJECT PHASING**

The project's residential component is anticipated to be developed in five phases and a general phasing plan has been provided based upon reasonable assumptions. Backbone infrastructure would be constructed beginning 2027. Subsequently, housing would be constructed in phases beginning in 2028, with each phase taking approximately one year. Full occupancy is projected to occur in 2033. Actual phasing will depend on market demand and may vary.

Depending on market demand, the project's innovation and commercial component is anticipated to be developed in four phases based upon reasonable assumptions. Backbone infrastructure would be constructed beginning 2027. The first innovation center phase could potentially start construction as early as 2028 and potentially be completed in 2029, which could overlap with the first phase of residential construction. The timing of future phases will be determined based on market readiness and tenant demand. From a market absorption and practical perspective, it could take decades for the entire innovation and commercial development to come to fruition. For the purposes of the EIR, the full buildout year is expected to be 2038.

## **CONSTRUCTION ACTIVITIES**

Construction hours would be 7:00 a.m. to 7:00 p.m. Monday through Friday. Construction could also occur 8:00 a.m. to 8:00 p.m. on Saturdays and Sundays on an as-needed basis. Additionally, nighttime construction would likely be required for large concrete pours, on an as-needed basis, starting as early as 11:00 p.m. and continuing through the following day. Per the City's noise ordinance, nighttime work would need to be approved by the City Manager. In addition, all construction equipment would be fitted with factory installed muffling devices and all construction equipment will be maintained in good working order.

As noted above, construction would be conducted over multiple phases of development. For any given phase, there would be a range of 75—125 construction workers for a given shift. Access during construction would be from Blue Oaks Boulevard.

## **PROJECT OPERATION**

Though actual tenants are not known yet, the project's innovation and commercial uses are expected to generate approximately 946 jobs at full buildout. Operational hours would vary based on the actual tenants, but typical operational hours would be 6:00 a.m. to 8:00 p.m. The project's residential component would provide housing for 1,550—1,650 residents at buildout.





Source: Image produced by Vitae, Laugenour & Meikle, and Fuhrman Leamy Land Group in 2025; Adapted by Ascent in 2025.

**Figure 3** Illustrative Site Plan



## 4 PROJECT APPROVALS

Elements of the project could be subject to permitting and/or approval authority of other agencies. As the lead agency pursuant to CEQA, the City is responsible for considering the adequacy of the EIR and determining if the project should be approved. The City will be the permitting agency for the project with regards to the General Plan Amendment, Rezone, Major Project Permit, Development Agreement, Tree Permit, and Tentative Parcel Map. Other potential permits required from other agencies could include:

### Federal

- ▶ Federal Emergency Management Agency: Letter of Map Revision.
- ▶ US Army Corps of Engineers: Compliance with Section 404 of the Clean Water Act for discharge of fill to Waters of the US.

### State

- ▶ California Department of Fish and Wildlife, Region 2: Section 1602 streambed alteration agreement for construction activities that occur within the bed or bank of adjacent waterways.
- ▶ Central Valley Regional Water Quality Control Board: National Pollutant Discharge Elimination System construction stormwater permit (Notice of Intent to proceed under General Construction Permit) for disturbance of more than 1 acre, discharge permit for stormwater, and US Clean Water Act Section 401 water quality certification and California waste discharge requirements.
- ▶ Central Valley Flood Protection Board: US Clean Water Act, Section 408 Approval/California Encroachment permit for bridge construction.

### Local

- ▶ Placer County Air Pollution Control District: Authority to Construct/Permit to Operate, and Air Quality Management Plan consistency determination.

## 5 PROBABLE ENVIRONMENTAL EFFECTS AND SCOPE OF THE EIR

The City anticipates that the project could potentially result in significant environmental impacts in the following resource areas, which will be further evaluated in the EIR:

- |   |   |
|---|---|
| ▶ aesthetics;                                       | ▶ land use planning and agricultural resources; |
| ▶ air quality;                                      | ▶ noise and vibration;                          |
| ▶ biological resources;                             | ▶ population, employment, and housing;          |
| ▶ cultural resources;                               | ▶ public services and recreation;               |
| ▶ energy;   | ▶ transportation and circulation;               |
| ▶ greenhouse gas emissions and climate change;      | ▶ tribal cultural resources; and                |
| ▶ hazardous materials, wildfire, and other hazards; | ▶ utilities and service systems.                |
| ▶ hydrology and water quality;                      |   |

These potential impacts will be assessed and discussed in detail in the EIR, and feasible and practicable mitigation measures will be recommended to reduce any identified significant or potentially significant impacts.

The City anticipates that the project will not result in significant environmental impacts in the following resource areas, which will not be further evaluated in the EIR: geology and soils and mineral resources. The EIR will include brief explanations as to why significant impacts to these resources are not anticipated.

As required by CEQA, the EIR will evaluate alternatives to the project. As stated in the State CEQA Guidelines Section 15126.6(c), the primary intent of the alternatives evaluation in an EIR is to evaluate a range of alternatives to the project that “could feasibly accomplish most of the basic objectives of the project and could avoid or substantially lessen one or more of the significant effects.” CEQA also requires that the project alternatives analysis include consideration of the “no project” alternative.

The EIR will also evaluate the cumulative impacts of the project. As stated in State CEQA Guidelines Section 15065(a)(3), projects should be evaluated to determine whether the project’s impacts are “cumulatively considerable,” which means that the “incremental effects of an individual project are significant when viewed in connection with the effects of past projects, the effects of other current projects, and the effects of probable future projects.”