

# Industrial Park FAQ

## What is the Roseville Industrial Park?

The Roseville Industrial Park is a proposed project in West Roseville near Blue Oaks Blvd and Westbrook Blvd. At 2.4M square feet, it would be larger than 16 Costco stores and among the largest distribution centers in Northern California. A Draft Environmental Impact Report for the property was released by the City of Roseville in Feb 2023. This report identified significant and unavoidable impacts from the project, including traffic, air quality, emissions, noise, and aesthetics. The exact businesses or industrial activities are not currently known, but based on developer assumptions, 80% of the site would be for warehousing and distribution. Several phases of project review and remain before an approval decision is made.

## What is the Draft Environmental Impact Report (Draft EIR or DEIR) and where can I find it?

The Draft Environmental Impact Report is a document produced by experts to analyze the environmental impact of City projects. The report for the Roseville Industrial Park and others are open for the public review and are listed on the City of Roseville's website:

See: [Roseville.ca.us](https://www.roseville.ca.us) > Government > Departments & Divisions > Development Services > Planning > Projects of Interest > Roseville Industrial Park.

Or visit <https://bit.ly/drafteir>.

Data and statistics on [www.rosevilleindustrialparkinfo.com](http://www.rosevilleindustrialparkinfo.com) are pulled directly from this report.

## Has Roseville done anything like this before?

**No.** Currently, 100% of land in Roseville zoned as M1 Industrial and M2 Light Industrial is contiguous the freeway system or other industrial zones. If the proposed project is approved, then it would be the only land within Roseville that is not adjacent to major transit corridors

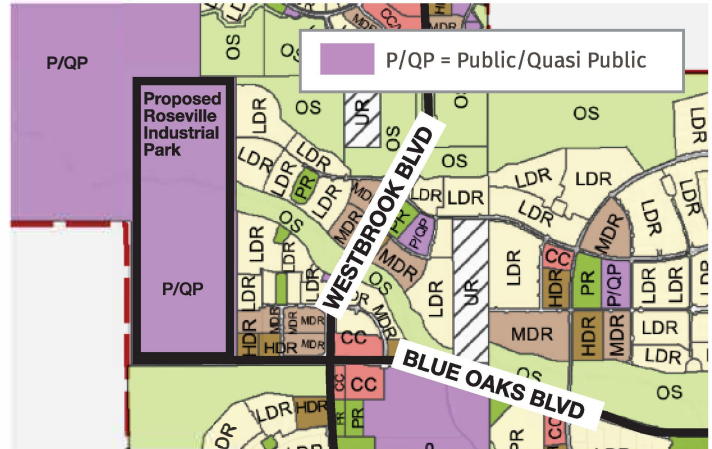


Image adapted from City General Plan 2022, page II-9

## Is the land zoned for an industrial park?

**No,** the land is currently zoned as P/QP (Public/Quasi-Public), which is for miscellaneous public use. The City is evaluating a proposal from the developer to re-zone the land as M1 Light Industrial and M2 General Industrial. (DEIR pg. 190)

## Is the land zoned for industrial use?

**No,** the developer does not own the land and it is not zoned for industrial use. The developer signed an agreement with the City for a future purchase, but this is contingent on rezoning the property to industrial. The developer must undergo environmental analysis and rezoning efforts at its own expense. The City of Roseville reserves final discretion and approval from the Planning Department, the Planning Commission, and the City Council. (Roseville City Council, 3 Mar 2021)



## Is it common for industrial parks to be so far from the freeway?

**No.** The proposed industrial park site is 10x further from the nearest freeway than the average, according to data on comparable facilities from the Sacramento Business Journal. The proposed land site would require lengthy trucking corridors through residential areas to reach the freeway, delivering significantly more harm to nearby communities than other industrial parks. An industrial project of this size and distance from the freeway is extremely rare, perhaps unprecedented in the state of California.

## Why is the Planning Department pursuing an Industrial Park at this location?

This is a fair question and has been asked by many residents. The proposed land use goes against core principles of city planning, regulatory guidance, and common sense.

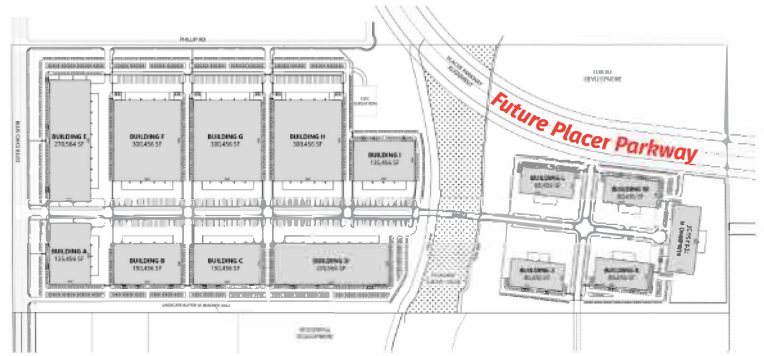
The California Department of Justice instructs municipalities to establish “industrial districts near major highway and rail corridors but away from ... residences, schools, and public recreation.” However, Roseville Planning staff expressed that they were not aware of the DOJ’s best practices in warehouse development in a public comment meeting in March 2023.

The proposed land use of the project is exactly opposite of what is recommended by the DOJ, as it is several miles from nearby freeways, and would establish trucking routes through residential areas, past a number of schools and parks. The City’s own findings in the Draft EIR conclude that the “project is situated in a geographically inefficient part of the City of Roseville.”

Roseville Planning officials have declined to answer detailed questions on the poor land choice so far, but have thanked residents for the feedback and have committed to providing responses to written comments and also hold a neighborhood meeting in April to explain further.

## What about Placer Parkway?

A future freeway called Placer Parkway is planned to connect SR 65 and SR 99, running through the project site. The original intent was for the proposed Industrial Park would be serviced by this freeway. However, the



freeway development timeline is unknown and is likely many years away, possibly decades. It may not be developed in our lifetime.

The City is now evaluating the proposal to develop the project site without waiting for the freeway. The rationale for this decision is unclear for many residents, and seems to go against Roseville’s policy to accommodate growth with public infrastructure that “will be made available concurrent with development.” (Roseville General Plan Policy LU8.4)

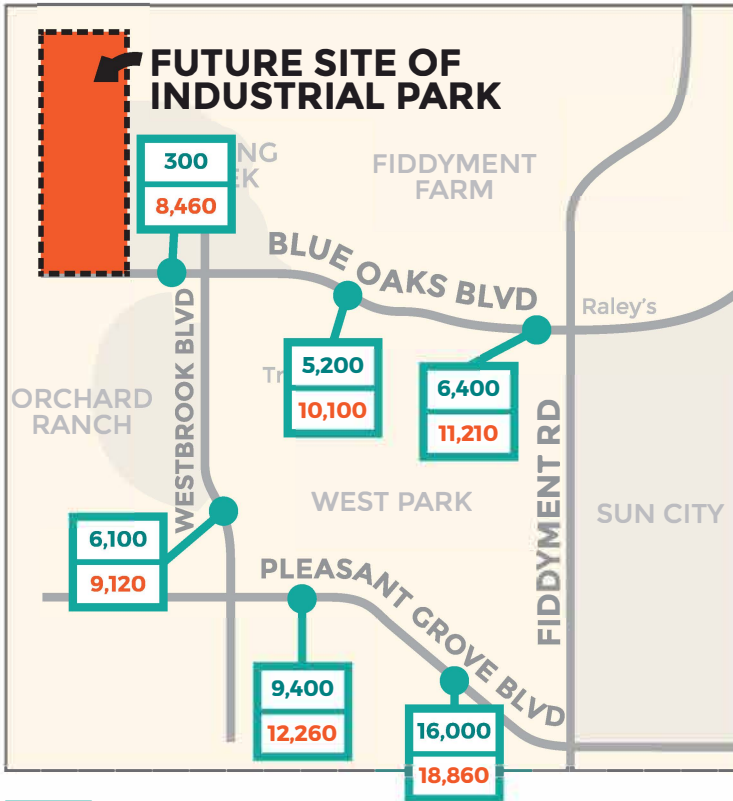
Proceeding without the Placer Parkway transit infrastructure will force heavy traffic and air pollution through sensitive residential areas to reach the SR 65 and 99, as analyzed in detail throughout the Draft EIR. If Roseville Planning Department were to revert back to the original plan to ensure the timing for Placer Parkway aligns with industrial development in the area, then many of the ‘significant and unavoidable’ impacts may be resolved.

## Would the Industrial Park increase traffic?

**Yes,** the DEIR finds that the project would bring 8,160 vehicle trips to West Roseville. Parts of Blue Oaks Blvd are expected to increase about 100% and parts of Westbrook Blvd are expected to increase 50%. This traffic includes 1,140 trucks, which will include 18-wheel, heavy duty semis. The primary trucking corridors are expected to be Blue Oaks to SR 65 freeway and Westbrook and Baseline to SR 99 freeway. The traffic increase from the Industrial Park is so significant that it would result in a fatality every two or three years, based on data from IIHS.



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#### = Existing Average Daily Trips  
#### = Projected Average Daily Trips

## How could the Industrial Park impact the health of Roseville Residents?

The Draft EIR highlights several health impacts to residents of West Roseville from the Industrial Park, especially for those who are children, seniors, or pregnant. The areas of highest risk include those along the trucking corridors of Blue Oaks Blvd and Westbrook Blvd.

The EIR estimates that the project would emit 172 lbs/day of NOx, above the significance threshold of 55 lbs/day. The EIR reports that acute health effects of NOx include increased respiration and pulmonary resistance, cough, pain, shortness of breath, and lung inflammation. Chronic health effects include permeability of respiratory epithelia and possibility of permanent lung impairment.

Additionally the project would emit 120 lbs/day of ROG, above the significance threshold of 55 lbs/day. ROG and its secondary pollutants have acute health effects including increased respiration and pulmonary resistance, cough, pain, shortness of breath, and lung inflammation. Chronic health effects include chronic bronchitis and decreased lung function.

The developer would be unable to mitigate these air pollutants, according to the report. As a result, the EIR indicates that the mitigation plan is to pay a fee to the Placer County agency for the pollution. However, this proposed fee arrangement would only be compensatory for a single year of operations, rather than on an annual basis, and does nothing to mitigate the actual health impacts of an increase in toxic pollution caused by the Industrial Park.

## Is the Draft EIR accurate and adequate?

The City is accepting public feedback on the adequacy of the Draft EIR until 5 p.m., April 21st, 2023. Residents have expressed a number of concerns with its accuracy and completeness. For example, in a public comment meeting, residents asked why the City concluded that a scenario for cancer risk was deemed 'less than significant' when the data suggested otherwise. They further asked why trip circulation and air dispersion analysis hasn't covered the full transit corridors (i.e., Blue Oaks to SR 99), and has neglected to consider sensitive 'receptors' such as Cooley Middle School.

Members of the public may submit comments to [smamples@roseville.ca.us](mailto:smamples@roseville.ca.us).

## How critical is this issue?

Roseville has worked for years to become among the best places in the United States to live. The Industrial Park proposal could quickly unwind this for residents of West Roseville.

The impact on the community could be transformative and long-lasting, and it is important impacted residents share their concerns with the City Planning Department and City Council now.



## What can I do?

1. Visit [www.rosevilleindustrialparkinfo.com](http://www.rosevilleindustrialparkinfo.com) to learn more about the proposed industrial park and subscribe to the newsletter for regular updates.
2. Send your concerns to the City by emailing Shelby Maples at [smaples@roseville.ca.us](mailto:smaples@roseville.ca.us) and the Planning Division [planningdivision@roseville.ca.us](mailto:planningdivision@roseville.ca.us)
3. Attend public meetings including Roseville City Council and City Planning meetings to voice your concerns. More information at [www.roseville.ca.us](http://www.roseville.ca.us)

For residents interested volunteering and spreading awareness please email [rosevilleindustrialparkinfo@gmail.com](mailto:rosevilleindustrialparkinfo@gmail.com).

## Next Steps

Roseville City Planning Commission Released Draft Environmental Report (EIR)	Public comments due by <b>5 p.m. on April 21, 2023</b> to the City of Roseville's Shelby Maples, Associate Planner at <a href="mailto:smaples@roseville.ca.us">smaples@roseville.ca.us</a> and <a href="mailto:PlanningDivision@roseville.ca.us">PlanningDivision@roseville.ca.us</a>
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Roseville City Planning Commission Response to Public Comments and release final EIR	<b>To be determined</b>
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Roseville Planning Commission Vote to Recommend or Not to Recommend EIR to City Council	<b>To be determined</b>
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City Council Vote to Approve Project (if recommended by City Planning Commission	<b>To be determined</b>
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## How can sending my concerns to the City make a difference?

The city saves all the letters (emails) and creates a staff report and summary that is prepared for the Planning Commission and the City Council. The summary will include a description of neighborhood engagement,

total number of letters, content, etc. The staff report will also include an attachment with all the letters enclosed.

The purpose of the staff report is to inform decision makers, as well as provide staff analysis based on City policy documents such as the General Plan and Zoning Ordinance. The decision makers (Planning Commission and City Council) read all of this information before they attend the public hearing. Community input is an important part of the process and definitely influences project outcomes.

## Have any City Council Members received campaign contributions from the developer?

**Yes**, at least one voting member of the City Council has received a financial contribution from the developer on this project.

## Is information on the website ([www.rosevilleindustrialparkinfo.com](http://www.rosevilleindustrialparkinfo.com)) accurate?

**Yes**. Content on this website is developed to be highly accurate and transparent for residents. The content has been proactively submitted to the Roseville Planning Department to seek feedback and commentary. Any feedback will be incorporated.

