

**ITEM V-A: MAJOR PROJECT PERMIT MODIFICATION – 1252 GALLERIA BOULEVARD – NCRSP
PARCEL 36 – CREEKSIDE TOWN CENTER REPAINT - FILE #2012PL-042 (MPP-000036)**

REQUEST

The applicant requests approval of a Major Project Permit Modification to establish a new color palette and repaint the Creekside Town Center's existing in-line buildings and six (6) pad buildings.

Applicant – Deena Henry, CBRE
Property Owner – Deena Henry, CPT Creekside Town Center LLC

SUMMARY RECOMMENDATION

The Planning Department recommends that the Planning Commission:

- A. Adopt the two (2) findings of fact for the Major Project Permit Modification; and,
- B. Approve the Major Project Permit Modification subject to the four (4) conditions of approval.

SUMMARY OF OUTSTANDING ISSUES

There are no outstanding issues with the request.

BACKGROUND

The ±37 acre project site (north retail portion of Creekside Center; 1180 – 1256 Galleria Boulevard), is located east of the Westfield Galleria mall within the North Central Roseville Specific Plan (see Land Use and Zoning Map below). The subject property has a zoning designation of RC/SA-NC (Regional Commercial/Special Area-North Central Roseville Specific Plan).

In August 1998, the Planning Commission approved a Major Project Permit – Stage One for Creekside Center, which included ±801,000 square foot of retail buildings for the entire site (north and south retail centers). In May 1999, the Planning Commission approved a Major Project Permit (MPP) –Stage Two for Creekside center, which included approval of the current building architecture, including materials and colors.

The buildings were designed with a “Craftsman” architecture utilizing similar design elements on each building to ensure sufficient design compatibility among buildings, while still allowing the buildings' tenants the opportunity to incorporate specific signature design elements on the building. Common design elements utilized include:

- decorative stone at building entries and where individual tenant walls adjoin each other, which serves to frame the limits of the building
- common base material color and material for all buildings
- common articulation elements and entry elements such as uniformly painted metal canopies and grillwork
- thematic towers, including backlit colored glazing

PROJECT DESCRIPTION

The proposed project will establish a new color palette that will be used to repaint the center's in-line buildings and six (6) pad buildings at the site. The three pad buildings that front Galleria Boulevard (On the Border Mexican Grill, PF Chang's China Bistro, and Shell Gasoline) are under different ownership than the remainder of the center; therefore, there are no changes proposed to these buildings. Additionally, the south retail portion of the center (south of Antelope Creek Drive) is under different ownership; therefore the south retail center is not part of this application.

The Zoning Ordinance requires that requests for significant modifications to Major Project Permits, such as this request, be reviewed and approved by the Planning Commission.

SITE INFORMATION

Location: The project site is located east of Galleria Boulevard and is bordered by Highway 65 to the north, Antelope Creek Drive to the south, Creekside Ridge Court to the east, and Galleria Boulevard to the west.

Total Acreage: approximately 37 acres

Land Use & Zoning



The project area is bordered in red on the above map, and the buildings proposed for a color change are bordered in yellow.

EVALUATION

Evaluation of the proposed project has been based on the applicable standards and guidelines within the City's Zoning Ordinance, General Plan, North Central Roseville Specific Plan, Community Design Guidelines and the previously approved Major Project Permit. Staff reviewed the proposal for consistency with all applicable standards and found the project to be consistent with the pertinent requirements and guidelines. The following discussion is provided as clarification on the proposed project.

Design Intent: The applicant proposes a new color scheme for the center that will create a neutral, yet rich color scheme that will provide commonality between the various buildings and tenants. The buildings and architectural elements will be tied by use of common colors on like design elements. Rich accent colors that contrast the base wall color will be used in key areas to create harmony and hierarchy, while creating identifiable entries and signage bands. Additionally, the color palette is to provide high visibility for existing retail signage, without a clash of colors.

Color Scheme: The original color palette approved for the center utilized 12 colors, while the proposed project color scheme has 11 colors, with a mix of warm and cool colors. Not all colors will appear on each building. Almond Latté is proposed as the base wall color, with a wainscot of Whole Wheat. This color proposal is similar to existing conditions; however, the palette is warmer with additional depth. Use of these colors will create a uniform canvas from which accent colors will stand out. Additionally, the proposed colors coordinate well with the existing stone veneer used throughout the center (See Figures 2 – 4 & Exhibit B).

Storefront/Entry Areas: The proposed color palette will incorporate several color schemes for storefronts/entry areas. For example, Bed, Bath & Beyond, Best Buy, and Nordstrom Rack will be identified by use of the color Mica Creek, a cool grey-blue hue (see Figure 2).



Figure 1 – Existing Colors



Figure 2 – Proposed Colors

A different accent color, Midnight Garden, will be utilized on the storefront for Barnes & Noble (see Figure 4), while other storefronts will include colors of tan, brown and red hues (Almond Latte, Hope Chest & Iron Ore – see Exhibit B).

Figure 3 shows the existing Barnes & Noble storefront and adjoining tower and bookend elements. Figure 4 depicts the proposed color scheme for the storefront and adjoining architectural elements. Midnight Garden will also be utilized as an accent color on pad buildings 4 & 7 which are located in the same parking area to the south (see Exhibit A). Each storefront will be unique in appearance, while sharing a common color palette and color distribution.

Tower Elements: Large tower elements will be painted in a uniform color scheme, using Hope Chest (brown, with a red tint) as the main tower color, and Shortbread (cream) as a trim color (see tower element in Figures 2 & 4). The existing detail that appears as orange, yellow and purple stained glass will remain. The proposed color scheme for the towers will unify all the buildings of the center and will add vibrancy to the stained glass element at the upper portion of the towers.

Decorative Light Poles: Existing decorative light poles throughout the center are currently painted purple, which has faded over the years (see Figure 3). These poles will be repainted in the color Black Bean, which will match metal trim color on each of the buildings in the center (see Figures 3 & 4).



Figure 3 – Existing Colors



Figure 4 – Proposed Colors

CONCLUSION

Staff supports the proposed change in the color palette and repainting of Creekside Town Center as it is consistent with the previous Major Project Permit. The new color palette, while different than the existing one, achieves the same result; individual storefronts within a coordinated color scheme. Zoning Ordinance Section 19.78.060 J. requires two findings of fact be made in order to approve a Major Project Permit Modification. Based on the analysis contained in this staff report and with the project conditions, the required findings for approval can be made for the proposed modification to change the color palette and repaint Creekside Town Center (north retail portion). The two findings for approval of the Major Project Permit Modification are contained in the Recommendation section of this report.

Copies of the application were sent to other City departments and no additional comments or issues were raised that were not noted above or in the conditions associated with the approval of this request.

ENVIRONMENTAL DETERMINATION

This project is exempt from the provisions of the California Environmental Quality Act (CEQA) per Section 15301 (Existing Facilities) and pursuant to Section 305 of the City of Roseville CEQA Implementing Procedures.

RECOMMENDATION

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

- A. Adopt the two (2) findings of fact as listed below for the MAJOR PROJECT PERMIT MODIFICATION – 1252 GALLERIA BOULEVARD - NCRSP PARCEL 36 - FILE # 2012PL-042 (PROJECT# MPP-000036):
1. *The proposed modification is substantially consistent with the intent of the original approval.*
 2. *The proposed modification complies with all applicable standards and requirements of the Zoning Ordinance with the applicable goals, policies and objectives set forth in the General Plan, the applicable Community Design Guidelines, the North Central Roseville Specific Plan and the previously approved Major Project Permit.*
- B. Approve the MAJOR PROJECT PERMIT MODIFICATION – 1252 GALLERIA BOULEVARD – NCRSP PCL 36 – FILE #2012PL-042 (PROJECT# MPP-000036) subject to four (4) conditions of approval below.

CONDITIONS OF APPROVAL

1. All existing conditions for the Stage 2 Major Project Permit (MPP) for Creekside Center (MPP 98-08) shall apply to this entitlement (Modification to a Stage 2 Approved Major Project Permit), except as conditioned below. (Planning)
2. This Major Project Permit Modification approval shall be effectuated within a period of two (2) years from this date and if not effectuated shall expire **on August 9, 2014**. Prior to said expiration date, the applicant may apply for an extension of time, provided, however, this approval shall be extended for no more than a total of one year from **August 9, 2014**. (Planning)
3. The project is approved as shown in Exhibits A & B and as conditioned or modified below. (Planning)
4. The project is subject to the noise standards established in the City's Noise Ordinance. In accordance with the City's Noise Ordinance, project construction activity is exempt between the hours of seven a.m. and seven p.m. Monday through Friday, and between the hours of eight a.m. and eight p.m. Saturday and Sunday. Provided, however, that all construction equipment shall be fitted with factory installed muffling devices and that all construction equipment shall be maintained in good working order. (Planning)

ATTACHMENTS

1. Photographs of Creekside Town Center (Existing Color Scheme)

EXHIBITS

- A. Site Plan
- B. Color Elevations (Proposed)

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.