



ITEM III-A: DESIGN REVIEW PERMIT – 991 ROSEVILLE PARKWAY – NCRSP PCL 41 RITE AID SHOPPING CENTER – FILE #: DRP 04-67

REQUEST

The applicant requests approval of a Design Review Permit to construct a 17,272 square foot Rite Aid store and a 13,000 square foot retail building with associated site improvements.

Applicant: Marla Hamilton – RHL Design Group
Property Owner: Philip J. Harvey – Petrovich Development Company

SUMMARY RECOMMENDATION

The Planning & Redevelopment Department recommends that the Design Committee:

- Recommend that the applicant make the necessary site design changes to satisfy the intent of the North Central Roseville Specific Plan (NCRSP) Design Guidelines and Community Design Guidelines (CDG).
- Continue the Design Review Permit off calendar so the recommendations provided by the Committee can be incorporated into the project.

SUMMARY OF OUTSTANDING ISSUES

Staff has worked with the applicant on a number of required design elements for the project. Unfortunately, the site plan, building architecture, and site improvements have remained outstanding issues that have not been resolved. As proposed, the project does not meet the intent of the NCRSP Design Guidelines or the Community Design Guidelines. The above-mentioned design considerations for the project are discussed in more detail in the evaluation section of this report.

BACKGROUND

The project site is located on the northwest corner of Pleasant Grove Boulevard and Roseville Parkway on Parcel 41 of the North Central Roseville Specific Plan (Attachment 1). The proposed buildings will be located on a 3.47-acre vacant parcel. The subject property abuts open space and is located to the east of the Highland Crossing Shopping Center (Safeway Plaza). Previous entitlements associated with the project site are as follows:

- February 16, 2000 - City Council approved a General Plan Amendment (GPA 99-08) and Specific Plan Amendment (SPA 99-05) to change the land use from Business Professional to Community Commercial.
- May 2, 2001 - Subdivision Committee approved a Minor Grading Permit (GP 01-05) to relocate 21,000 cubic yards of soil from Parcel 31 to stockpile on Parcel 41.

DESIGN REVIEW PERMIT

The evaluation of the Design Review Permit focuses on three major issues that warrant the consideration of the Design Committee. Staff has informed the applicant of the concerns associated with the proposed site plan, building architecture and site improvements. As indicated in the following evaluation, the project does

not currently meet the intent of the NCRSP Design Guidelines, the Community Design Guidelines, and the Zoning Ordinance. The applicant has elected not to make recommended modifications to the project, and has requested to move forward with requesting the Design Committee's consideration.

Given the significance and potential for changes to the project, the pending issues can not be addressed through conditions of approval. Therefore, Staff is requesting direction on these issues so that a more consistent project can be brought back to the Design Committee at a later date. Listed below, are the areas that have been identified for the Design Committee to provide further direction on.

Summary of Issues:

The main issues are summarized as follows:

Site Plan

- Fronting one of the buildings onto or adjacent to the Pleasant Grove or the East Roseville Parkway street frontage.
- The drive thru be removed or reconfigured.
- The trash enclosures be relocated away from the open space.
- Incorporate a pedestrian plaza that integrates with the open space.

Building Architecture

- The building elevations should incorporate a variation of architectural elements and materials.
- Enhance the prominent elevations.

Site Improvements

- Installation of a bus turnout and lane taper, are required to be shown on the plan.
- The grading plan needs additional information to evaluate impacts to the adjacent open space and sensitive habitat.

Each issue is not reliant on the other, therefore the Design Committee may support all of the recommendations or only those individual issues the Committee deems appropriate. A complete discussion of these issues is provided below.

Site Plan:

The intent of the Community Design Guidelines is to encourage site designs that establish a streetscape presence and appearance through landscaping, setbacks, building placement and architecture that defines the pedestrian and vehicle corridor and presents an appealing and continuous theme along the sidewalk and street. As noted, the proposed site plan does not meet the intent of the applicable guidelines (Exhibit A).

Building Location:

- The NCRSP encourages building placements that strengthen the streetscape and pedestrian presence. The applicant has been asked to explore alternative site designs, including moving at least one building towards the street in order to provide for acceptable street articulation. The NCRSP Design Guidelines and the Community Design Guidelines encourage building locations be thoughtfully incorporated into the site design. The NCRSP states that “parking should be located to the rear or side of buildings were practical.” In addition, the Community Design Guidelines emphasize streetscape designs as “a key element of Roseville’s overall community image.” These design policies clearly discourage the placement of the buildings to the rear of the site, as currently proposed. Instead, it is recommended that the buildings be located towards the front of the site in order to provide a significant streetscape presence. Noted below are two examples of nearby shopping centers that provide the streetscape design that is being requesting of the project (Attachments 2 & 3).



Drive Thru and Trash Enclosure:

- In addition, the internal circulation pattern of the project site is awkward and does not provide for good aisle circulation. The proposed drive-through location further hinders the internal circulation patterns and does not provide a good interface with the adjacent open space. The intent of NCRSP Landscape Guidelines is to ensure the environmental integrity of the natural habitat. To conform to the intent of the landscape Guidelines, the drive-through lane should be removed or reconfigured away from the open space and the proposed trash enclosures should be relocated to be more internal to the site. Due to the proximity to the open space, the current site design may lead to trash and debris blowing into this area.

Plaza:

- Lastly, it is recommended that the subject site be redesigned to incorporate an outdoor plaza in close proximity to the open space. The Community Design Guidelines encourage plazas and other outdoor activity spaces that would be utilized for public gathering places. These areas are an attractive element that should be incorporated into the project. The plaza design should emphasize the active nature of these spaces and incorporate some combination of accent materials, site furniture, shade structures, accent lighting, and art (Attachment 4).

Building Architecture:

The Community Design Guidelines encourage project designs that add to the character of the community by providing opportunities for architectural integration with adjacent properties, the neighborhood, and the City. The proposed Rite Aid building does not provide the architectural detail and quality of materials found with adjacent sites (Exhibit B). The proposed Rite Aid building should meet the intent of the NCRSP Design Guidelines and Community Design Guidelines by incorporating colors, materials, and designs that enhance the buildings architecture.

Architecture and Materials:

- Given the prominence of the site location, the proposed Rite Aid building should incorporate architectural treatments that strengthen the buildings articulation. As proposed, the building is a single brick plane that should be broken up by utilizing varying wall planes, windows, awnings, and other architectural elements. Furthermore, Staff recommends using additional building materials to further enhance the building. Noted below, are examples of well-articulated buildings (Attachments 4 & 5).

Pleasant Grove Market Place



Pleasant Grove Market Place



Additionally, if the proposed building is to be located closer to the street frontage, special attention should be paid to all elevations of the building. As noted above, the adjacent shopping centers have incorporated buildings with strong architecture into their site designs. In placing the buildings towards the street the architectural elements will be consistent with the surrounding properties.

Site Improvements:

There are several issues pertaining to site improvements that have yet to be resolved. The Engineering Division listed two main concerns pertaining to site/street improvements that need resolution in order for the project to comply with health and safety standards. The following issues are outstanding and will need to be reviewed by the Engineering Division.

Bus Turnout and Lane Taper:

- Engineering Staff has requested that the applicant show a proposed bus turnout on the site plan. The revised site plan does not adequately address Engineering's request for a turnout lane adjacent to the driveway along Roseville Parkway. Engineering Staff recommends the driveway be 125 feet long as measured from the driveway centerline and have a 120-foot long taper from the end of the turnout back to Roseville Parkway. This requirement is consistent with the standards applied to similar projects.

Open Space and Sensitive Habitat:

- Lastly, the applicant has been requested to show more of the open space on the grading plan. In order to better assess the potential impacts on the native habitat, the adjacent topography is necessary. Additionally, it is important to show the location of existing vernal pools within the open space to confirm that the storm drain outlet will not interfere with the natural resources.

Cumulatively there are a significant number of issues that do not conform to Roseville's Community Design Guidelines (CDG) or the North Central Roseville Specific Plan (NCRSP) Design Guidelines. The prescriptive standard encourages site designs that are tailored to the site and discourages generic or trademark buildings. In addition these standards encourage the establishment of a streetscape presence through setbacks, landscaping, and building placement. As proposed, the project does not meet the intent of the applicable standards.

ENVIRONMENTAL DETERMINATION

The project is categorically exempt from the environmental review requirements of the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15270 pertaining to projects rejected or disapproved.

RECOMMENDATION

The Planning & Redevelopment Department recommends:

- A. That the Design Committee provide Staff with the direction on the items discussed and summarized on page 2 of the Staff Report.
- B. Recommend that the Design Review Permit be continued off calendar so the recommendations provided by the Committee can be incorporated into the project.

ATTACHMENTS

- 1. Vicinity Map
- 2. Photograph of Pleasant Grove Retail Center
- 3. Photograph of Highland Crossing Shopping Center
- 4. Photograph of Pleasant Grove Marketplace I
- 5. Photograph of Pleasant Grove Market Place II
- 6. Color Elevations

EXHIBITS

- A. Site Plan
- B. Building Elevations
- C. Grading Plan
- D. Landscaping Plan

<p>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.</p>
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