



Mike Isom, Senior Planner

**ITEM III-A:      DESIGN REVIEW PERMIT MODIFICATION – 8001 WASHINGTON BOULEVARD – CHEVRON RE-IMAGING – FILE # 2006PL-233 (PROJECT # DRP-000170)**

**REQUEST**

The applicant requests approval of a Design Review Permit Modification to repaint the front elevation of the existing convenience store, replace the fuel pump covers, and to reface the existing fuel station canopy in association with the new Chevron branding theme. A component of the canopy reface is to add LED down lighting to the canopy façade.

Project Applicant: Michelle Doyle, RHL Design Group, Inc.  
Project Owner: Chevron U.S.A., Inc.

**SUMMARY RECOMMENDATION**

The Planning & Redevelopment Department recommends that the Design Committee:

- A. Adopt the two (2) findings of fact for the Design Review Permit Modification; and
- B. Approve the Design Review Permit Modification with five (5) conditions of approval.

**OUTSTANDING ISSUES**

The applicant disagrees with staff's recommendation to eliminate the LED canopy lighting from the request and has requested a public hearing before the Design Committee. More detail is provided in the Lighting Section below.

**BACKGROUND**

The subject property is located on the northwest corner of Pleasant Grove Boulevard and Washington Boulevard within the North Industrial Planning Area (see Attachment 1). The site is surrounded to the south and east by single-family residential development, and to the north and west by various commercial and light industrial uses. On March 5, 1998, the Design Committee approved a Design Review Permit (DRP 97-36) to allow the construction of a Chevron gas station with associated convenience store and carwash. The current request is to allow alterations to the design of the fuel station canopy and convenience store façade in association with Chevron's nationwide re-imaging effort.

Staff has approved several similar requests administratively over the past three months. In this instance, staff cannot support the LED lighting portion of the request due to potential lighting impacts on adjacent residences and has referred the project to the Design Committee for review.

**SITE INFORMATION**

- A. **Location:** 8001 Washington Boulevard, North Industrial Planning Area, APN 017-410-023

**B. Roseville Coalition Of Neighborhood Associations (RCONA):** This parcel is located within the Industrial Area East Neighborhood Association (RCONA #29), which is comprised primarily of industrially-zoned properties.

**C. Total Acreage:** Approximately 1.6 acres

**D. Site Access:** Access to the site is provided via Washington and Pleasant Grove Boulevards, as well as Galilee Road. Site access will not change as a result of this request.

**E. Grading:** The site is fully developed; no grading is proposed.

**ADJACENT ZONING AND LAND USE**

Location	Zoning	General Plan Land Use	Actual Use Of Property
Site	General Commercial (GC)	Community Commercial (CC)	Chevron Gas Station
North	GC	CC	Car Wash and Lube
South (across Pleasant Grove Bl)	Small Lot Residential (RS)	Low Density Residential (LDR-5.4)	Residential Neighborhood
East (across Washington Bl)	Single Family Residential / Development Standards – NCRSP (R1/DS-NC)	LDR-4.6	Residential Neighborhood
West	Light Industrial (M1)	Light Industrial (LI)	Vacant

The proposed project is consistent with the land uses contemplated by the City’s General Plan and the Zoning Ordinance.

**DESIGN REVIEW PERMIT MODIFICATION EVALUATION**

Aside from the LED lighting portion of the request, the proposed changes to the convenience store façade and gas canopy are minor in nature and include the following:

**Building Color:** The front of the existing convenience store will be repainted with a darker beige (“Nutmeg”) color, with the introduction of a new burgundy (“Chilled Wine”) color band along the upper edge of the glazing on the front elevation (see Exhibit A, B, & C).

**Fuel Station Canopy Design:** The existing blue and white metal panels comprising the canopy fascia will be replaced with similar color blue and white panels with new trim, including updated “Chevron” signage and logo (see Exhibit A). The proposed modifications will also include new pump covers and identification flags (see Exhibit A). The existing concrete tile roof will remain unchanged (see Exhibit A & B).

**Signage:** In addition to the proposed replacement of the Chevron logo and signs on the fuel station canopy, two freestanding signs will be refaced to include an internally illuminated logo, gasoline pricing information, and “ExtraMile” store identification. The canopy and freestanding signage will be installed in the same location as the previous signs and will be similar in size and design. The above-mentioned signs are not approved with the Design Review Permit Modification; a separate Sign Permit will be required to install the new signage. Condition #4 reflects this requirement.

**OUTSTANDING ISSUE**

**LED Down Lighting:** Two-story residences are located across Washington and Pleasant Grove Boulevards and have direct views of the canopy. Residents in these two neighborhoods have expressed concern in the past regarding lighting impacts, which is the principal reason the existing canopy is not illuminated. In addition, the gas station was originally approved with several lighting restrictions that were intended to eliminate off-site glare and minimize impacts to the residents. Staff concludes that the proposed canopy fascia lighting is not consistent with the intent of the original Design Review Permit approval. For these reasons, staff does not support the request to illuminate the canopy fascia.

In consideration of the adjacent residents and in keeping with the intent of the original Design Review Permit approval, staff recommends that the LED down lighting be removed from the canopy fascia. This requirement is reflected in Condition #5. The applicant is not in agreement with this condition.

### **CONCLUSION**

Staff recommends that the Design Committee approve the Design Review Permit Modification as conditioned to allow the proposed paint colors and canopy fascia treatment and to eliminate the canopy fascia down lighting.

### **ENVIRONMENTAL DETERMINATION**

The application is exempt from the provisions of the California Environmental Quality Act Guidelines (CEQA) per Section 15301(a) pertaining to existing facilities and pursuant to Section 305 of the City of Roseville CEQA Implementing Procedures.

### **RECOMMENDATION**

The Planning & Redevelopment Department recommends that the Design Committee take the following actions:

- A. Adopt the two (2) findings of fact as listed below for the Design Review Permit Modification – 8001 Washington Boulevard – Chevron Re-Imaging – Project # 2006PL-233 (File # DRP-000170):
  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 City's Zoning Ordinance, with the applicable goals, policies and objectives set forth in the General Plan and the applicable Community Design Guidelines.***
- B. Approve the Design Review Permit Modification for 8001 Washington Boulevards – Chevron Re-Imaging – Project # 2006PL-233 (File # DRP-000170) subject to five (5) conditions of approval.

1. This Design Review Permit Modification approval shall be effectuated within a period of two (2) years from this date and if not effectuated shall expire on **March 15, 2009**. 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 **March 15, 2009**. (Planning & Redevelopment)
2. The project shall comply with the originally approved Conditions of Approval for the project (DRP 97-36), as applicable and except as modified below. (Planning & Redevelopment)
3. The project is approved as shown in Exhibit A + B and as conditioned or modified below. (Planning & Redevelopment)
4. Signs shown on the elevations are not approved as part of the Design Review Permit Modification. A Sign Permit is required for all project signs. (Planning & Redevelopment)
5. The gas canopy fascia shall not be illuminated; reference to LED down lighting shall be removed from the plans. (Planning & Redevelopment)

**ATTACHMENT:**

1. Vicinity Map
2. Aerial Photo
3. Site Photos
4. Conditions of Approval for DRP 97-36
5. Photo of Proposed Fuel Canopy (Typical)

**EXHIBITS:**

- A. Site Plan/Elevations
- B. Proposed Color Combinations

**Note to Applicant and/or Developer:** Please contact the Planning & Redevelopment Department staff at (916) 774-5276 prior to the Committee meeting if you have any questions on any of the recommended conditions for your project. If you challenge the decision of the Committee 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 & Redevelopment Director at, or prior to, the public hearing.