



**PLANNING DEPARTMENT STAFF REPORT
DESIGN COMMITTEE MEETING**

April 18, 2013

Prepared by: Derek Ogden, Associate Planner

ITEM III-A: DESIGN REVIEW PERMIT MODIFICATION – 8660 AUBURN BL. – FLYER’S STORE RE-IMAGE – FILE# 2013PL-003 (DRP-000475).

REQUEST

The applicant requests approval of a Design Review Permit Modification to repaint the convenience store with Flyers corporate colors.

Applicant – Pat Corey, McHale Sign Company
Property Owner – Jack Rhoades, Flyers Energy

SUMMARY RECOMMENDATION

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

- A. Adopt the two (2) findings of fact for the Design Review Permit Modification;
- B. Approve the Design Review Permit Modification with three (3) conditions of approval.

SUMMARY OF OUTSTANDING ISSUES

The proposed re-imaging introduces a new field color and color band on the convenience store that is incompatible with the gas canopy and is not consistent with the Community Design Guidelines. The applicant is not in agreement with the alternatives that have been suggested by staff and prefers to request approval of the re-imaging of the Flyers store as proposed. Therefore, Staff recommends amending the project to coordinate the colors of the fuel canopy and convenience store.

Staff has provided an Alternative Action for Design Committee consideration should the Committee determine that approval of the request, as proposed by the applicant, is warranted.

BACKGROUND

The project site is located at 8660 Auburn Bl. The fuel station is located on the corner of Auburn Bl. and Orlando Av. In April 1984, the Project Review Commission approved a Site Review Permit for the construction of a new Texaco food mart, fuel canopy and car wash. This approval included a grey coordinated color palette for the fuel canopy, convenience store and gas canopy. Since this original approval several exterior building color modifications have been approved for different fuel companies that have occupied the site.

Roseville Coalition of Neighborhood Associations (RCONA): The site is located in the Cirbyside neighborhood association, which is currently active. Public Hearing notices were mailed to all property owners within a 300 foot radius of the project site and the neighborhood association and the City has not received any inquiries or comments regarding the project.

Staff reviewed the proposal for consistency with all applicable design guidelines and found the project to be inconsistent with the requirements and guidelines. By adding highly distinctive, trademark colors that conflict with the existing fuel canopy colors, the proposed design does not meet the intent of the Community Design Guidelines (CDG). The CDG limit the number of building colors, and require coordinating colors and materials within the project and with adjacent buildings to create a coordinated and cohesive street appearance (Attachment 1).

Architectural Relationship to Fuel Canopy

- Community Design Guidelines (CDG): CC-46 requires that use of color for a project should be consistent with the overall architectural style or theme of the project.
- The proposed re-imaging conflicts with the present level of compatibility. A new field color on the convenience building (Flyers beige) is being introduced that is not similar or complementary to the white field color used within the project (see Figure 3 below).

Figure 3: Proposed Flyers Elevation



Proposed Alternatives: Staff recommended several different changes to the applicant that would comply with the CDG and Sign Ordinance. A discussion of each of these options follows below.

The first alternative recommended by Staff was to shorten the color band on the building, and for the remainder of the building to use a color that coordinates with the fuel canopy and the car wash building. An example of where a fuel canopy and convenience station coordinates well together is found at the intersection of Blue Oaks and Foothills Boulevard (Figure 4). An additional example is located at the intersections of Foothills Bl. and Main St (Figure 5). These Shell stations have a strong relationship between the canopy and main convenience store building. The station located on Blue Oaks Bl. And Foothills Bl. is, in fact, a Shell brand gasoline station with a different convenience store vendor (7-11).

Figure 4: Shell and 7-11 Store (Foothills Bl. & Blue Oaks Bl.)



Figure 5: Shell Station (Foothills Bl. & Baseline Rd.)



Recent approvals of reimagining projects have required coordination between buildings within a gas station project. For example, the Chevron station at the corner of Roseville Parkway and Sunrise Boulevard (Palisades Plaza), or the AM/PM at the corner of Foothills Boulevard and Vineyard (see Figure 6) are examples of gas stations designed to provide such coordination. An example where efforts were made to coordinate with the surrounding commercial center can be found at the Creekside shopping center. The Shell station within the shopping center did not use Shell Yellow, but used a yellow from the color palette included in the design guidelines for Creekside to coordinate with the rest of the center.

A second option suggested by Staff was to use the beige field color of the Flyers brand on the canopy with the 'Shell' name in red. The applicant has not entertained any of the options offered by staff.

Figure 6: Arco Station (Foothills Bl. & Vineyard Rd.)



Consistency with the Sign Ordinance

The applicant is requesting authorization to re-paint the exterior of the building and replace the existing signs. Typically such a request could be handled as a Minor Design Review Permit (MDRP) for the re-painting of the exterior, and with a Sign Permit for the changes to the signs.

The proposed wall signs for the Flyers convenience store are not consistent with the requirements of the Sign Ordinance. If the application had been limited to requesting new wall signs, the request could be approved and a Sign Permit issued for the new wall signs.

However, the submitted application also proposes to change the building colors. As proposed the building changes constitute a wall sign the entire length of the building. Use of the Flyer's Company signature colors, combined with a uniform location and size of the color band constitutes a logo.

A logo is a sign, and as such is subject to the provisions of the Sign Ordinance. The Sign Ordinance restricts the combined area of all wall signs for a building to not exceed twenty percent (20%) of the building façade up to a maximum of two hundred square feet (200 sq. ft.) per use.

The proposed wall signs on the buildings and canopies exceed the maximum allowable wall sign area of 200 sq. ft. per use. Staff suggested the option of reducing the color band on the fascia to the area around Flyers logo and sign such that the cumulative total of all wall signs does not exceed 200 sq. ft. This alternative could be permitted as a Sign Permit. However, the applicant was not in agreement with this proposal.

DESIGN REVIEW PERMIT CONCLUSION

Section 19.78.060(J) of the Zoning Ordinance requires that two findings be made in order to approve a Design Review Permit Modification (DRPMOD). The recommended action would require the applicant to match the gas canopy and convenience store building colors. Staff has added condition #2 to the project which requires coordination of field colors for the station.

If the Design Committee determines that the required findings can be made for the proposed DRPMOD an Alternative Action is listed below to approve the applicant's request and allow two different color schemes for the Flyer's convenience store and Shell fuel canopy.

ENVIRONMENTAL DETERMINATION

This project is categorically exempt from the environmental review requirements of the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15301 (existing facilities) and City of Roseville CEQA Implementing Procedures.

RECOMMENDATION

The Planning Department recommends that the Design Committee take the following two (2) actions (A-B):

- A. Adopt the two (2) findings of fact as stated below for the Design Review Permit Modification – 8660 Auburn Bl. (Flyers Store Re-Imaging) – File # 2013PL-003;
 1. *For the reasons cited in the Staff Report, the proposed modification is in substantial compliance with the intent of the original approvals, and prior conditions of approval.*
 2. *For the reasons cited in the Staff Report, 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 and the applicable Community Design Guidelines.*
- B. Approve the Design Review Permit Modification subject to the three (3) conditions of approval.

ALTERNATIVE ACTION

- A. Adopt the two (2) findings of fact as stated below for the Design Review Permit Modification – 8660 Auburn Bl. (Flyers Store Re-Imaging) – File # 2013PL-003;
 1. *For the reasons cited in the Staff Report, the proposed modification is in substantial compliance with the intent of the original approvals, and prior conditions of approval.*
 2. *For the reasons cited in the Staff Report, the proposed modifications complies with all applicable standards and requirements of the 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 subject to the three (3) modified conditions of approval.

CONDITIONS FOR DRP-000468

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 **April 18, 2015**. 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 **April 18, 2015**. (Planning)

2. The project shall be modified to match the main field colors of the convenience store, fuel canopy and car wash building to the satisfaction of the Planning Department. (Planning)
3. Signs shown on the elevations are not approved as part of the Design Review Permit. A Sign Permit is required for all project signs. (Planning)

ALTERNATIVE ACTION CONDITIONS FOR DRP-000468

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 **April 18, 2015**. 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 **April 18, 2015**. (Planning)
2. The project is approved as shown in Exhibits A-C. (Planning)
3. Signs shown on the elevations are not approved as part of the Design Review Permit. A Sign Permit is required for all project signs. (Planning)

ATTACHMENT

1. Community Design Guidelines

EXHIBITS

- A. Site Plan
- B. Color Elevation
- C. Proposed Building Colors

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.