

ITEM III-A: DESIGN REVIEW PERMIT MODIFICATION – 1167 ROSEVILLE SQUARE – ROSEVILLE SQUARE REMODEL MODIFICATION – PROJECT #2008PL-098 (FILE # DRP-000344)

REQUEST

The applicant requests approval of a Design Review Permit Modification to modify the landscape plan for the Roseville Square remodel project approved in 2008 (DRP-000269). The applicant is seeking relief from conditions of approval requiring installation of additional landscaping along the frontage of Harding Boulevard and shade trees within the parking lot.

Project Applicant: Mark Marvelli, RMB Architects
Project Owner: Gus Gianulias, Roseville Square, LLC

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 two (2) conditions of approval.

OUTSTANDING ISSUES

Over the past two years, staff has worked with the property owner of Roseville Square to ensure the installation of landscaping consistent with the 2008 Roseville Square Remodel project. Since the project's approval, economic conditions have deteriorated significantly, and the applicant indicates that many of the landscape improvements approved in 2008 are now economically infeasible. Staff and the applicant have met several times to identify alternatives consistent with the project approval. The applicant indicates that he is unable to make any more improvements, thus requiring an application for a modification. Given past committee interest in the project and the variation between the landscaping constructed to date and the approved landscape plans, staff is forwarding the proposed modifications to the Design Committee for review and action.

Because staff has been unable to reach an agreement with the property owner, three potential options addressing the landscape issues are discussed within this report. Staff requests that the Design Committee provide direction to staff and the applicant with regards to the desired landscape design.

BACKGROUND

The subject property is located at 1167 Roseville Square, at the northwest corner of Douglas Boulevard and Harding Boulevard within the City's Infill area. The 21-acre site is surrounded by a high density senior housing development and commercial buildings to the north, Douglas Boulevard with retail and commercial uses to the south, Harding Boulevard with retail beyond to the east, and Folsom Road with a mix of business professional, neighborhood commercial, and low density residential to the west (See Figure 1).

Roseville Square was originally constructed in 1961 and has since been remodeled several times with the most recent modifications taking place in 2008. The shopping center consists of several multi-tenant buildings that include Trader Joe's, Starbucks, Susie's Deals, Bank of America, Chase Bank and Dress Barn. The approval in 2008 was to remodel the facades of the primary in-line retail buildings, improve

landscaping, and improve site circulation. To date, the building façade improvements have been completed, however, the landscaping and site improvements are ongoing.

The applicant indicates that current economic conditions and center vacancies financially prohibit completion of the landscape improvements included in the 2008 approval. The applicant therefore requests changes to the approved site plan and landscape plan (see Attachment 2 & Exhibit A). The applicant wishes to plant only 31 of the required 78 parking lot shade trees that were required with the 2008 Design Review Permit (DRP) approval. The applicant is also seeking relief from Condition #4 of DRP-000269, requiring that new trees and a continuous planter be constructed along Harding Boulevard (see Exhibit B).

SITE INFORMATION

Roseville Coalition of Neighborhood Associations (RCONA): The site is located in the Folsom Road neighborhood association district, which is currently inactive.

Lot Size: Roseville Square is comprised of seven (7) parcels totaling 21.23 acres. However, the project site (Limit of Work) contains an area of approximately 15.5 acres.

Site Access: Site access is currently provided via nine driveways: There are two driveways on Douglas Boulevard, one driveway on Estates Drive, three driveways on Folsom Road, and three driveways on Harding Boulevard.

Topography/Grading: The site is fully developed. Minimal grading may be required in the parking lot to accommodate additional landscape planters.

Figure 1 - Adjacent Zoning and Land Use



Figure 2 - Development Standards

	Required	Approved (DRP-000269)	Proposed

	Required	Approved (DRP-000269)	Proposed
Building Setback	None specified	No change	No change
Landscape Setback	20' from Douglas and Harding Boulevards	No Change along Douglas Blvd 16' along Harding Blvd	No Change along Douglas Blvd Existing 7' along Harding Blvd
Building Height Limit	50' maximum	Building A – 33' Building B – 39'	No change
Floor Area Ratio	20-40%	No change	No change
Parking Spaces	890	Existing 1,105 Proposed 1,089	Existing 1,105 Proposed 1,062
Compact	30% max	84 stalls 8%	84 stalls 8%
Handicapped	21 stalls	40 stalls	40 stalls
Shade Cover (min.)	50%	Existing 10% Approved 34%	Existing 10% Proposed 13%
Bicycle Spaces	15	16	16

PROJECT DESIGN FEATURES

“Constructed-to-date” Landscape Plan (Exhibit A); Approved 2008 Site Plan (Exhibit B); Statement of Design Intent (Attachment #1); Hardship Letter (Attachment #2); DRP-000269 Staff Report Attachment #3); Photos (Attachment #4); Existing Landscape Plan (Attachment #5); and Letter from Roseville Urban Forest Foundation (Attachment #6)

DESIGN REVIEW PERMIT EVALUATION

The 2008 approved design was based on standards, policies, and principles that are intended to promote aesthetic and functional balance through ensuring efficient access and circulation, promoting designs that create a sense of identity and place, and fostering quality projects that include green design features. The 2008 approval was found to be consistent with the Community Design Guidelines (CDGs).

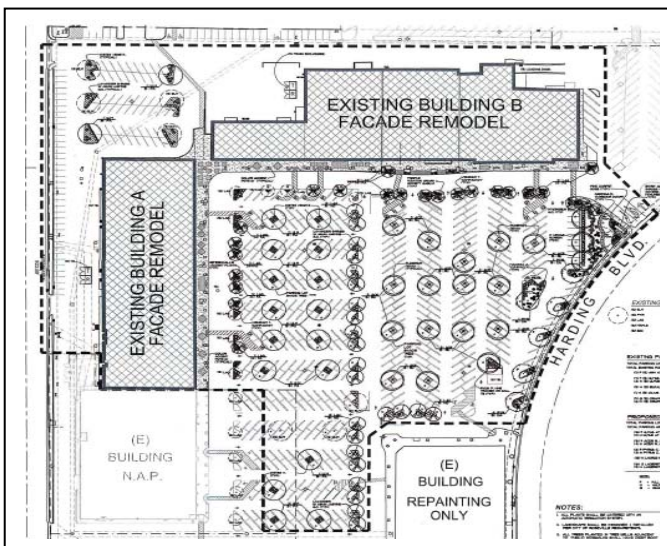
In contrast, staff believes the proposed changes to the approved landscape plan are not entirely consistent with the CDGs “priority shalls,” particularly regarding the recommended use of landscaping to relieve the visual appearance of large expanses of hard surfaces and providing shade in parking lots. Due to economic hardship, the property owner has stated that he is unable to make the required improvements at this time. Staff recognizes the financial difficulties created by the current economic climate. Staff also recognizes that compromise is required in this case to ensure successful completion of the square’s remodel and its continued survival. It should also be noted that the CDGs are intended to be flexibly applied for existing Infill projects, recognizing the delicate balance of encouraging reinvestment within older properties. However, the CDGs do recommend that projects, including Infill, have superior architectural and visual interest while recognizing the need for balance between form, function and economic limitations.

To that end, staff has identified a range of options for the Committee's consideration, as outlined below. These options are provided as suggestions for the Committee; a combination of options or an alternative not discussed herein can be utilized at the Design Committee's discretion.

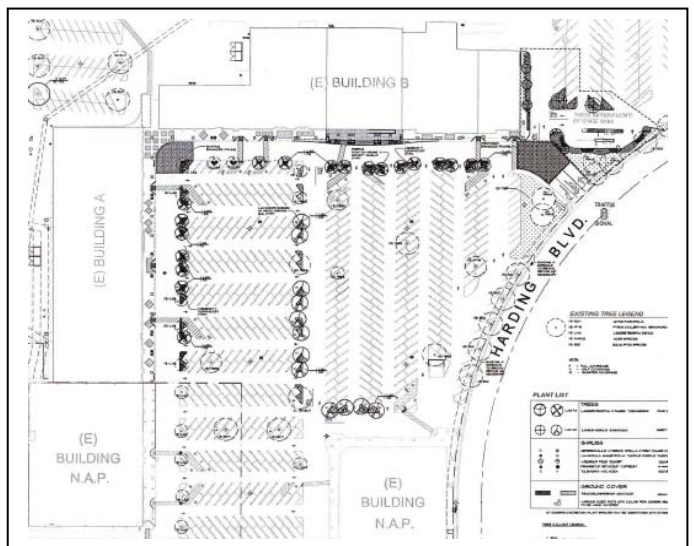
Option #1 - Approve Applicant's Request: Leave the landscaping installed to date in place with no additional improvements.

Option #1 would allow deviation from the approved landscape plan and would allow the project to remain in its current condition. An approved and existing landscape plan is provided below and photos of the existing site condition are also attached. This option would delete 36 shade trees from the parking lot.

2008 Approved Landscape Plan



Proposed Landscape Plan



Option #1 is the lowest cost alternative. However, Option #1 would not fully meet the intent of the CDGs, as it does not provide sufficient shade or visual interest.



Option #2 - Deny Applicant's Request: Install landscaping consistent with the landscape plan approved by the Design Committee on September 18, 2008.

In order to be consistent with the approved landscape plan, Option #2 would require that all parking lot shade trees be planted and improvements along Harding Boulevard include four (4) new 20-foot wide planters and a continuous 16' landscape planter between the main driveway and the driveway adjacent to Building E. In addition, accent planting consisting of shrubs and ground cover would be added to the Harding frontage and the planter adjacent to the main entrance. The original staff report was very detailed regarding the landscape requirements for the project and included several exhibits that were approved by the Design Committee (see Attachment #3).

The benefit of Option #2 is that the landscape plan was approved based on compliance with the CDGs and was found to be consistent with the intent of the GDG's "priority shalls". The approved landscaping would enhance the center visually and provide a higher percentage of parking lot shading beyond its current condition (see Attachment #6). The disadvantage of Option #2 is the cost associated with the required improvements (i.e. irrigation improvements, site work, and plant material). The property owner has already indicated that he does not have a budget to replace landscaping and is obligated by existing tenant leases to maintain all existing parking.

Option #3: Allow the applicant to install the landscaping at a later date.

Option #3 would not change the approved landscape plan but would allow the property owner to construct improvements at a later date if financial conditions improve. This option would allow the property owner the right to construct the landscape improvements at a later date without having to submit a subsequent Design Review Permit Modification for this work. There would be no effectuation period and the property owner would have the right to complete the work whenever economically feasible.

As noted in Option #2, these improvements would meet the intent of the CDGs and would provide an improvement to one of the City's oldest shopping centers. However, with this alternative there would be no time limits as to when the work would need to be completed. As such, staff could not guarantee that the improvements would ever be constructed.

Given current economic conditions and the applicant's desire to continually upgrade the center, staff finds Option #3 the best alternative given the current circumstances. Staff believes that this proposal meets the intent of the Community Design Guidelines, particularly taking into consideration that this is an existing Infill center and considering the current economic conditions.

ENVIRONMENTAL DETERMINATION

This project is categorically exempt from the environmental review requirements of the California Environmental Quality Act (CEQA) pursuant to Section 15301 (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 – 1167 ROSEVILLE SQUARE – ROSEVILLE SQUARE REMODEL MODIFICATION – PROJECT # 2008PL-098 (FILE # DRP-000344)**;
 1. *The proposed modification is in substantial compliance with the intent of the original approval, prior conditions of approval, and all applicable design, development and improvement standards in effect as of the date of application for the modification.*

2. *The proposed modification is in compliance with all 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 – 1167 ROSEVILLE SQUARE – ROSEVILLE SQUARE REMODEL MODIFICATION – PROJECT # 2008PL-098 (FILE # DRP-000334)** with two (2) conditions of approval.

CONDITIONS OF APPROVAL FOR DESIGN REVIEW PERMIT 2008PL-098:

1. The project shall comply with all previously approved conditions for the Roseville Square Remodel project (DRP-000269), except as modified below. (Planning)
2. The landscape plan is approved as shown in Exhibit A. However the applicant may elect to construct additional landscape improvements shown in Exhibit B at a later date, at the applicant's discretion. (Planning)

ATTACHMENTS:

1. Statement of Design Intent
2. Property Owner's Hardship Letter
3. 2008 Staff Report (DRP-000269)
4. Photos
5. Existing Landscape Plan
6. Letter from Roseville Urban Forest Foundation

EXHIBITS:

- A. Approved Landscape Plan (DRP-000269)
- B. Proposed Landscape Plan

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.