



PLANNING AND REDEVELOPMENT STAFF REPORT
DESIGN COMMITTEE MEETING *SEPTEMBER 21, 2006*

Prepared by: Wayne Wiley, Assistant Planner

ITEM III-B: PROPOSED DESIGN FEATURE ASSOCIATED WITH: DESIGN REVIEW PERMIT – 991 ROSEVILLE PARKWAY – NCRSP PARCEL 41 (RITE AID SHOPPING CENTER) – FILE # DRP 04-67

REQUEST

The applicant requests direction from the Design Committee on the proposed design feature that will be incorporated into the Rite Aid Retail Center at the corner of Pleasant Grove Boulevard and Roseville Parkway. At their meeting of July 20, 2006 the Design Committee approved the DRP for the proposed shopping center with a condition of approval that required the applicant to develop alternative designs for an architectural feature on the corner. The proposed design features include blocked columns with associated artwork and water features.

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:

- A. Provide the applicant with direction to incorporate Alternative B into the site design for the Rite Aid Center.

SUMMARY OF OUTSTANDING ISSUES

There are no outstanding issues associated with this request. The applicant is in agreement with staff's recommendation.

BACKGROUND

On July 20, 2006 the Design Committee approved a Design Review Permit for the Rite Aid Retail Center (see Attachment 1). Per the Design Committee's direction, Condition #2a was incorporated into the conditions of approval requiring the applicant to develop alternative designs for a prominent architectural feature to be placed on the corner of the site.

During a workshop for the project held on June 15, 2006 the Design Committee expressed concern with the site layout and provided direction to the applicant to place one of the two buildings on the corner of Roseville Parkway and Pleasant Grove Boulevard. At the July Design Committee hearing, the applicant requested that the Design Committee consider an alternative that would provide a prominent architectural feature on the corner, rather than a building. The Committee ultimately approved the alternative design and directed the applicant to return to the Committee with more refined concepts for the corner. The Committee also specified that the feature "shall be modified to provide a substantial water feature or other prominent architectural feature..." (Condition 2a).

In response to the Design Committee's direction, the applicant has brought forward three alternatives, including blocked columns with associated artwork, and two water features. Each of the proposed alternatives is provided as Exhibits A, B, and C. A brief discussion of each alternative is provided below. The applicant requests direction from the Design Committee on the preferred design feature.

EVALUATION

Based on the Design Committee's discussion on July 20th, the applicant has brought forward three design features that he believes will present an architectural statement at the corner of Roseville Parkway and Pleasant Grove Boulevard. In summary, the features are as follows: Exhibit A – blocked columns consisting of a split face block and concrete with associated artwork attached; Exhibit B – tri-level standing fountain with water spouts; Exhibit C – historical water tower with associated materials. In reviewing the alternatives, staff finds the fountain shown in Exhibit B to be the most consistent with the Design Committee's direction and most compatible with the center. The tri-level standing fountain integrates features that enhance the fountain's design by incorporating durable architectural elements that are consistent throughout the site (i.e. brick and split face concrete block).

SUMMARY / CONCLUSION

The Design Committee should provide direction to the applicant as to which design element is most compatible with the center. Although the project has been approved, the direction provided by the Design Committee will be noted and verified by staff during the plan check stage. Should the applicant decide to alter the proposed feature subsequent to the Design Committee's direction, a Design Review Permit Modification will be required, which will be forwarded back to the Design Committee for review and action.

The proposed water feature (shown in Exhibit B) is compatible and complimentary to the approved site design for the Rite Aid Retail Center; therefore, staff recommends the Design Committee encourage the applicant to incorporate this water feature into the site design.

ENVIRONMENTAL DETERMINATION

The project is exempt from environmental review pursuant to CEQA Guidelines 15183 pertaining to projects consistent with a Community Plan, General Plan, or Zoning.

RECOMMENDATION

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

- A. Provide the applicant with direction to incorporate Alternative B into the site design for the Rite Aid Center.

ATTACHMENTS

1. Approved Conditions of Approval

EXHIBITS

- A. Brick/split-face block columns with associated artwork
- B. Multi-level standing fountain
- C. Water tower feature with associated materials

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.