



**CITY OF PLACERVILLE PLANNING COMMISSION
STAFF REPORT**

ITEM: 5.1

APPLICATION NUMBER	APPLICANT/PROPERTY OWNER
Site Plan Review 92-05-R	Applicant: Scott Pullen, Principal, HMR Architects Property Owner: Columbia II Raley's Center, LLC

PUBLIC HEARING DATE	PROPERTY ADDRESS/LOCATION
September 5, 2017	166 Broadway, Placerville APN: 325-120-63

BRIEF SUMMARY OF REQUEST

Request for Major Change to Site Plan Review (SPR) 92-05-R involving front exterior elevation modifications of an existing commercial building (Raley's). Property is located at 166 Placerville Drive.

The request is categorically exempt from environmental review pursuant to Section 15301(a), Existing Facilities, of the California Environmental Quality Act Guidelines.



MAP SOURCE: Google

EXISTING ZONING	EXISTING LAND USE	SURROUNDING ZONING & LAND USE	SITE IMPROVEMENTS	PROPERTY SIZE
Commercial (C)	Retail supermarket	North: C, commercial retail East: C, El Dorado Fairgrounds and National Guard Armory South: C, convenience market with gas pumps West: C, commercial retail and services, financial institutions, restaurants and eating and drinking establishments.	One approximately 62,000 square foot supermarket building, as well as parking, lighting, landscaping, one pole sign and internally illuminated wall signage.	6.6 acres

STAFF RECOMMENDATION

APPROVE

APPROVE WITH CONDITIONS

DENY

PROPERTY HISTORY

City permit records indicate the supermarket building onsite was constructed in 1964. In 1992, the City conditionally approved SPR 92-05 authorizing a 2,000 sq. ft. addition to the building, a remodel of the building exterior, sign modifications and landscaping. In the mid-2000s, new wall signs were approved for uses within the supermarket (e.g. Peet's Coffee, Safe Credit Union). In 2011, the Planning Commission approved an amendment to SPR 92-05 that authorized two Ecart kiosks within the parking lot and a Ecart wall sign. Recently building permits for interior tenant improvements, electric vehicle charging stations and a re-roof have been issued with work ongoing.

GENERAL PLAN AND ZONING ORDINANCE COMPATIBILITY

The request would enhance and update the outward appearance of the existing commercial building through the use of earth tone colors; the limited and restrained scale of the changes to the building canopy façade appear appropriate to the building mass, the project site, and provide a positive addition to the Placerville Drive commercial corridor, therefore the request would be consistent with General Plan Community Design Element policy and the criteria of City Code provisions under Site Plan Review.

ATTACHMENTS	A. APPLICANT SUBMITTAL PACKAGE	B. RECOMMENDED SPR92-05-R CONDITIONS OF APPROVAL
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Image 1: Existing Front Elevation
Raley's - 166 Placerville Drive



Request Description: A complete description of the project in narrative form and plan documents is provided by the applicant as **Attachment A: Applicant Submittal Package**. Colored building elevations color board will be provided at the public hearing.

Exterior changes are summarized as follows:

- The request would modify the existing canopy façade that extends along the front (west) elevation and wraps around a portion of the north and south building elevations, adding a new signage façade comprised of a steel framework and exterior facing "Tru-Grain" composite boards.
- The composite boards would have earth-tone colors (browns, grays). They would be placed in a random pattern throughout the new facade. In addition, the façade's existing standing seam roof would be painted black. The new design is intended to compliment the ongoing interior remodel of the Raley's store.
- Wall sign modifications are not a component of this request.

Authority for Application: The request would change Site Plan Review 92-05 approved by the Planning Commission in 1992 by the front exterior elevation modifications of an existing commercial building.

Zoning Ordinance Section 10-4-9(P) states that a change to approved site plan that would alter the appearance, character or intent of the approved Site Plan Review is considered a major change. Major changes include any change to the building façade or roof line, wall or roof materials, window and door openings, sign modifications, etc. A major change to an approved Site Plan must be approved by the Planning Commission or by City Council upon appeal, before a building permit for the change is issued.

The criteria for evaluating proposed changes to an approved Site Plan are the Criteria within Section 10-4-9(G) of the Zoning Ordinance, the General Regulations of the C (Commercial Zone), and the Development Guide's General Architectural Design Guidelines for building materials and finishes.

Staff Analysis: The request would appear to enhance and update the outward appearance of the existing commercial building through the use of earth tone colors that are harmonious with the existing split-faced block building materials. The limited and restrained scale of the changes to the building canopy façade appear appropriate to the building mass, the project site, and provide a positive addition to the Placerville Drive commercial corridor. The request would therefore be consistent with the following General Plan policy, Site Plan Review criteria of City Code, the goal and architectural character within the 2009 Placerville Drive Development and Implementation Plan and .

Community Design Element, Policy 1 of Goal I:

The City shall ensure that new development will be a positive addition to the city's environment and not detract from the nature and character of appropriate nearby established development because of architectural style, scale, or location.

Site Plan Review Section 10-4-9 (G) Criteria:

- 2(e) "Standardized" corporate architecture which involves the use of materials, textures, facades, colors, roof lines, siding and other materials and features is contrary to the City's historic small town character. In lieu of standardized corporate architecture, Formula Businesses shall use the following: natural and manufactured wood siding; large timbers; varied roof lines, openings and façade treatments; brick, brick veneer and rock treatments; gridded windows; and, earth tone colors in lieu of bright, glossy or reflective colors.
- 4(e) Colors shall be harmonious to site and surrounding area. The use of standardized bright, bold, glossy non-earth tone colors is discouraged, as they generally do not project the historic foothill character of the community.

- 4(j) The architectural style should be appropriate for the project in question, and the form and roof type of commercial buildings shall not, without Planning Commission approval, reflect a standardized basic architectural style which is similar to other such projects constructed through related contractual or other agreements statewide or nationally. It is not the intent of this Section to establish any particular architectural style.

Placerville Drive Development and Implementation Plan (Plan) – VII. C. New Development Character:

Goal: To create a special and unique architectural character for new development adjacent to Placerville Drive.

Architectural Character

- Architecture should be designed either as rustic or contemporary “mountain” styles, not ultra-modern. Use a mix of wood, stone and stucco.
- Corporate chain architecture should use the same materials unique to the mountain character.

Development Guide – Chapter IV 4. Materials and Finishes:

- c. Acceptable materials and finishes are dictated by each individual project based on history, surroundings, and whether the building is new or existing. Use materials that are suited to the area and reflect the quality of Placerville’s historic buildings, such as indigenous rock or cobble, brick, appropriately finished exterior plaster, or high quality woods.

Others Items:

Site Landscaping

A component of City’s conditional approval of SPR 92-05 in 1992, along with City approval of the Landscape Plan for the SPR in 1993, was the requirement of the applicant to enter into a Landscaping Maintenance Agreement with the City to ensure the ongoing maintenance of landscaping within the parking lot and the slope between the supermarket parking lot and Placerville Drive. City records do not indicate that this condition has been met as required. This condition will be required to be completed prior to issuance of a building permit for the requested work scope.

Signs

Building elevations for the request show individual channel letter “Raley’s” sign for context only. Therefore, the applicant and property owner’s intent regarding existing and permitted wall signs is not known. Staff will evaluate their future intent and plan for compliance with previously approved Master Sign Plan for the site. Should subsequent sign modifications be deemed by staff to be a Major Change per Site Plan Review regulations, the applicant would be required to submit a Major Change to the Planning Commission for approval.

Recommended Action

- I. Adopt the Staff Report as part of the public record.
- II. Make the following findings:
 - A. The project involves the minor exterior alteration of an existing commercial building, therefore is Categorically Exempt from the California Environmental Quality Act (CEQA) per Section 15301(a) of the CEQA Guidelines.
 - B. The request would enhance the outward appearance of the existing commercial building through the use of earth tone colors that are harmonious with the existing split-faced block building materials, are appropriate for the project site, and therefore is consistent with Criteria 2(e), 4(e) and 4(j) of City Code Section 10-4-9(G), Site Plan Review.
 - C. The request provides a positive addition to the Placerville Drive commercial corridor; they do not detract from the nature and architectural character of established and nearby commercial development, therefore they are consistent with Policy 1 of Goal I of the Community Design Section of the General Plan.
- III. Approve the Major Change to Site Plan Review 92-05-R , a request to modify the existing commercial structure located at 166 Placerville Drive, APN 325-120-53, as described in the Staff Report and Attachment A of September 5, 2017, and subject to the Conditions of Approval provided as Attachment B.

ATTACHMENT A

SPR 92-05-R APPLICANT SUBMITTAL PACKAGE



July 12, 2017

City of Placerville
Development Services Department
Planning Division
3101 Center Street
Placerville, CA 95667

Re: Planning Application - Raley's #422
Canopy Improvements
166 Placerville Drive
Placerville, CA

PROJECT DESCRIPTION & DESIGN NARRATIVE

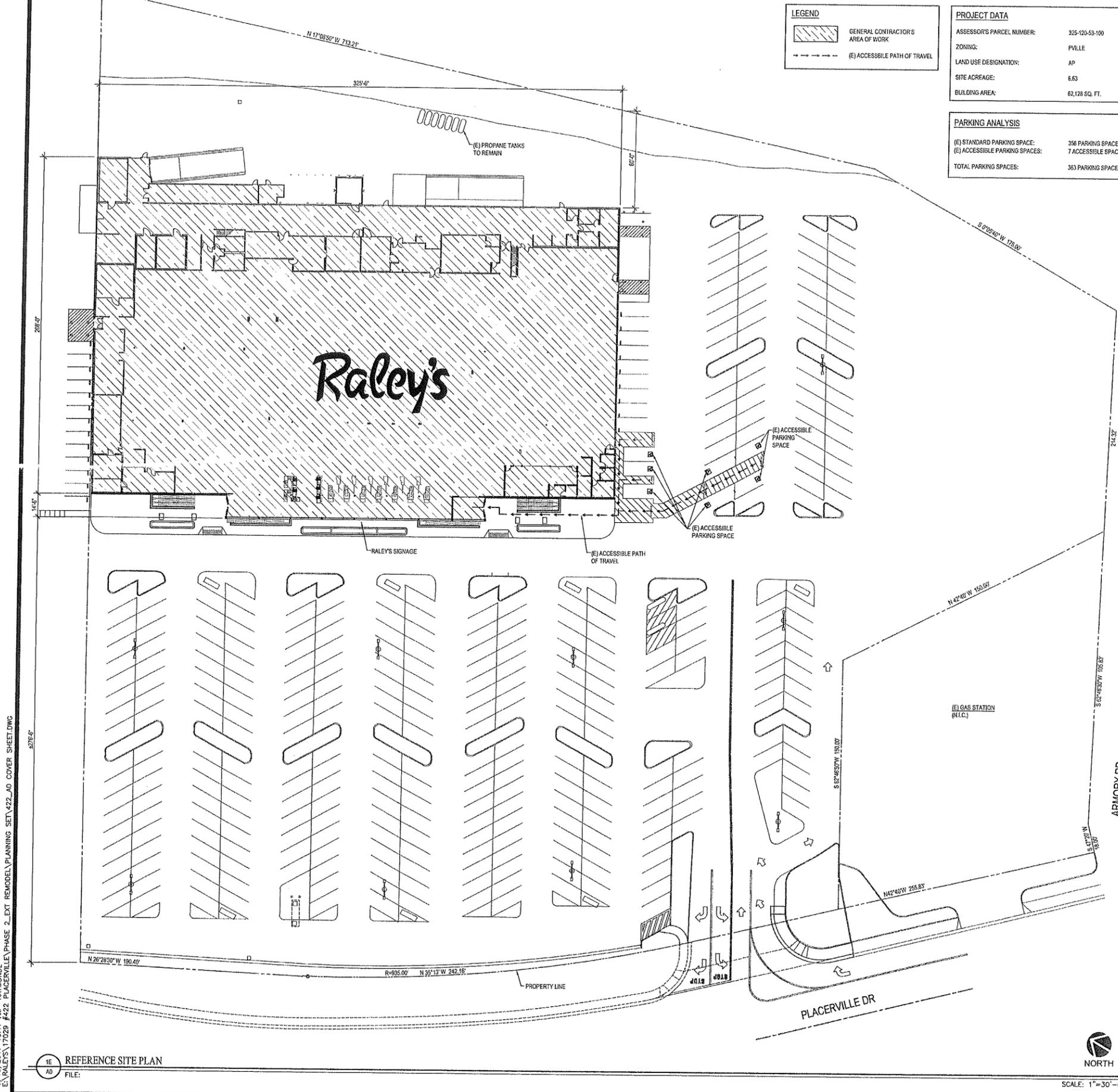
- **Opportunity:** Raley's is looking to update their signage canopy facade and create a new design image that creates a more inviting and welcoming façade that compliments the shopping experience.

The store is currently in the process of remodeling the interior to provide additional services to the community which will further enhance the shopping experience for its customers. Given the new interior work, Raley's would like to follow up with freshening up the exterior signage façade and storefront.

- **Existing Conditions:** The existing cement plaster soffit canopy extends across the majority of the exterior storefront. In the middle of the canopy area is the existing "eye brow" signage band.
- **Project Scope:** The scope of this project is to enhance the existing signage band to create a new signage façade that includes a steel frame work with 'Tru-Grain' composite boards. In addition, Raley's proposes to paint the exterior of the building as reflected in the drawings and color board. The new design is intended to be complimentary to the new décor elements within the interior.

Summary

As this interior remodel project expanded to encompass not only the interior environment of the store experience but also the exterior, we discovered that this presented us with new possibilities of what the exterior environment of this building should be. We want to create an entrance that is easily understood, identifiable for the store, of human scale, and still reflective of the existing surrounding Shopping Center as well as addressing any concerns of the people and agencies of the City of Placerville. The Raley's signage is shown for convenience and scale however the actual signage work will be by separate permit.



5/18/2017 10:17 AM RAYMOND E. RALEY'S 17025 #422 PLACERVILLE PHASE 2_EXT REMODEL/PLANNING SET/422_AD COVER SHEET.DWG

LEGEND

	GENERAL CONTRACTOR'S AREA OF WORK
	(E) ACCESSIBLE PATH OF TRAVEL

PROJECT DATA

ASSESSOR'S PARCEL NUMBER:	325-120-53-100
ZONING:	PVILLE
LAND USE DESIGNATION:	AP
SITE ACREAGE:	6.63
BUILDING AREA:	62,128 SQ. FT.

PARKING ANALYSIS

(E) STANDARD PARKING SPACE:	336 PARKING SPACES
(E) ACCESSIBLE PARKING SPACES:	7 ACCESSIBLE SPACES
TOTAL PARKING SPACES:	363 PARKING SPACES

Raley's

**STORE #422 DESIGN REVIEW
EXTERIOR FASCIA IMPROVEMENTS**

166 PLACERVILLE DRIVE
PLACERVILLE CA 95667

INDEX TO DRAWINGS

SHEET NUMBER	DESCRIPTION
ARCHITECTURAL DRAWINGS	
A0	COVER SHEET
A1	ROOF PLAN AND EXTERIOR ELEVATIONS
A2	WALL SECTIONS

OWNER/ DEVELOPER
 RALEY'S CORPORATION
 500 WEST CAPITOL AVENUE
 WEST SACRAMENTO CA 95605
 (916) 373-3333
 CONTACT: STEVE MOORE

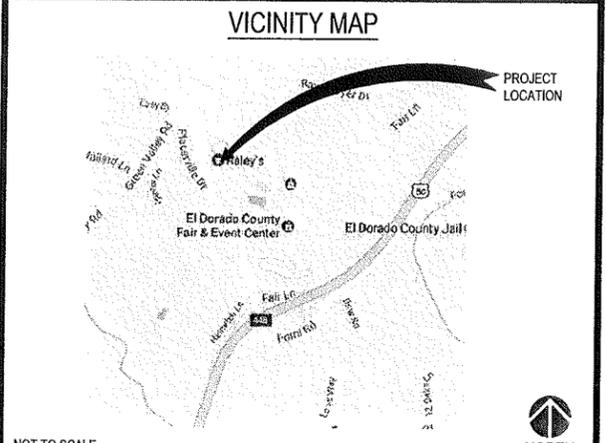
PLANNING DIVISION
 CITY OF PLACERVILLE
 3101 CENTER STREET, SECOND FLOOR
 PLACERVILLE CA 95667
 (530) 642-5252
 CONTACT: DEPT. OFFICIAL

ARCHITECT
 HMR ARCHITECTS
 2130 21st STREET
 SCARAMENTO CA 95818
 (916) 736-2724
 CONTACT: SCOTT PULLEN

SCOPE OF WORK

THE SCOPE OF WORK WILL INCLUDING:

- EXTERIOR FASCIA IMPROVEMENTS
- NEW SIGNAGE UNDER SEPARATE PERMIT
- NEW TRU-GRAIN TREATMENT



1E REFERENCE SITE PLAN
AD FILE:

NORTH
SCALE: 1"=30'-0"

NOT TO SCALE

HMR ARCHITECTS
 2130 21st Street
 Sacramento, CA 95818
 T 916 736 2724
 F 916 736 0610

Raley's
BEL AIR
NOB HILL
 FOODS
FOOD SOURCE

600 WEST CAPITOL AVENUE
 W. SACRAMENTO, CA 95605
 P.O. BOX 16818
 SACRAMENTO, CA 95862

**RALEY'S/
 BEL AIR/
 NOB HILL/
 FOOD SOURCE
 STORE
 # 422**

166 PLACERVILLE DRIVE
 PLACERVILLE CA 95667

**DESIGN REVIEW
 SET**

REVISIONS

NO.	DESCRIPTION	DATE

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COVER SHEET

MAY 00, 2017

DRAWN BY: RL
 CHECKED BY: SP
 JOB NO: 17029

A0

**RALEY'S/
 BEL AIR/
 NOB HILL/
 FOOD SOURCE
 STORE
 # 422**

166 PLACERVILLE DRIVE
 PLACERVILLE CA 95667

**DESIGN REVIEW
 SET**

REVISIONS

NO.	DESCRIPTION	DATE

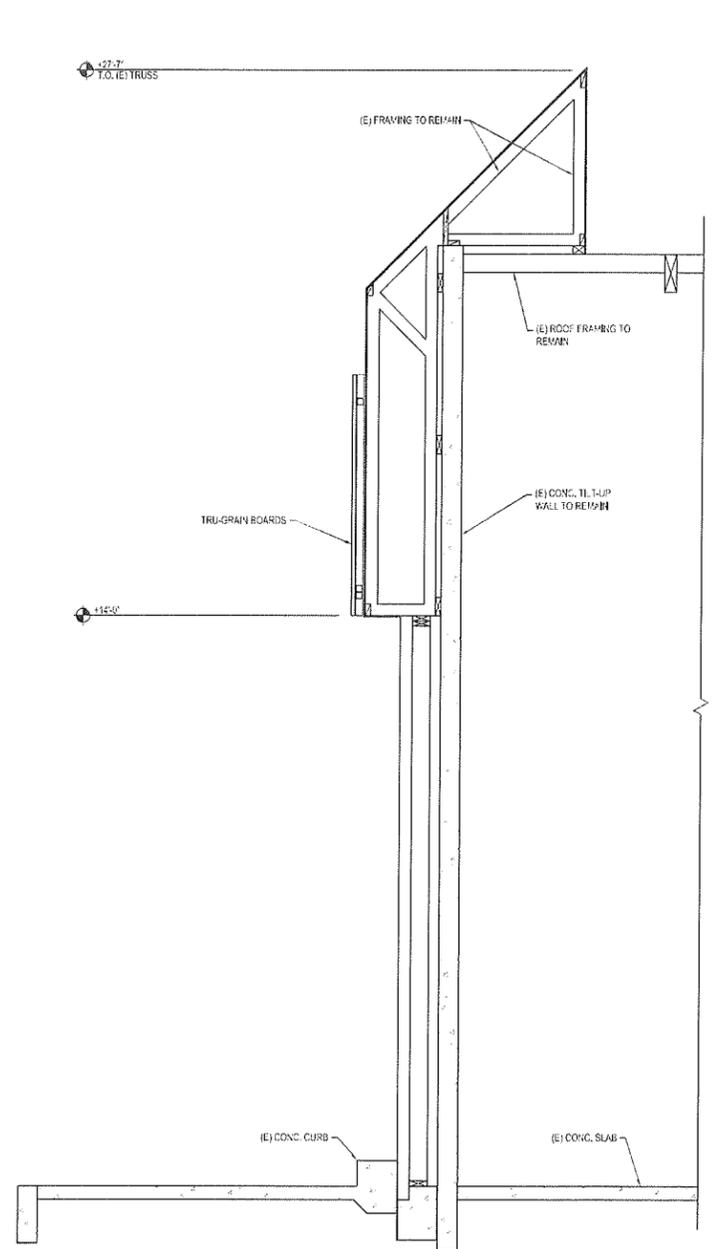
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WALL SECTIONS

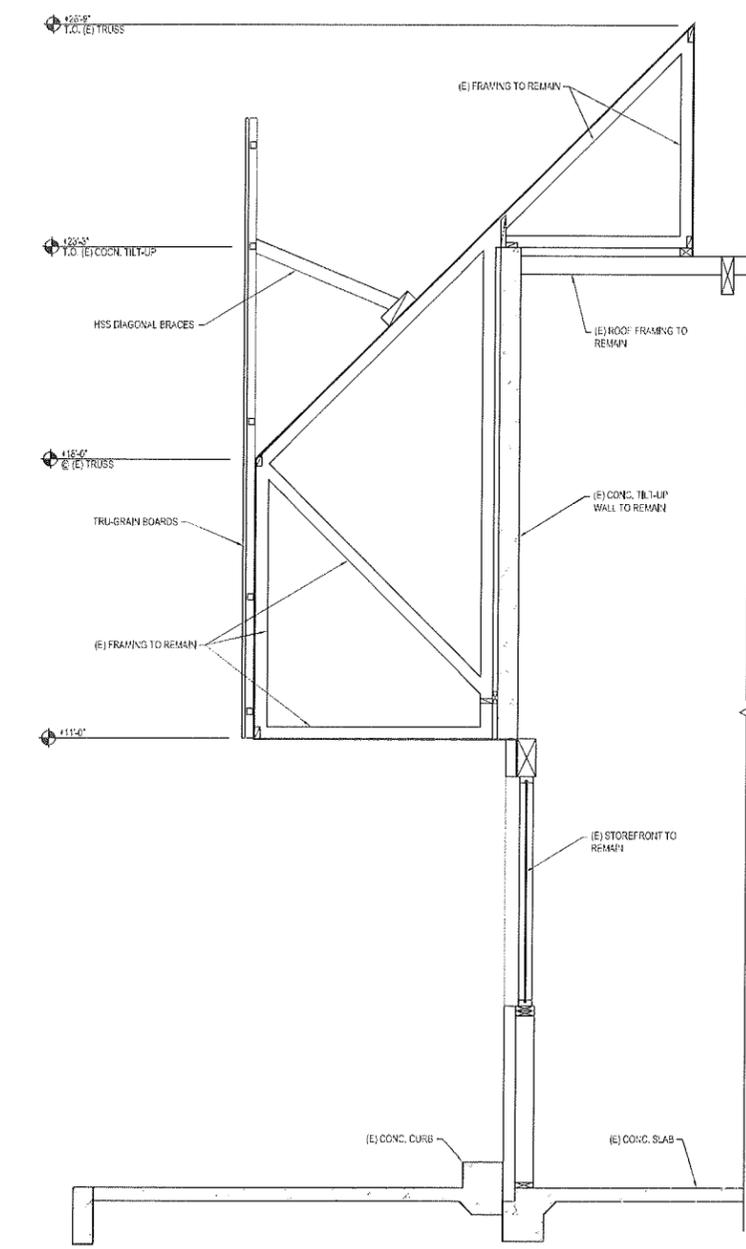
MAY 00, 2017

DESIGNED BY:
 RL
 CHECKED BY:
 SP
 JOB NO.
 17029

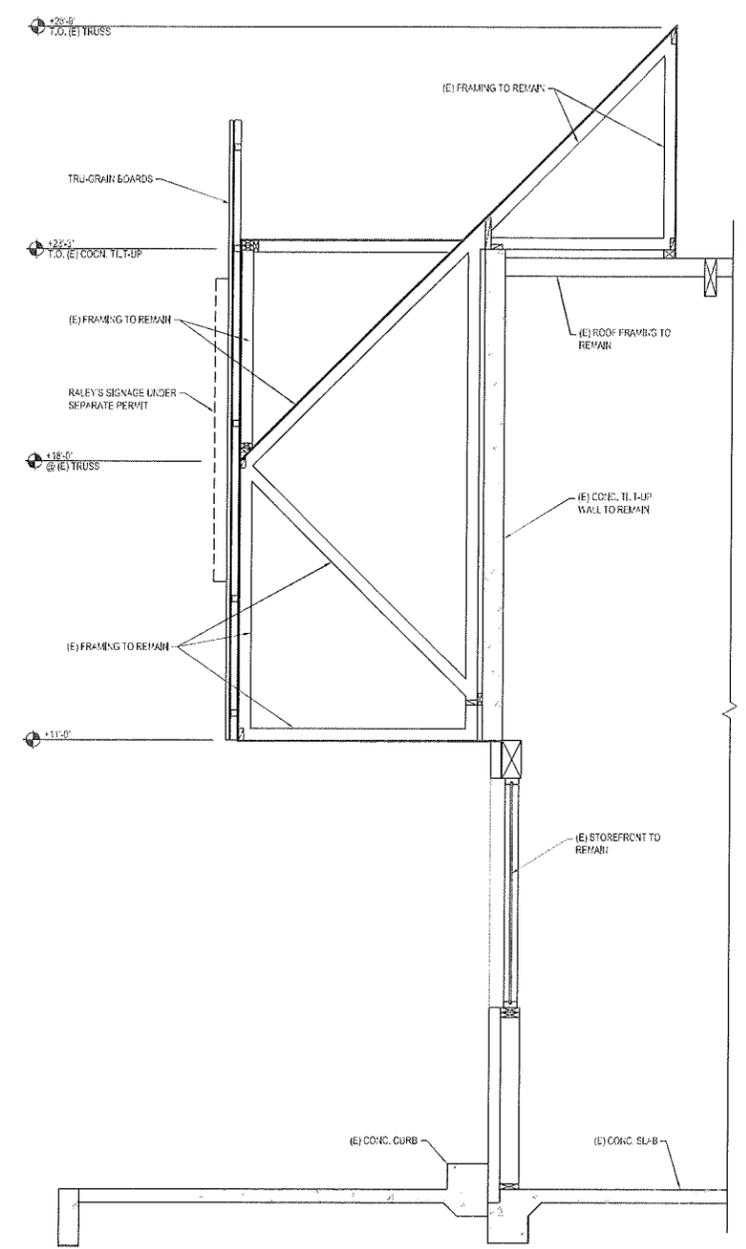
A2



(E) WALL SECTION
 FILE: SCALE: 1/2" = 1'-0"



(SE) WALL SECTION
 FILE: SCALE: 1/2" = 1'-0"



(SE) WALL SECTION @ (E) MANSARD
 FILE: SCALE: 1/2" = 1'-0"

5/18/2017 10:12 AM RAYMONDI, E:\RALEY'S\17029 #422 PLACERVILLE\PHASE 2_EXT_REMODEL\PLANNING SET\422_A2_SECTIONS.DWG

NO.	DESCRIPTION	DATE

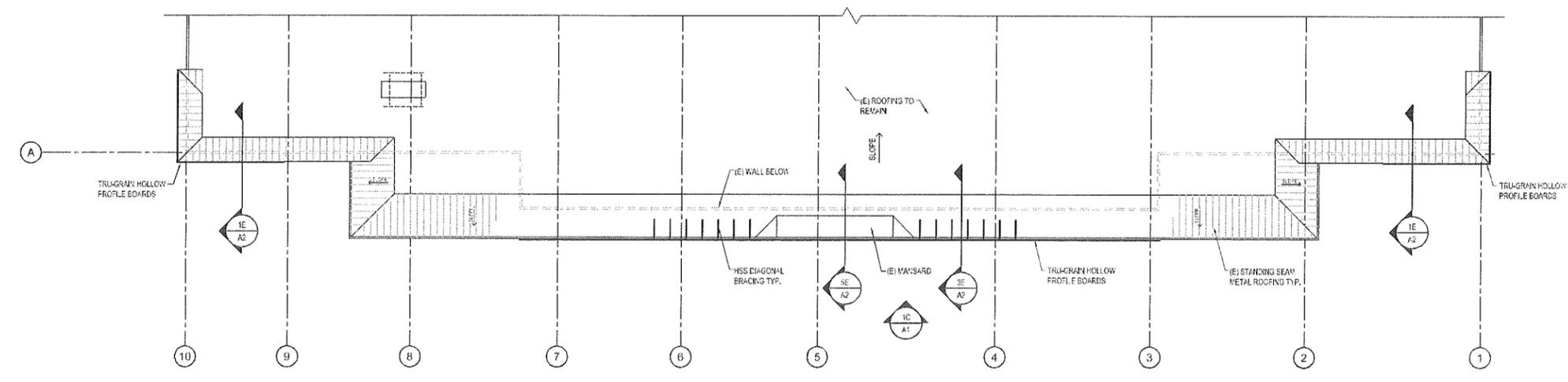
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ROOF PLAN AND EXTERIOR
 ELEVATIONS

MAY 00, 2017

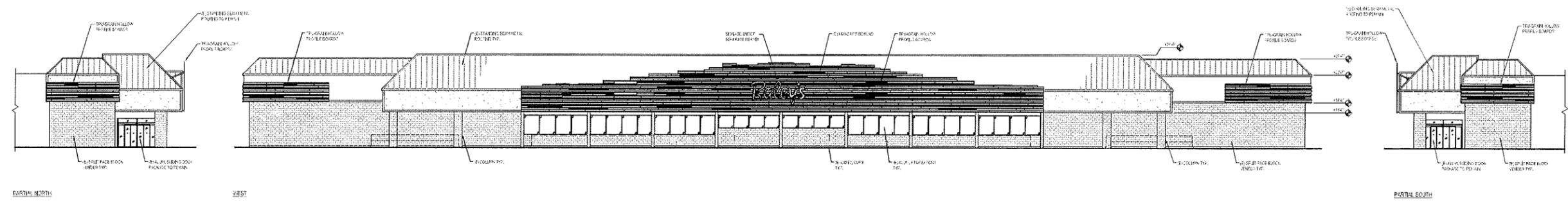
DESIGNED BY:
 RL
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 JOB NO:
 17029

A1



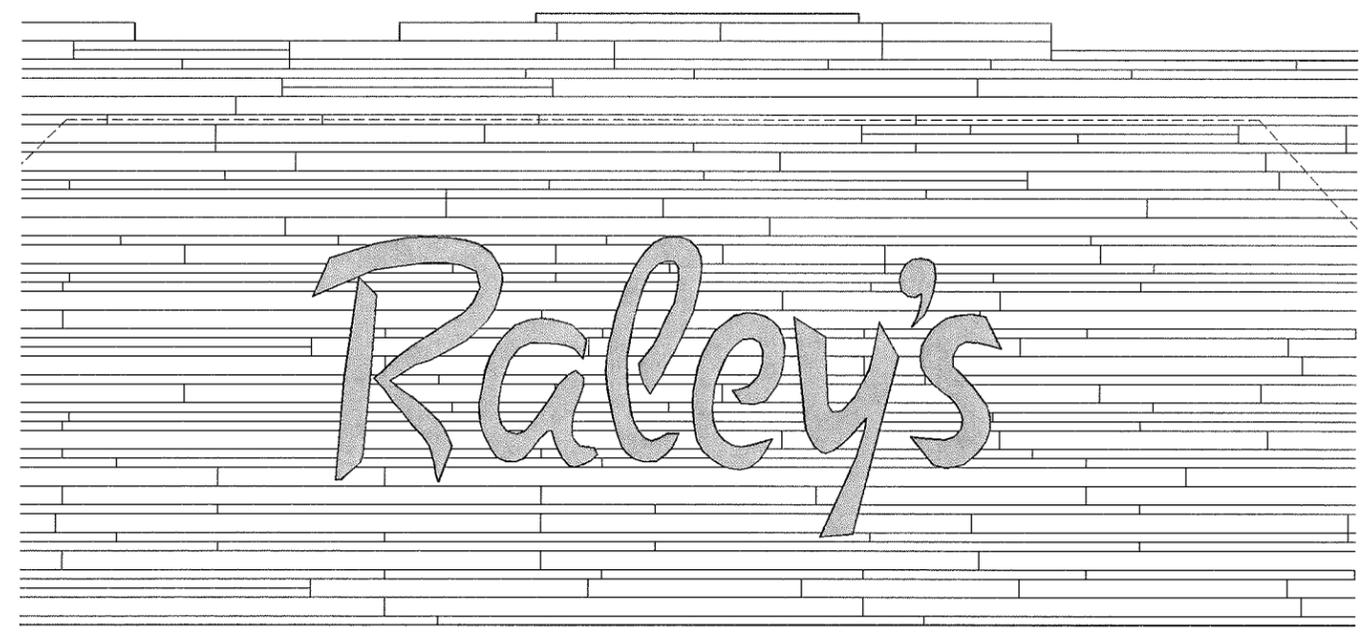
1B
 A1
 PROPOSED ROOF PLAN
 FILE:

SCALE: 1/16" = 1'-0"



1C
 A1
 PROPOSED EXTERIOR ELEVATIONS
 FILE:

SCALE: 1/16" = 1'-0"



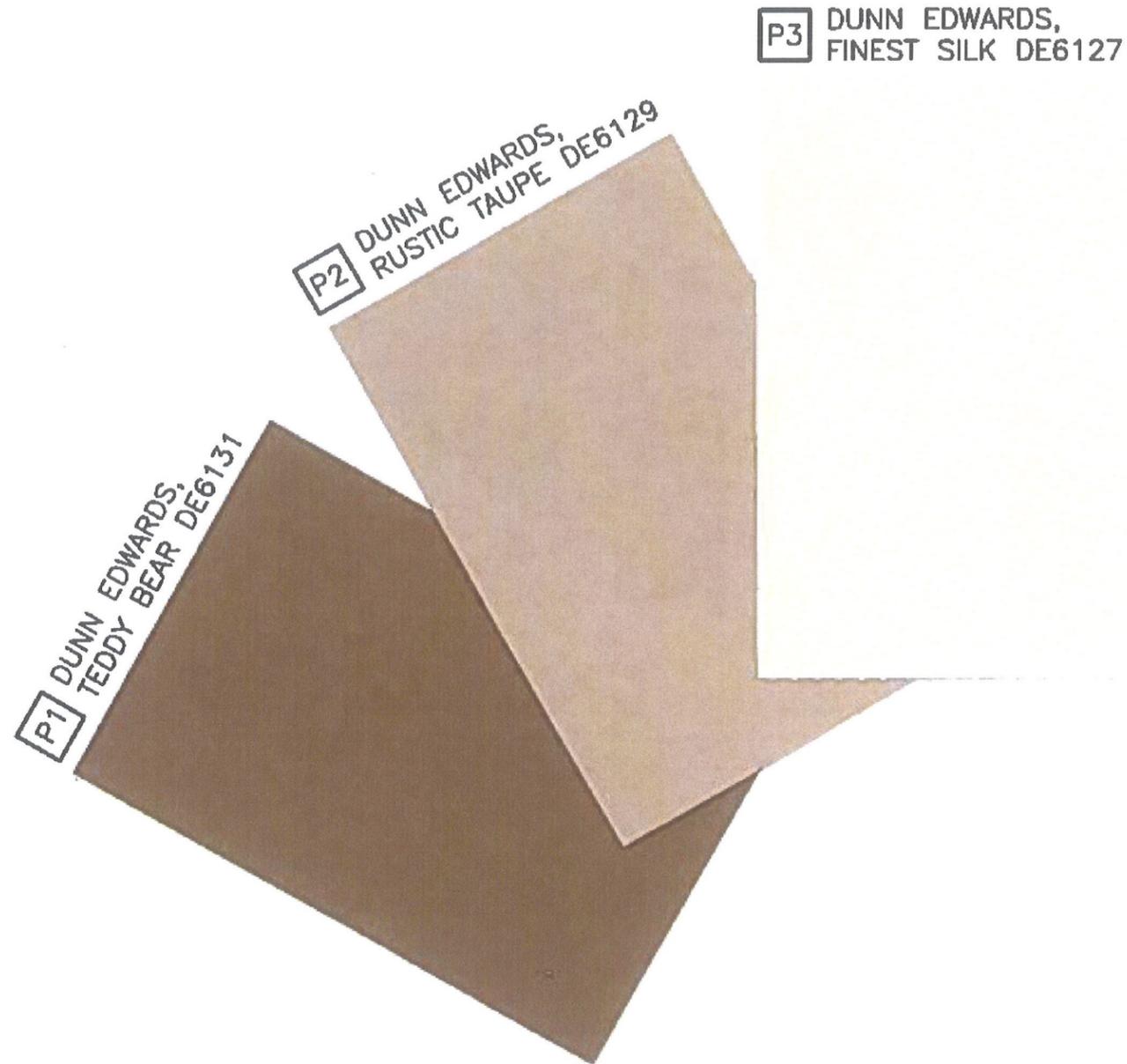
1E
 A1
 ENLARGED PLAN - TRU-GRAIN COLOR AND PATTERN
 FILE:

SCALE: 1/4" = 1'-0"

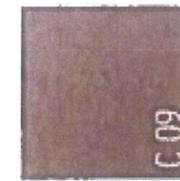
EXTERIOR COLOR LEGEND			
MARK	MFR.	COLOR NAME	COLOR #
P1	BENJAMIN MOORE	ANTIQUE LACE	#222
P2	BENJAMIN MOORE	OLD GOLD	#167
P3	BENJAMIN MOORE	DELIGHTFUL GOLD	#2158-20
P4	BENJAMIN MOORE	FALL ACCENT	#2168-10
P5	BENJAMIN MOORE	KOPIA	#AF-165

TRU-GRAIN COLOR LEGEND	
	3/4" x 5 1/2" 3/4" x 2 3/4" } AGED TEAK
	3/4" x 5 1/2" 2 1/4" x 2 3/4" } CAPE COD
	3/4" x 5 1/2" 3/4" x 2 3/4" } DARA BURMA
	3/4" x 5 1/2" 3/4" x 2 3/4" } JAVA TEAK

5/18/2017 11:00 AM RAYMOND.L
 EXPLAETS17029 #422 PLACERVILLE PHASE 2 EXT REMODEL PLANNING SET 422-A1 EXTERIOR ELEVATIONS.DWG



TRU-GRAIN,
AGED TEAK



TRU-GRAIN,
DARK BURMA



TRU-GRAIN,
CAPE COD



TRU-GRAIN,
JAVA TEAK

EXTERIOR FASCIA IMPROVEMENTS
 RALEY'S # 422
 166 PLACERVILLE DRIVE
 PLACERVILLE, CA
 RALEY'S | BEL AIR | NOB HILL | FOOD SOURCE

HMRARCHITECTS



2130 21st Street
 Sacramento, CA 95818
 T 916 736 2724
 F 916 736 0610

ATTACHMENT B

SPR92-05-R CONDITIONS OF APPROVAL

1. Approval of SPR92-05-R, located at 166 Placerville Drive, APN 325-120-53, a Major Change to Site Plan Review involving the modification of the west elevation and portions of the north and south building elevations, adding a new signage façade comprised of a steel framework and exterior facing “Tru-Grain” composite earth-tone colored boards, is based upon and limited to compliance with the project description, the Applicant Submittal Package set forth below, and the Conditions of Approval:
 - Planning Application...received 7.18.17
 - Project Description & Design Narrative dated July 12, 2017
 - Exterior Fascia Improvements, Raley's #422 by HMR Architects
 - Sheet AO – Cover Sheet by HMR Architects, dated May 2017
 - Sheet A1 – Roof Plan and Exterior Elevations by HMR Architects, dated May 2017
 - Sheet A2 – Wall Sections by HMR Architects, dated May 2017
2. Any deviations from the project description, conditions, or exhibits shall be reviewed and approved by the City for conformity with this approval. Deviations may require approved changes to the permit. Deviations without the above described approval will constitute a violation of permit approval.
3. The property owner shall record a Landscaping Maintenance Agreement prior to the issuance of building permit for work authorized under SPR 92-05-R for the site.
4. The request shall be consistent with the development standards by the City, all applicable City codes, state regulations and federal laws.
5. The new design and any existing structure to remain shall be reviewed and the plans stamped by a California licensed engineer. Plans for the modification shall be submitted (three copies) and reviewed by the Building Division.
6. A Building Permit for the approved request must be obtained from the City within eighteen months of SPR 92-05-R approval, otherwise the permit becomes null and void (City Code Section 10-4-9(K).) It is the responsibility of the applicant to monitor the time limit and make diligent progress toward implementation of the project and compliance with the Conditions of Approval
7. Should subsequent sign modifications be deemed by staff to be a Major Change to the previously approved Master Sign Plan under Site Plan Review 92-05, under Section 10-4-9(P), the applicant would be required to submit the changes to the Planning Commission for approval before a sign permit may be issued.