



City of Rohnert Park Planning Commission Report

DATE: May 11, 2015

ITEM NO: 8.1

SUBJECT: PLSR17-0001 Site Plan and Architectural Review for Raley's Market

LOCATION: 100 Raley's Towne Center (APN 143-051-054)

REQUEST: Remodel Exterior of Raley's Market at the Raley's Towne Center Shopping Center

APPLICANT: Mark Marvelli SKW Architects

Subject

Raley's Market is located in the Raley's Town Center Shopping Center fronting on State Farm Drive. The property backs up to the Safeway Center fronting on Commerce Boulevard with a truck and vehicle access aisle separating the rear area of the two shopping centers.

Background

Raley's has just completed the remodeling of the interior of the market. On October 22, 2015, they received Site Plan and Architectural Review (SPAR) approval by the Planning Commission for the modifications to remodel the exterior of the building facing State Farm Drive. That approval expired on October 22, 2016 since no building permit was filed. They have now filed a new SPAR application for the remodel. The design is essentially the same as the October 22, 2015 SPAR approval with one notable change. A pedestrian path has been added to provide a pedestrian connection between Raley's and State Farm Drive. The connection is identified in the City approved Priority Development Area Plan.

Applicant's Proposal

The proposed building façade incorporates a blend of natural composite wood siding and stone veneer. There will be two entrances to the market one under the Pharmacy sign and the other under the Fresh Market sign. The original proposed roll-up glass doors across the front of the store will be eliminated and replaced with solid glass windows. The existing tile roof will be painted to match the roof of the recent remodel of the remainder of the shopping center. The existing support columns across the front of the store will be faced with a stone veneer to match the remainder of the center. Two shopping cart storage areas will be located adjacent to the two entrances to the market. They will be screened from view with perforated metal panels painted a dark gray color and planters. The proposed colors of the stucco, masonry walls and fascia range from grays, beige, white and gold. Wall lighting fixtures will be red to match the color of the Raley's sign. Even though this proposal does not include approval of the signs, the building elevations include the Raley's store name in large red letters and Pharmacy and Fresh Market over the two entrances to the market. There is a sign program for the shopping center including Raley's Market. They will have to apply for a Sign Review Application for the proposed signs. Planters have been added to the front of the building between the two entrances to screen shopping cart storage and improve the appearance of the building.

The rear of the building has been recently painted and there is a covered refuse enclosure. However, the asphalt paving at the rear of the building is still in very poor condition. Staff is recommending a condition that the rear paving be replaced or repaired and the parking restriped.

There is shopping cart storage in front of the building adjacent to the two entrances. There are also shopping cart storage areas in the parking lot for use by store customers. There is a condition of approval recommended that shopping carts be picked up on a regular basis in the parking lot so as not to obstruct access and parking.

Since the previous approved building remodel, the City approved the Priority Development Area (PDA) and Raley's Towne Center is included in the PDA. At the request of staff, they have included on the plan a pedestrian path-of-travel from the entrance to the Raley's Market to State Farm Drive. The path is tree lined and will provide an attractive pedestrian path from the street to the store. When the State Farm property on the east side of State Farm Drive develops, the street frontage will be commercial encouraging pedestrian access along the stores fronting the street. The new path-of-travel will encourage pedestrians to walk through the shopping center creating a pedestrian friendly environment.

Staff Analysis

Rohnert Park's Design Guidelines under Architectural Styles illustrate several design elements including Regional Vernacular. This is a building style that is indigenous to the region. Included under this architectural style are buildings made of wood siding. The Design Guidelines state that façade cladding materials should be high quality and durable such as stone, wood and brick. The façade consists of wood siding, stucco and stone columns with an existing

tile roof. They have maintained the street facing windows that provide transparency and visibility as recommended in the Design Guidelines. They have integrated some contemporary elements into the design and the combination results in a very attractive appearance. Painting the rear wall of the building has enhanced its appearance from the access behind Raley's Towne Center and the rear of the Safeway Market at the adjacent center on Commerce Boulevard. The asphalt paving at the rear of the building needs to be repaired or replaced and striping for parking installed.

The new path-of-travel from the entrance to the market to State Farm Drive will create a pedestrian friendly environment for the shopping center and the market and implements one of the pedestrian access strategies called out in the Central Rohnert Park Priority Development Area. This is especially important in this area of the PDA which is on the edge of the future downtown.

Environmental Determination

This proposal is categorically exempt from the requirements of the California Environmental Quality Act (CEQA) Class 1 Section 15301 Existing Facilities. No further action is required pertaining to environmental review.

Findings

The recommended findings to approve Site Plan Review and Architectural Review for Raley's Market are included in the attached resolution.

Staff Recommendation

Based on the analysis and findings of this report and the attached resolution, Staff recommends that the Planning Commission, by motion, adopt Resolution No. 2017-17 approving Site Plan and Architectural Review for Raley's Market, subject to the findings and conditions of approval.

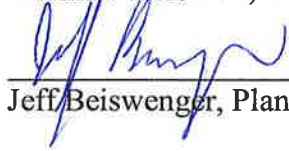
Attachments:

- Planning Commission Resolution No. 2017-17
- Exhibit A Site Plan
- Exhibit B Exterior Front Elevation
- Exhibit C Side Elevations with Description of Materials and Colors
- Exhibit D Landscape Details
- Exhibit E Colored Elevations Five Sheets

APPROVALS:



Norman Weisbrod, Technical Advisor



Jeff Beiswenger, Planning Manager

5.5.17

Date

5-5-17

Date

PLANNING COMMISSION RESOLUTION NO. 2017-17

**A RESOLUTION OF THE PLANNING COMMISSION OF THE
CITY OF ROHNERT PARK, CALIFORNIA, APPROVING SITE PLAN AND
ARCHITECTURAL REVIEW FOR THE REMODEL OF RALEY'S MARKET AT 100
RALEY'S TOWNE CENTER (APN 143-051-054)**

WHEREAS, the applicant, Mark Marvelli SKW Architects, filed Planning Application No. PLSR17-0001 for Site Plan and Architectural Review to allow building façade improvements for Raley's Market at 100 Raley's Towne Center Drive (APN 143-051-054), in accordance with the City of Rohnert Park Municipal Code;

WHEREAS, Planning Application No. PLSR17-0001 was processed in the time and manner prescribed by State and local law;

WHEREAS, on May 11, 2017, the Planning Commission reviewed Planning Application No. PLSR17-0001, at which time interested persons had an opportunity to testify either in support of or opposition to the project; and,

WHEREAS, at the May 11, 2017, Planning Commission meeting, upon considering all testimony and arguments, if any, of all persons desiring to be heard, the Commission considered all the facts relating to Planning Application No. PLSR17-0001;

**NOW, THEREFORE, THE PLANNING COMMISSION OF THE CITY OF
ROHNERT PARK DOES RESOLVE, DETERMINE AND ORDER AS FOLLOWS:**

Section 1. That the above recitations are true and correct.

Section 2. Factors considered. The Planning Commission, in approving Planning Application No. PLSR17-0001, makes the following factors, to wit:

- A. That the developments general appearance is compatible with existing development and enhances the surrounding neighborhood.*

Criteria Satisfied. The new façade treatment for the Raley's Market will be a substantial improvement in the appearance of the market. The modification to the building is in conformance with the City's Design Guidelines. The proposed improvements to the market's façade will enhance the appearance of the shopping center and bring it up to current standards. The property is also in the Priority Development Area (PDA) and an enhanced pedestrian path of travel will be provided from State Farm Drive to the entrance to the market to encourage pedestrian access to the market and surrounding stores.

One of the Priority Development Area Plan objectives is a pedestrian-oriented development pattern. The proposed path-of travel from the market entrance to State Farm Drive supports that objective. The Plan also recommends the use of high quality

materials at the ground floor to enhance the pedestrian experience. The use of stone columns and wood siding is in conformance with this recommendation.

- B. That the development incorporates a variation from adjacent on-site and off-site structures in height, bulk, and area; arrangement on the parcel; openings or breaks in the façade facing the street; and/or the line and pitch of the roof.*

Criteria Satisfied. The proposed changes provide a variation in the building façade emphasizing the two (2) entrances to the market. The architecture of the building will stand out as an attractive visual element in this commercial complex. The vernacular style is in conformance with the City Design Guidelines including the use of wood siding and stone columns.

- C. That the development will be located and oriented in such a manner so as to provide pedestrian, bicycle and vehicular connections with adjacent properties, as appropriate, and avoids indiscriminate location and orientation.*

Criteria Satisfied. The Design guidelines recommended that buildings should emphasize pedestrian entries and have windows facing the street. The shopping center will provide a new path-of-travel to State Farm Drive for pedestrians. The front of the building has windows and doors facing the street clearly defining the entrance to the market. The shopping center has very good access to State Farm Drive for motorists, pedestrians and cyclists. Bicycle parking will be located in front of the store.

Section 3. Environmental Clearance. The project is categorically exempt from the California Environmental Quality Act (CEQA), Article 19, Section 15301 Existing Facilities Expansion.

NOW THEREFORE BE IT RESOLVED, that the Planning Commission does hereby approve Planning Application No. PLSR17-0001, subject to the following conditions:

1. The Site Plan and Architectural Review shall expire one year from the Planning Commission approval date, unless prior to the expiration a building permit is issued and construction is commenced and diligently pursued toward completion and the use is initiated, or an extension is requested and approved.
2. The facility shall comply with any and all applicable provisions of the Rohnert Park Municipal Code and any state or federal agency requirements.
3. Any landscaping damaged during construction shall be replaced.
4. The walls and roof at the rear of the Raley's Market building shall be painted to match the new wall and roof treatment for the remainder of the shopping center as approved under PLSR2014-0010.

5. At the completion of Raley's Market improvements, the damaged asphalt paving at the rear of Raley's Market building shall be repaired or new paving installed details subject to approval of the Development Services Department.
6. Prior to installation of any signs for Raley's Market, the applicant shall submit and receive approval of a Sign Review.
7. All exterior illumination shall consist of LED energy conserving lighting fixtures.
8. The property shall be maintained in a weed free and litter free condition at all times.
9. Building Permits shall be obtained for all exterior remodeling prior to commence of construction on the improvements.
10. The pedestrian pathway as depicted in the plan shall be completed prior to building final.
11. A shopping cart management plan shall be prepared and submitted to city code enforcement staff and approved prior to building final.

BE IT FURTHER RESOLVED that said action shall not be deemed final until the appeal period has expired and that the appeal period shall be ten (10) working days from the date of said action. No building permits shall be issued until the appeal period has expired, providing there are no appeals.

DULY AND REGULARLY ADOPTED on this 11th day of May, 2017 by the City of Rohnert Park Planning Commission by the following vote:

AYES: _____ NOES: _____ ABSENT: _____ ABSTAIN: _____

ADAMS _____ BLANQUIE _____ BORBA _____ GIUDICE _____ HAYDON _____

Susan Haydon, Chairperson, Rohnert Park Planning Commission

Attest: _____
Susan Azevedo, Recording Secretary

STAFFORD
KING
WIESE
ARCHITECTS



622 20TH STREET
SACRAMENTO, CALIFORNIA 95811
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www.skwarearchitects.com

VICINITY MAP

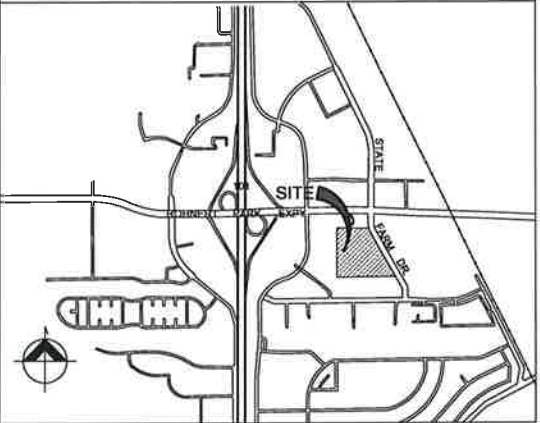


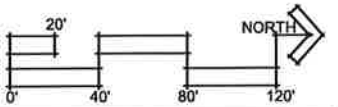
EXHIBIT A

CLIENT AND PROJECT

Raley's

STORE #337 FRESH VISION REMODEL
RALEY'S TOWNE CENTER
100 RALEY'S TOWNE CENTER
ROHNERT PARK, CA 94928

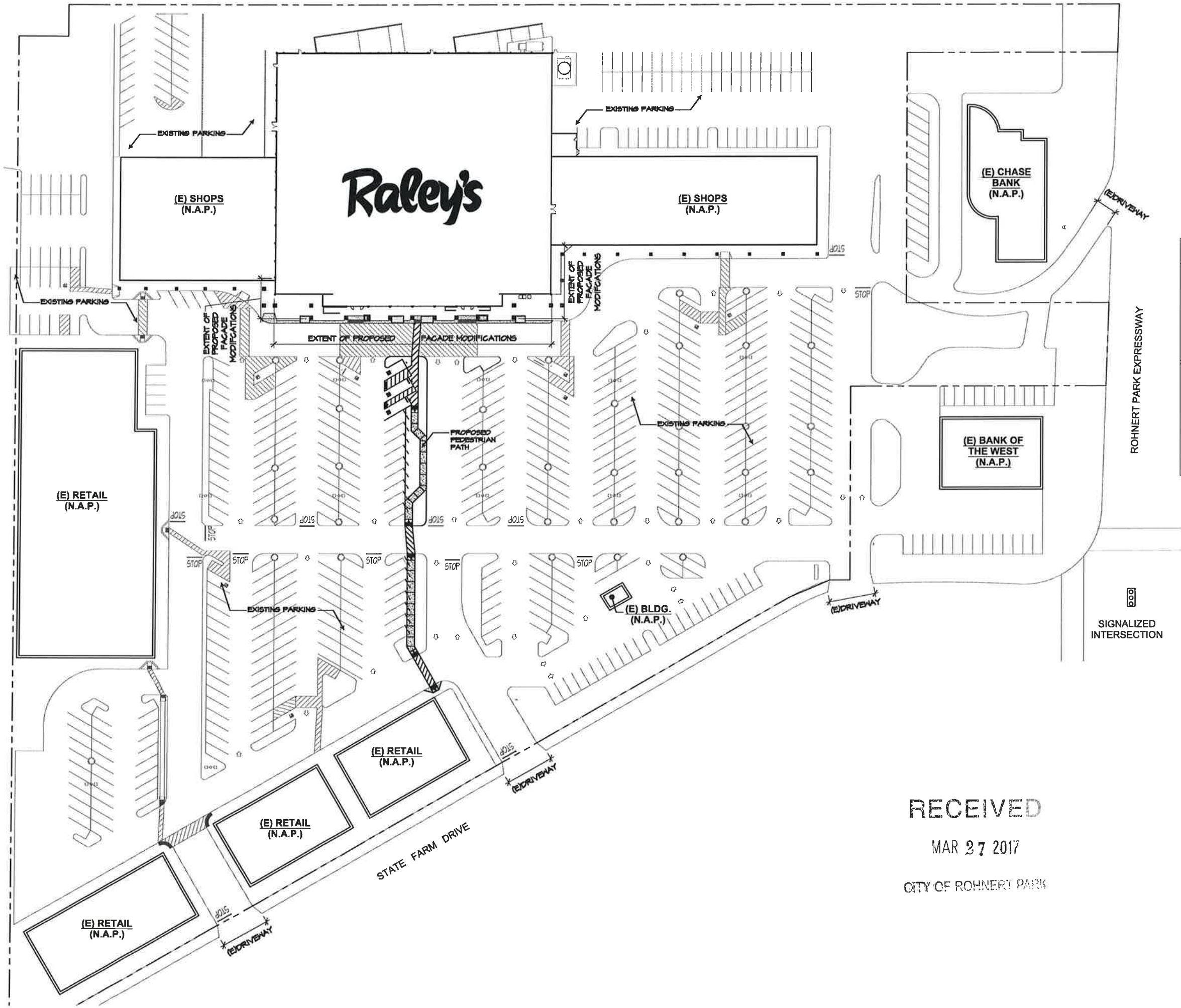
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SHEET TITLE

REFERENCE
SITE PLAN

PROJECT NO. 04649.12	SHEET NO.
DRAWN BY RC	CHECKED BY MM
ISSUE DATE MARCH 22, 2017	A1



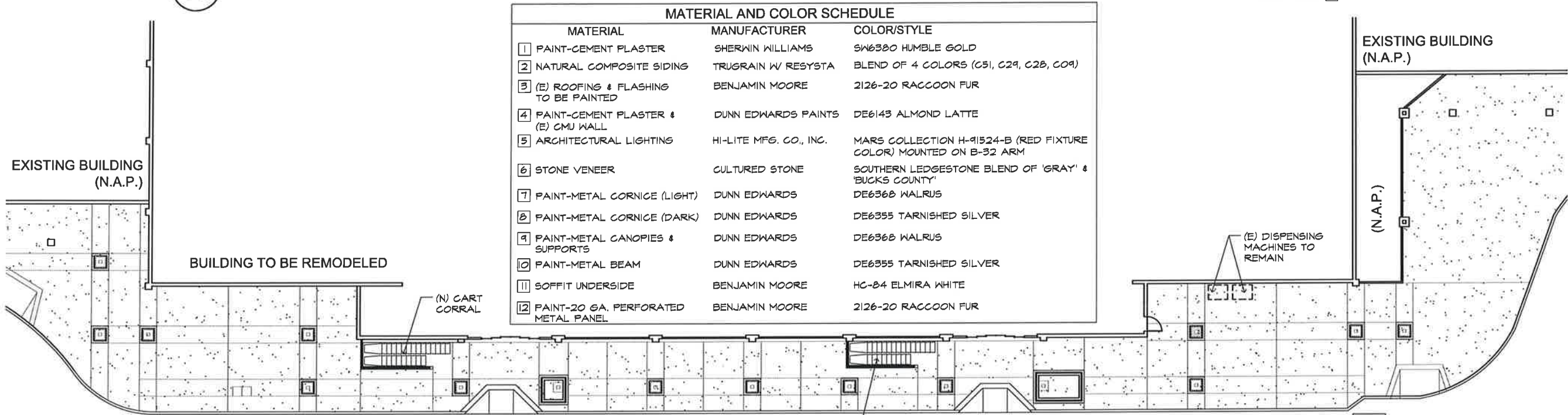
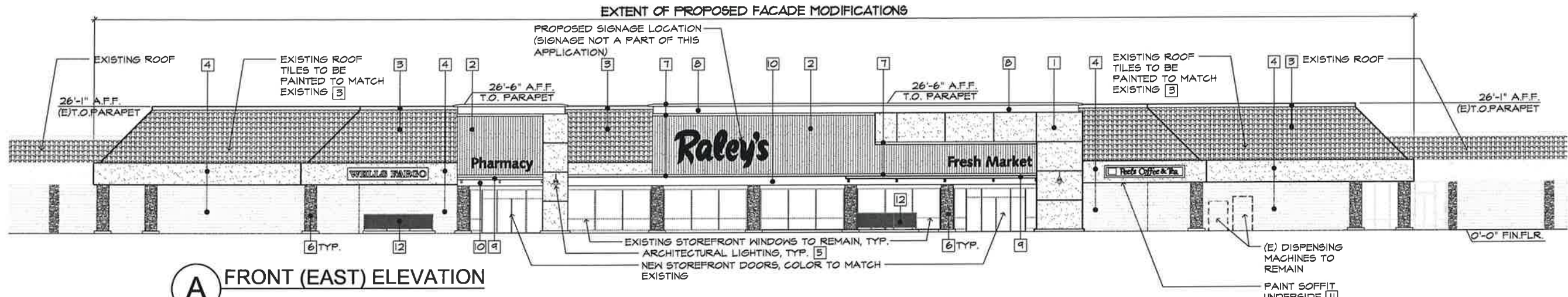
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MAR 27 2017

CITY OF ROHNERT PARK



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MATERIAL AND COLOR SCHEDULE		
MATERIAL	MANUFACTURER	COLOR/STYLE
1 PAINT-CEMENT PLASTER	SHERWIN WILLIAMS	SW6380 HUMBLE GOLD
2 NATURAL COMPOSITE SIDING	TRUGRAIN W/ RESYSTA	BLEND OF 4 COLORS (C31, C29, C28, C09)
3 (E) ROOFING & FLASHING TO BE PAINTED	BENJAMIN MOORE	2126-20 RACCOON FUR
4 PAINT-CEMENT PLASTER & (E) CMU WALL	DUNN EDWARDS PAINTS	DE6143 ALMOND LATTE
5 ARCHITECTURAL LIGHTING	HI-LITE MFG. CO., INC.	MARS COLLECTION H-91524-B (RED FIXTURE COLOR) MOUNTED ON B-32 ARM
6 STONE VENEER	CULTURED STONE	SOUTHERN LEDGESTONE BLEND OF 'GRAY' & 'BUCKS COUNTY'
7 PAINT-METAL CORNICE (LIGHT)	DUNN EDWARDS	DE6368 WALRUS
8 PAINT-METAL CORNICE (DARK)	DUNN EDWARDS	DE6355 TARNISHED SILVER
9 PAINT-METAL CANOPIES & SUPPORTS	DUNN EDWARDS	DE6368 WALRUS
10 PAINT-METAL BEAM	DUNN EDWARDS	DE6355 TARNISHED SILVER
11 SOFFIT UNDERSIDE	BENJAMIN MOORE	HC-84 ELMIRA WHITE
12 PAINT-20 GA. PERFORATED METAL PANEL	BENJAMIN MOORE	2126-20 RACCOON FUR

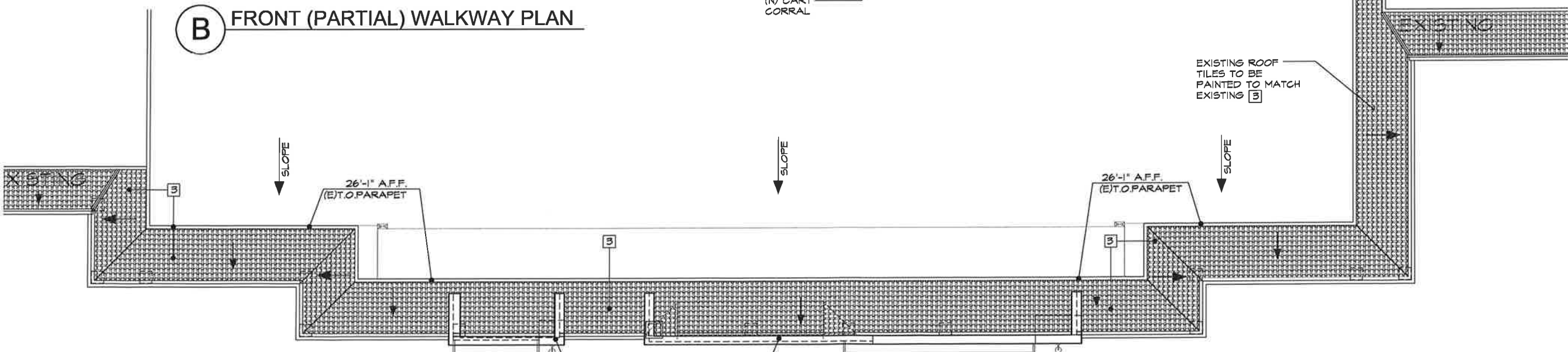


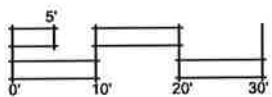
EXHIBIT B

CLIENT AND PROJECT



STORE #337 FRESH VISION REMODEL
RALEY'S TOWN CENTER
100 RALEY'S TOWNE CENTER
ROHNERT PARK, CA 94928

SCALE: 3/32" = 1'-0"



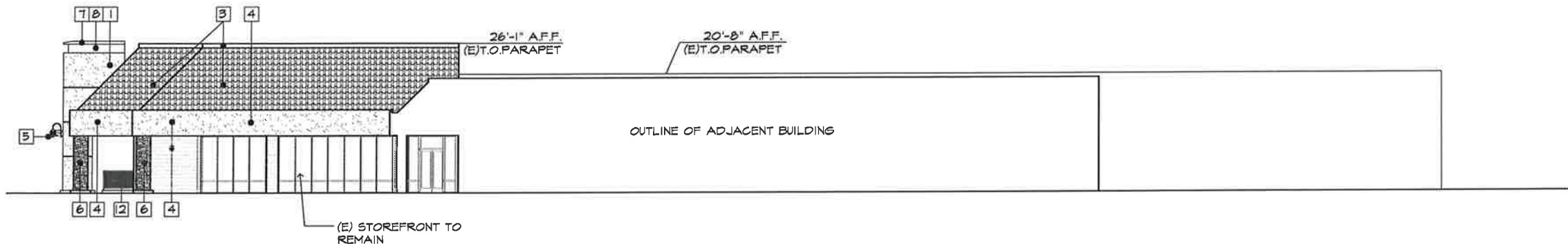
SHEET TITLE

EXTERIOR
ELEVATIONS

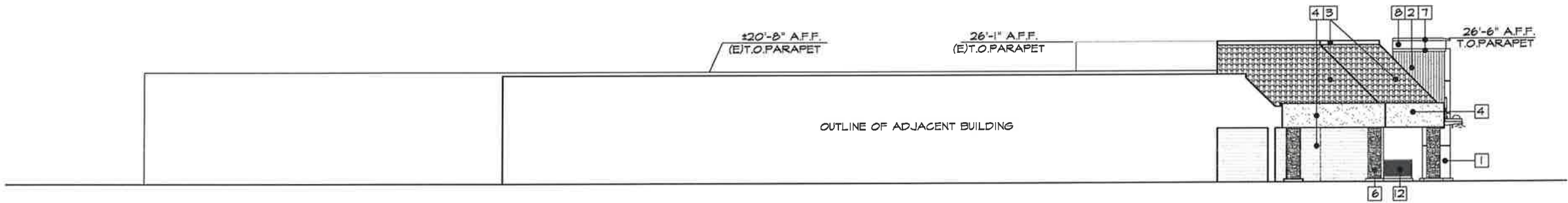
PROJECT NO. 04649.12	SHEET NO.
DRAWN BY RC	CHECKED BY MM
ISSUE DATE OCTOBER 2, 2015	A2



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D SIDE (NORTH) ELEVATION



E SIDE (SOUTH) ELEVATION

MATERIAL AND COLOR SCHEDULE		
MATERIAL	MANUFACTURER	COLOR/STYLE
1 PAINT-CEMENT PLASTER	SHERWIN WILLIAMS	SW6380 HUMBLE GOLD
2 NATURAL COMPOSITE SIDING	TRUGRAIN W/ RESYSTA	BLEND OF 4 COLORS (C51, C29, C28, C09)
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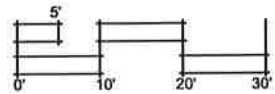
EXHIBIT C

CLIENT AND PROJECT

Raley's

STORE #337 FRESH VISION REMODEL
RALEY'S TOWN CENTER
100 RAELYS TOWNE CENTER
ROHNERT PARK, CA 94928

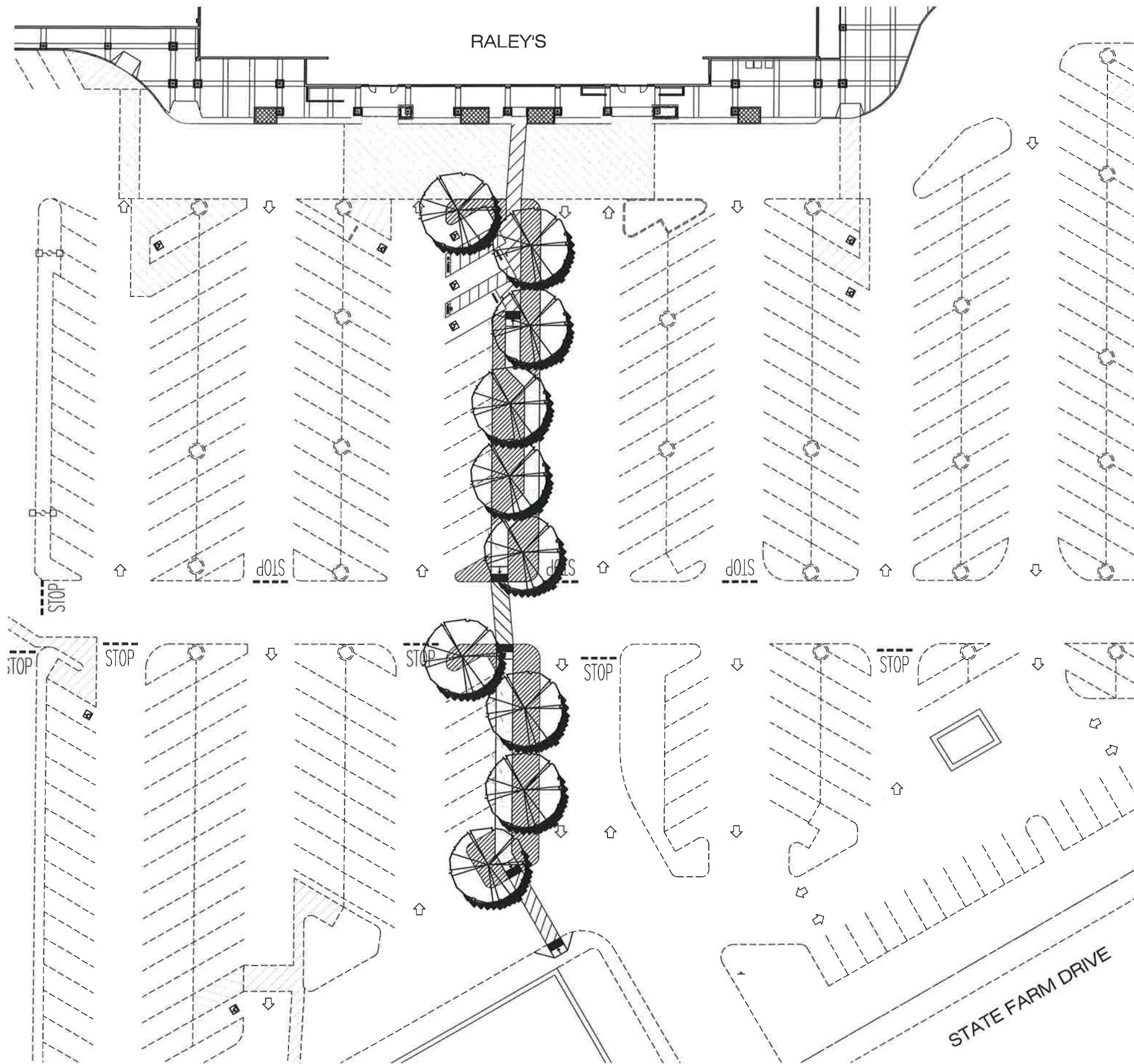
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SHEET TITLE

EXTERIOR
ELEVATIONS

PROJECT NO. 04649.12	SHEET NO.
DRAWN BY RC	CHECKED BY MM
DATE OCTOBER 2, 2015	A3



PRELIMINARY TREE LIST AND LEGEND

SYMBOL	BOTANICAL NAME COMMON NAME	MIN. SIZE	WATER USE	DESIGN USE
	PISTACIA CHINENSIS 'KEITH DAVEY' CHINESE PISTACHE	15 G	LOW	SHADE TREE

SHRUBS: FACER/SCREEN

SYMBOL	BOTANICAL NAME COMMON NAME	SIZE	WATER USE
	FACER/SCREEN SHRUBS - EVERGREEN SHRUBS USED FOR SCREENING, LAYERING AND ACCENTING BUILDING MASSES AND PARKING AREAS.		
	COLEONEMA PULCHURM 'SUNSET GOLD'	5 G	MED
	GOLD-LEAF PINK BREATH OF HEAVEN		
	PHORMIUM HYBRIDS 'DUSKY CHIEF'	5 G	MED
	MAROOM-RED NEW ZEALAND FLAX		
	PITIOSPORUM TOBIRA 'DWARF VARIEGATA'	5 G	MED
	DWARF VARIEGATED MOCK ORANGE		
	RHAPHOLEPIS INDICA 'PINK DANCER'	5 G	MED
	PINK INDIA HAWTHORN		

GROUNDCOVERS

SYMBOL	BOTANICAL NAME COMMON NAME	SIZE	WATER USE
	GROUNDCOVER MATERIAL - SMALL SCALE DUE TO PROJECT TYPE, EVERGREEN OR PERENNIAL SHRUBS TO 24" HIGH, USED AS A FILLER BETWEEN SITE WORK EDGES AND FACER SHRUBS.		
	ARCHTOSTAPHYLOS 'PACIFIC MIST'	1 G	MED
	CREeping MANZANITA		
	COPROSMA PATRIEI 'VERDE VISTA'	1 G	MED
	CREeping COPROSMA		
	TULBAGHIA VIOLACEA 'SILVER LACE'	1 G	MED
	VARIEGATED SOCIETY GARLIC		
	ROSA FLOWER CARPET (WHITE AND RED)	2 G	MED
	FLOWER CARPET ROSE		

PLANTERS AT BUILDING

SYMBOL	BOTANICAL NAME COMMON NAME	SIZE	WATER USE
	ACCENT PLANT MATERIAL - EVERGREEN SHRUBS AND GROUNDCOVERS USED FOR ACCENTING THE BUILDING MASS AT ITS MAIN ENTRY.		
	AZALEA RUTHERFORDIANA 'ALASKA'	5 G	MED
	WHITE SHADE AZALEA		
	LIRIOPE MUSCARI 'SILVERY SUNPROOF'	1 G	MED
	VARIEGATED LILY TURF		
	OPHIOPOGON PLANISCAPUS NIGRESCENS	1 G	MED
	BLACK MONDO GRASS		

EXHIBIT D

RALEY'S
Rohnert Park, California

PRELIMINARY LANDSCAPE PLAN

SCALE: 1"=20'0"
0 20' 40'

SHEET
PL1

FUHRMAN LEAMY
LAND GROUP
DESIGN • SERVICE • SOLUTIONS
2140 PROFESSIONAL DRIVE, SUITE 115 ROSEVILLE, CA 95661
DATE: 3.24.2017
PROJECT: SKW: 17033



Raley's Rohnert Park #337

ROHNERT PARK, CALIFORNIA

October 2, 2015

STAFFORD KING WIESE
ARCHITECTS





Raley's

Raley's Rohnert Park #337

ROHNERT PARK, CALIFORNIA

October 2, 2015

STAFFORD KING WIESE
ARCHITECTS





Raley's

Raley's Rohnert Park #337

ROHNERT PARK, CALIFORNIA

October 2, 2015

STAFFORD KING WIESE
ARCHITECTS





Raley's

Raley's Rohnert Park #337

ROHNERT PARK, CALIFORNIA

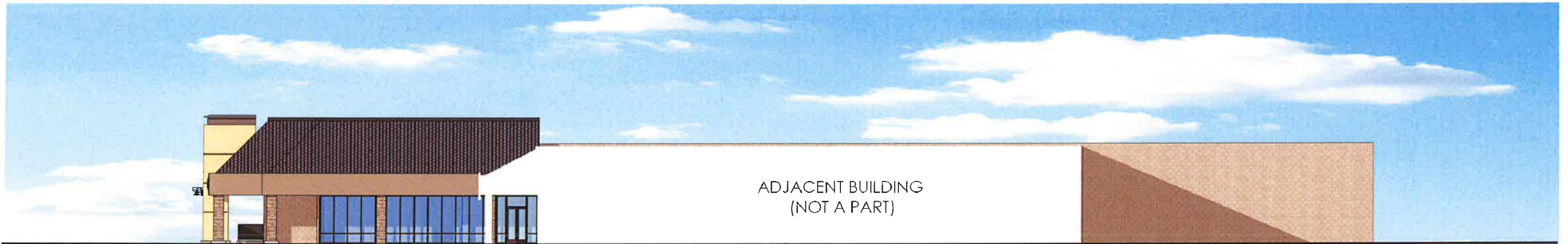
October 2, 2015

STAFFORD KING WIESE
ARCHITECTS

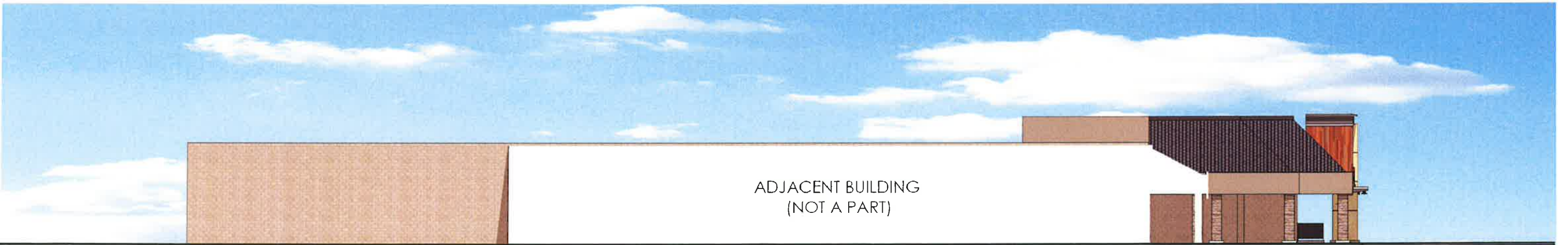




FRONT (EAST) ELEVATION



RIGHT SIDE (NORTH) ELEVATION



LEFT SIDE(SOUTH) ELEVATION



Raley's Rohnert Park #337

ROHNERT PARK, CALIFORNIA

October 2, 2015

STAFFORD KING WIESE
ARCHITECTS

