

## Planning Commission Staff Report

February 13, 2013  
Item 5.a.

**SUBJECT:** P12-1716 / P13-0007

**APPLICANT:** Callison Architects

**PROPERTY OWNER:** Hank Company

**PURPOSE:** Applications for Design Review approval to demolish the Santa Rita Junction Shopping Center buildings totaling approximately 11,591 square feet and construct an approximately 3,431-square-foot single-story financial institution building with a detached 24-hour one-lane drive-through; and for Sign Design Review approval for building- and ground-mounted signs for J.P. Morgan Chase located at 3506 and 3510 Old Santa Rita Road.

**GENERAL PLAN:** Retail/Highway/Service Commercial/Business and Professional Offices

**ZONING:** Central-Commercial (C-C) District

**LOCATION:** 3506 and 3510 Old Santa Rita Road

**EXHIBITS:**

- A: Draft Conditions of Approval
- B: Project Plans, A.T.M. Queuing Study, Noise Levels for Air Tube and Audio Systems, and Lighting Specifications
- C: Arborist Report, dated December 19, 2012
- D: Location Map and Noticing Map

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### BACKGROUND

The applicant and architectural firm, Callison Architects, proposes to construct an approximately 3,431-square foot building with detached drive-through on behalf of Chase Retail Banking at 3506 Old Santa Rita Road. The site is currently developed with the Santa Rita Junction shopping center, which would be demolished. The proposed Chase Retail Banking location would be the fourth branch in Pleasanton (the other branch locations are 561 Main Street, 5800 Stoneridge Mall Road, and 4747 Hopyard Road; a Chase A.T.M. is located at C.V.S. Pharmacy located at 4225 Rosewood Drive).

The subject property is zoned Central-Commercial (C-C) and financial institutions are permitted uses. A new commercial building is reviewed by the Planning Commission with a Design Review application and thus this application is before the Planning Commission.

## SITE DESCRIPTION

The subject site is approximately 35,686-square feet in size and is at the intersection of Santa Rita and Old Santa Rita Roads. Figure 1 shows a vicinity map; the subject property is identified with a red outline; the letters correspond with photos in Figure 3.



**FIGURE 1:** Vicinity Map

The site is bounded by Hendrick Automotive Group’s inventory parking lot to the north, townhomes and single-family detached residences across Santa Rita Road to the east, the signalized intersection of Santa Rita and Old Santa Rita Roads directly to the south, and the Valley Care Medical Center hospital, parking area, and vacant property across Old Santa Rita Road to the west.

Figure 2 provides an aerial overview of the subject property and surrounding land uses.



**FIGURE 2:** Aerial Photograph

Two buildings are located on the subject property, both of which would be demolished. The aggregate total of the two buildings is approximately 11,591-square feet. Various types of businesses are located within these buildings, including: a flower shop, nail salon, photo studio and supply store, medical office, real estate office, and insurance office. Figure 3 shows photographs of these buildings, the San Marco Townhomes, and Valley Care Medical Center.

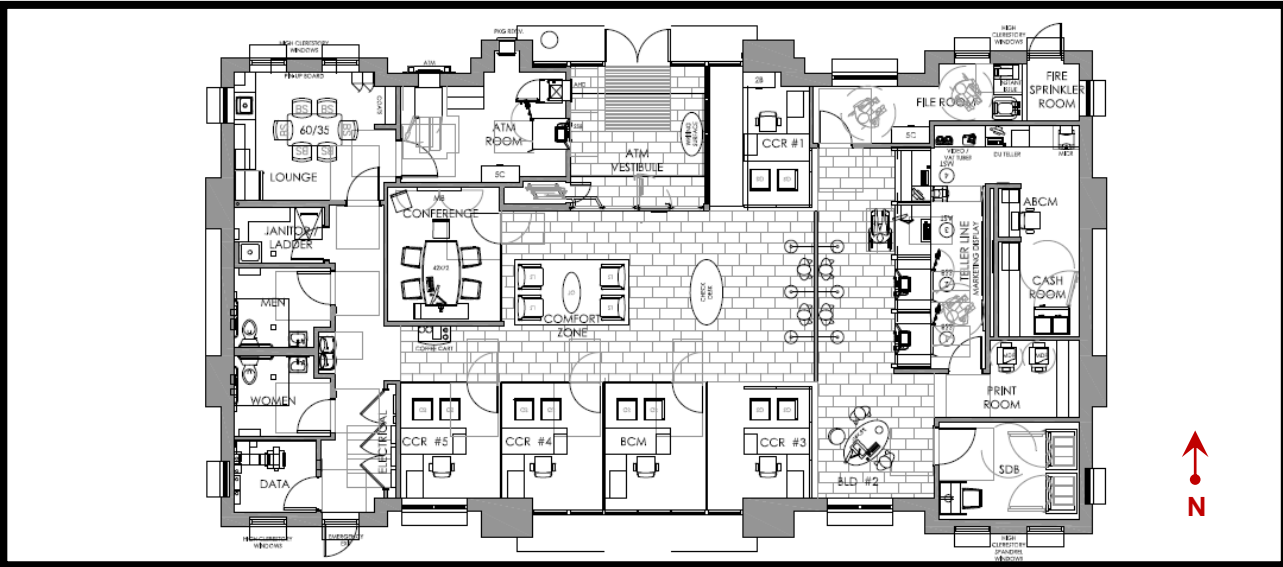


**FIGURE 3:** Photograph of Project Site and Surrounding Land Uses

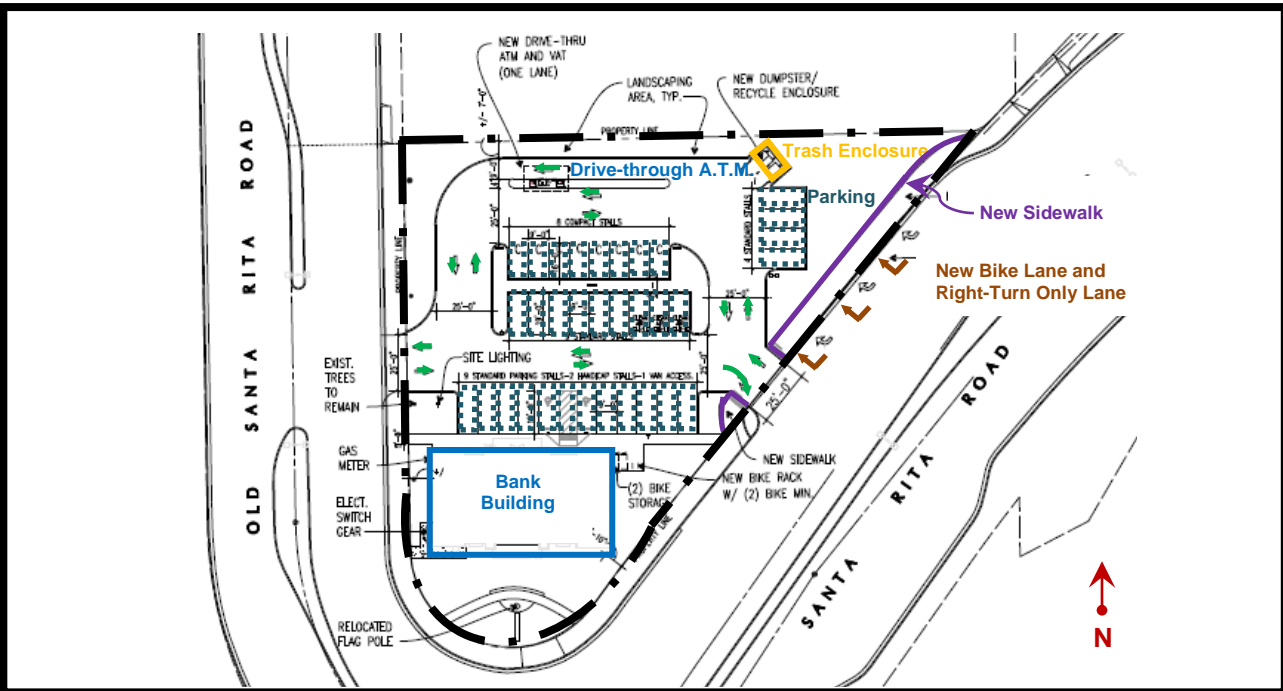
Access to the site is provided by two driveways, one from southbound Santa Rita Road and another from Old Santa Rita Road. Vehicles exiting and entering the site to and from Santa Rita Road are permitted only a right-turn whereas vehicles may make a left or right turn into or out of the driveway off of Old Santa Rita Road. The site is generally flat, with elevations ranging from approximately 343 feet near the southern area of the site to 343.5 near the northern area of the site. Five heritage-sized Canary Island pine trees are located along the western boundary of the site. Two non-heritage size olive trees are located in the southern area of the site, and a magnolia, privet, and California black walnut tree (all non-heritage size) are located in the northeastern area of the site. Other areas of the site are landscaped with shrubs and ground cover. An existing chain link fence with vertical wooden slats is located along the northern boundary and separates the subject property from Hendrick Automotive Group's parking lot to the north. A sidewalk currently exists along the property's street frontages.

**PROJECT DESCRIPTION**

The project proposal consists of the demolition of both buildings on the subject site (totaling approximately 11,591-square feet) and construction of an approximately 3,431-square-foot single-story financial institution building with two attached A.T.M.s (one inside the vestibule accessed from the entry on the north façade and another on the exterior of the north façade) and a detached one-lane drive-through A.T.M. and V.A.T. (Vacuum Air Tube) system for Chase Retail Bank. Figure 4 shows the floor plan of the proposed facility and Figure 5 shows the proposed site plan. The floor plan includes areas typically seen in retail banking location locations, including teller services, offices, conference rooms, safety deposit boxes, and an A.T.M. vestibule.



**FIGURE 4:** Proposed Floor Plan



**FIGURE 5:** Proposed Site Plan

The existing driveways from Santa Rita and Old Santa Rita Roads will remain in their current location. As shown in Figure 5 and on project plans, a new right-hand turn lane will be added on south-bound Santa Rita Road. In order to accommodate the new right-turn lane from Santa Rita Road, the existing sidewalk will be removed and a new sidewalk will be constructed, offset to the west. In order to provide a contiguous pedestrian path, the sidewalk approach on the south side of the driveway will be modified such that its approach aligns with the approach of the new proposed sidewalk to the north of the driveway.

The proposed building is situated near the southern area of the site, near where the existing building at 3506 Old Santa Rita Road is located. The remaining areas of the site will be improved with parking and landscaping areas. Specifically, a total of 32 parking spaces are proposed and a landscaping planter will be located between parking stalls. Other landscaping will be provided along the perimeter of the site. As previously mentioned, a one-lane drive-through A.T.M. and V.A.T. system is proposed along the northern area of the site.

Figure 6 shows elevations for the proposed building.



**FIGURE 6:** Proposed Elevations

The proposed building will incorporate several different materials, including: cement plaster, stone veneer, brick veneer, clay-tile roofing, aluminum accent panels, and clear glazing. Spandrel glazing (i.e., opaque glass) is proposed in two locations on the north elevation: for the window located directly to the east of the entrance (a file room is located behind the glazing), and on the storefront panel furthest west (a wall for the A.T.M. room is located behind the glazing). Colored elevations are part of the project plans, Exhibit B, and are attached to this staff report. A color and materials board will be available at the hearing for the Planning Commission’s review.

Figure 7 shows a 3D rendering of the southern (facing the intersection of Santa Rita Road and Old Santa Rita Road) facade; additional 3D renderings are part of Exhibit B.



**FIGURE 7:** 3D Rendering Showing Southern Facade

The northern façade faces the parking lot and includes a covered entry, an A.T.M. machine, four clerestory windows, and a large window with spandrel glazing. The southern façade faces the intersection of Old Santa Rita Road and Santa Rita Road and is similar to the front (northern) façade, but does not have an A.T.M. machine and a public entrance. The west and east facades each have two clerestory windows and consist mainly of brick veneer and stone wainscoting. To assist in breaking up the façade, painted metal vertical trellises with landscaping (*Campsis radicans*, trumpet vine) are proposed in the center of each of these facades. The flat-roofed elements of the single-story building are between 17-feet and 21-feet to the parapet and approximately 26-feet-6.5-inches to the peak of the hipped-roof element.

Hours of operation for the bank will be from 9:00 a.m. to 6:00 p.m. Monday-Friday, 9:00 a.m. to 4:00 p.m. on Saturdays, and closed on Sundays. At any one time, approximately 8 employees will work at the subject bank location. The A.T.M.s at the bank building and the drive-through A.T.M. will be open on a 24-hour, 7-days a week basis.

Both building-mounted and ground-mounted lighting is proposed. Photometrics (Sheet 11) indicate that the site will be illuminated between 1.3 footcandles and 11.8 footcandles. A condition of approval requires lighting to be directed downwards and shielded so as not to shine onto neighboring properties.

## **ANALYSIS**

The following sections serve to evaluate the proposed project with respect to land use, development standards, and other considerations such as parking, grading and drainage, and architectural design.

## **Land Use**

### *General Plan Consistency*

The subject parcel is designated *Retail/Highway/Service Commercial/Business and Professional Offices* by the Land Use map in the General Plan. This land use designation allows for commercial uses and, therefore, the use of the subject property as proposed is consistent with this land use designation. Additionally, the project is consistent with the following goals, policies, and programs of the Land Use and Public Safety Elements of the General Plan:

- L.U. Policy 4: Allow development consistent with the General Plan Land Use Map.
- L.U. Policy13: Ensure that neighborhood, community, and regional commercial centers provide goods and services needed by residents and businesses of Pleasanton and its market area.
- L.U. Program 15.2: Promote the location of business services in Pleasanton to support industrial, commercial, and office complexes.
- P.S. Policy 29: Seek ways to reduce police service demands through the contemporary practice of “Crime Prevention Through Environmental Design (CPTED).”

The project is consistent with these goals, policies, and programs in that the proposed financial institution use is consistent with the *Retail/Highway/Service Commercial/Business and Professional Offices* General Plan land use designation and will provide a service to both nearby residences and to those who live in other parts of the City. The proposed building and use will add a financial service business in a currently urbanized area of the City. The services provided by Chase compliment the banking needs of existing residents and businesses. Additionally, the project plans have been reviewed by the Pleasanton Police Department and the applicant has incorporated recommendations into the project scope, including those related to CPTED.

### *Zoning*

The subject property is zoned Central-Commercial District (C-C). The subject use is a permitted use at the subject site.

## **Demolition**

The proposed project scope includes demolition of the existing two buildings located at 3506 and 3510 Old Santa Rita Road (please reference photographs shown in Figure 3).

Neither structures nor the surrounding neighborhood is identified as a historic resource in Table 7-3 of the Conservation Element in the General Plan. Staff does not believe the structures have historic significance and therefore the demolition is appropriate given the scope of the proposed project.

**Site Plan**

The site plan for the proposed project is provided on Sheet 4 of the project plans, attached to this report as Exhibit B. The proposed bank building will be located near the southern area of the site, similar to where the existing southern building is located. Two driveways, one each from Santa Rita Road and Old Santa Rita Road will provide access to the site. A new right-turn only lane will be constructed to allow vehicular traffic to decelerate before making a right turn into the site from Santa Rita Road, which has a 45 MPH speed limit. A one-lane drive-through A.T.M. and V.A.T. are located near the northern boundary of the site. The existing flag pole on the site will be relocated from its current location slightly to the north such that it is centered on the southern corner of the property. The areas along the perimeter of the site will be landscaped. Overall, staff finds that the site plan is appropriate.

**Development Standards**

The following sections describe the proposed setbacks, floor-area-ratio, and building height for the proposed project and how the proposal compares to the standards outlined in the C-C district of the Pleasanton Municipal Code (P.M.C.).

*Setbacks*

Table 1 shows the required setbacks in the C-C district and the proposed setbacks for the new building. As noted in Table 1, the C-C district does not have setback requirements for buildings (projections such as a balcony, oriel window, or arcade are allowed to project over the public right-of-way, but these features are most commonly seen on buildings within the Downtown). The proposed building is situated near the corner of the property and allows for sufficient distance to the west and east property lines for landscaping.

**TABLE 1:** Setback Chart

	<b>SETBACK REQUIREMENT IN C-C DISTRICT PER P.M.C.</b>	<b>PROPOSED BUILDING</b>
<b>Front (South)</b>	None	44-feet
<b>Rear (North)</b>	None	136-feet-6-inches
<b>Left Side (West)</b>	None	8-feet-9-inches
<b>Right Side (East)</b>	None	8-feet-10-inches

*Floor-Area-Ratio*

The proposed building is approximately 3,431-square-feet. The site is approximately 35,686-square feet, resulting in a proposed floor-area-ratio (F.A.R.) of 9.6%. The proposed F.A.R. is well within the 300% maximum permitted in the C-C district and the 60%



maximum (35% average density) permitted for the *Retail/Highway/Service Commercial/Business and Professional Offices* General Plan land use designation.

### *Building Height*

The tallest portion of the proposed building is the hipped-roof element at 26-feet-6.5-inches, which is within the 40-foot maximum permitted in the C-C district.

### **Landscaping, Tree Removal, and Tree Mitigation**

The proposed landscaping is shown on Sheet L-1 of the project plans. The landscaping plan shows 24-inch box size Thundercloud plum trees in the planter areas within the parking lot, 24-inch box size Chanticlear Pear trees in the landscaping areas near the southeastern and northern areas of the site, and 24-inch box size Incense Cedar trees in the landscaping area located in the northeastern corner of the site. Other shrubs and ground cover plants include: Sunset Gold Coleonema, Ken Taylor Rosemary, Spring Bouquet Viburnum, Red Barberry, Indian Hawthorn, Lily of the Nile, Gazania, and Carex. Trumpet Vine is proposed for the vertical trellises on the west and east facades of the proposed bank building.

An arborist report prepared by HortScience (attached to this staff report as Exhibit C) identifies the existing trees on the subject property. These include two olive trees, five Canary Island pine trees, two Southern magnolias, one California black walnut trees, and a privet tree. Four of the five Canary Island pine trees would remain on the property and the remainder of the trees would be removed in order to accommodate the project. The total value of the trees to be preserved is \$25,250 and the value of the trees to be removed is \$12,550.

A condition of approval requires incorporating London plane trees along the eastern property line to help maintain consistent street trees along Santa Rita Road (London planes are found both to the north and south of the subject site along Santa Rita Road). Overall, staff finds that the proposed landscaping adequately mitigates the trees to be removed and is appropriate for the site, particularly given that emphasis is given to landscaping areas adjacent to public right-of-way and adjacent properties.

### **Fencing**

The site currently has a chain link fence along the northern boundary. This fence will remain and no additional fencing is proposed at this time.

### **Design and Architecture**

#### *Architecture, Colors and Materials*

The design and architecture of the proposed building includes various materials and finishes. Colors and materials for the project are depicted on three-dimensional renderings and color renderings provided by the applicant (please refer to Figures 6 and 7 in this report and Sheets 1 and 2 of the project plans). Samples of the colors and materials will be provided at the hearing for the Planning Commission's review.

Four blue canvas awnings (the color is called "#300-03 Regatta Blue"), two each on the north and south facades, are proposed over windows. The awnings do not have any

descriptors or signage and will not be illuminated (a condition of approval makes this explicit). Details regarding the awnings are on pages 15-17 of the sign plans.

The exterior of the proposed building will consist of cement plaster in Sherwin Williams “Latte” and “Accessible Beige,” brick veneer, cast stone veneer, Spanish tile clay roofing, and aluminum panel windows. Overall, the building incorporates earth-tone colors and staff finds the design, colors and materials to be acceptable for this highly visible site.

### *Lighting*

Lighting for the project will consist of both building mounted and site lighting. Pole-mounted metal halide lighting is proposed in the parking lot areas and wall-mounted lighting is proposed for the detached and building-attached A.T.M.s. Photometrics have been provided as part of the project plans and are included on Sheet 11. Lighting on the site varies between 1.3 footcandles to 11.8 footcandles.

A condition of approval requires the pole light near the driveway from Santa Rita Road to be removed since the location of the pole is currently proposed in the middle of the sidewalk and lighting in this area of the site is not necessary. A separate condition of approval requires that photometrics for the entire site be provided since the southeastern area of the site does not show any photometric readings.

### **Parking, Traffic, and Circulation**

The total number of parking spaces proposed on the site is 32, inclusive of 1 ADA-compliant space near the pedestrian entry of the proposed building. The applicant estimates that 8 employees will be at the bank at any one time.

Pleasanton Municipal Code section 18.88.030(C) requires that banks and other financial institutions provide one space for each 300 square feet of gross floor area. If these standards were to be applied to the subject building (3,431-square-feet), 11 parking spaces would be required, and therefore the proposed project meets the minimum number of parking spaces required.

The applicant prepared a “queuing study” to evaluate the stacking capacity of the one-lane drive through. The analysis indicates that a stacking capacity of three cars would be required for the subject use and a stacking capacity of three cars is provided. The City Traffic Engineer has reviewed the study and agrees that a stacking capacity of three cars is sufficient. Even if a few additional cars are waiting for the drive-through A.T.M., the City Traffic Engineer finds that adequate space on the site is available for the queue without impacting ingress and egress to the site. Additionally, customers who see a long line at the drive-through A.T.M. may decide to utilize one of the walk-up A.T.M. machines located at the building.

As part of the current site configuration, two driveways will provide access to the site, one each from Santa Rita and Old Santa Rita Road.

## **Noise**

The subject site is located adjacent to and across the street from both commercial and residential uses. The operation within the building is not expected to result in a substantial change in noise level. The detached drive-through A.T.M. will be automated and include a vacuum air tube system and an audio system to allow customers to communicate with bank employees during the operating hours of the bank. The applicant has provided noise specifications for the air tube and audio systems that indicate 75 decibels (dB) are generated from a distance of 3-feet, 64 dB are generated from a distance of 20-feet, and 53 dB are generated from a distance of 70-feet. The system is approximately 17-feet from the nearest property line. The operation of the business is required to meet the maximum noise limit in the Pleasanton Municipal Code of 70 dB at the property plane. Since residential uses are located across Santa Rita Road to the east and the site is surrounded by a commercial use to the north, staff finds the operation will not have a negative impact on surrounding uses.

## **Sidewalks**

The applicant will be required to install a monolithic sidewalk along the northeastern boundary of the property. The existing sidewalk located to the south of the driveway from Santa Rita Road will be modified to align with this new sidewalk.

## **Grading and Drainage**

As mentioned in the "Site Description" section of this staff report, the site is relatively flat. The proposed project will not substantially change the existing topography. A preliminary grading and utility plan is included as part of Exhibit B as Sheet 10. This plan also indicates that several best-management practices are proposed for purposes of storm water quality control. Bio-swales are proposed in parking lot planter areas and between the building and the southern "tip" of the site.

The City Engineering Division has reviewed the preliminary grading and drainage plan and finds it to be generally acceptable. A condition of approval requires the project to meet the requirements of the current Municipal Regional Stormwater NPDES Permit.

## **Signage**

Signage proposed for the building consists of both ground-mounted, building-mounted signage, and A.T.M. signage. Plans inclusive of details regarding signage are part of Exhibit B. Pages 2 and 4 of the sign package provide overviews of the locations for the proposed signage.

Ground-mounted signage includes:

- A double-sided monument sign located at the southern "tip" of the site, at the intersection of Santa Rita Road and Old Santa Rita Road. The monument sign will have an opaque aluminum cabinet with brick base and is proposed to be a total of 6-foot-2.25-inches tall (approximately 3-feet of which is the brick base), 9-foot-6-inches wide and 1-foot-5-inches deep (although this depth is only for the aluminum cabinet; the bottom of the sign is proposed to be less than 1-foot-5-inches and a condition of approval requires that the base thickness be equal to or greater than the aluminum cabinet). The sign copy is proposed to be 14-inches tall with white acrylic faces and

non-illuminated blue returns and consists of the word “CHASE.” An 18.25-inch blue logo is proposed adjacent to the sign copy and a 4.75-inch tall non-illuminated blue accent strip is located at the bottom of the aluminum cabinet. Pages 6 and 7 of the sign plans provide details regarding this sign.

- Other miscellaneous directional and regulatory signs are proposed (please references pages 23, 26-27, 29-30 of the sign plans).

Building-mounted signs include:

- Two wall-mounted, internally illuminated channel letter signs, one each on the north and south facades. The letters will be in all-capital letters, consist of the name “CHASE,” and will be 24-inches tall; a 2-foot-7.625-inch tall logo will be placed to the right of the business name. The face of the letters will be white with opaque blue returns and the logo will be blue. Page 11 of the sign plans provides details regarding these wall signs.
- The drive-through canopy has a 12-inch tall by 12-inch wide Chase non-illuminated logo on both the entry and exit sides. The logo will be blue. A detail of this signage is shown on page 34 of the sign plans and an elevation showing the logo on the canopy can be found on page 5 of the sign plans.
- A non-illuminated wall-plaque reading “Chase Private Client” will be mounted on the north façade on the glazing area adjacent to the entry door. The plaque measures approximately 1-foot 8.25-inches tall by 1-foot-1.75-inches wide and consists of brushed stainless steel. Page 31 of the sign plans provides details regarding this plaque.

A.T.M. Signage:

- The signage for the wall-mounted A.T.M. on the exterior of the north façade is proposed to have “Chase” with a logo in the upper cabinet area and an internally illuminated blue border. Staff finds that since the A.T.M. will be externally illuminated to meet security requirements, the blue illumination around the border of the A.T.M will not be as apparent. Please reference pages 13 and 14 for details regarding the signage for this A.T.M. and the surround.
- The drive-through A.T.M. will have signage in the upper cabinet area similar to that of the exterior A.T.M. on the north façade of the bank building. Please reference pages 5, 20, and 21 for details regarding this sign.

## **PUBLIC NOTICE**

Notices regarding the proposed application and related public hearing were mailed to the surrounding property owners and tenants within a 1,000-foot radius of the project site. A map showing the noticing area is attached to this report. The public notice was also published in *The Valley Times*.

Staff received a phone message from a resident who lives in Pleasanton Meadows who indicated she thinks the proposal is a great idea, and that there are not that many banks in the northern area of Pleasanton.

## **ENVIRONMENTAL ASSESSMENT**

This project is categorically exempt from environmental review pursuant to California Environmental Quality Act Guidelines, Section 15303, New Construction, Class 3. Therefore, no environmental document accompanies this report.

## **CONCLUSION**

The subject proposal would establish a financial institution to better serve surrounding residents and businesses. The on-site and off-site improvements will enhance access to and within the site, and additional landscaping will enhance the site. The proposed building is single-story and is in keeping with the scale of surrounding development and its design is acceptable for this highly visible site. Additionally, the operation of the bank is not expected to result in negative impacts to residents and business in vicinity of the project site.

## **STAFF RECOMMENDATION**

Staff recommends that the Planning Commission approve Cases P12-1716 and P13-0007 subject to the conditions listed in “Exhibit A.”

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