

Planning Commission Staff Report

July 22, 2009
Item 6.a.

SUBJECT: PCUP-242/PDR-849

APPLICANTS: Matthew Berger, Centro NP Rose Pavilion, LP
Chien-Ho Lin/99 Ranch Market

PROPERTY OWNER: Robert Doran/Centro Properties Group

PROPOSAL: Application for Design Review approval and a Conditional Use Permit to modify the building façade and to operate a “99 Ranch Market”.

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

ZONING: C-C (Central Commercial) District/Rose Pavilion Shopping Center

LOCATION: 4299 Rosewood Drive

ATTACHMENTS:

1. Exhibit A-1, Proposed Conditions of Approval for PCUP-242
2. Exhibit A-2, Proposed Conditions of Approval for PDR-849
3. Exhibit B, Site Plan, Floor Plan, Building Elevations, dated “Received June 25, 2009,” Traffic Study prepared by Kimley-Horn and Associates Inc., dated May 29, 2009
4. Exhibit C, Location Map
4. Exhibit D, Notification Map

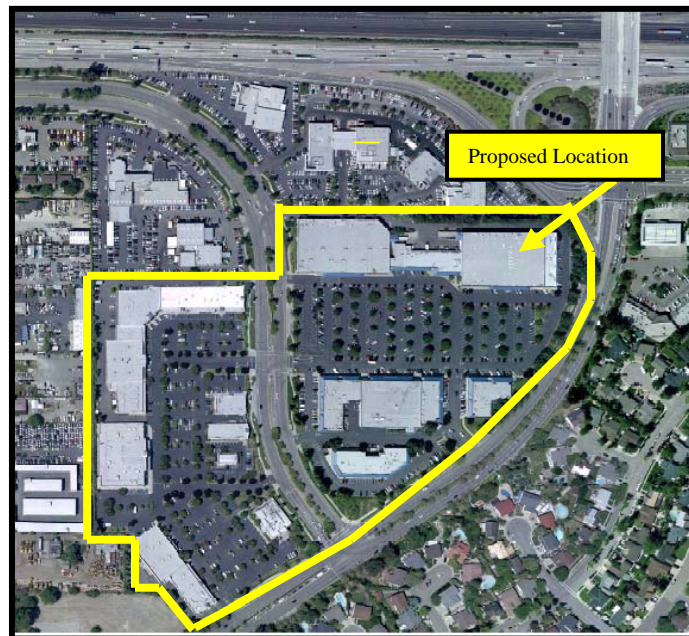
BACKGROUND

Mr. Chien-Ho Lin, on behalf of 99 Ranch Market, requests the consideration of a Conditional Use Permit to operate a supermarket in an existing building located at 4299 Rosewood Drive in the Rose Pavilion Shopping Center. The building was home to Levitz furniture from 1996 until 2007. It is now vacant.

Rose Pavilion Shopping Center is located west of Santa Rita Road, on both sides of Rosewood Drive. The mixed-use retail center was developed in three phases in the

1980s. Phases I & II of the shopping center are located on the east side Rosewood Drive, with anchor tenants such as Macy's furniture and Long's Drugs. Phase III is located on the west side of Rosewood Drive with tenants such as Golf Smith (formerly the Galaxy Theatre) and TGI Friday. In 1991, Cost Less Foods, a supermarket, occupied about 48,000 square feet in the current Macy's furniture store site.

The subject building is located in the Phases I & II area of the shopping center. The zoning for Phase I & II of the shopping center is C-C (Central Commercial) District. As such, a supermarket requires a Conditional Use Permit approval by the Planning Commission.



Rose Pavilion Shopping Center

The applicant also proposes to modify the building exterior through repainting and upgrading the existing trellises. The design review for building modification is normally an administrative process; however, for this application, it is related to the requested Conditional Use Permit and, thus, the Planning Commission is also asked to consider this Design Review application.

99 Ranch Market

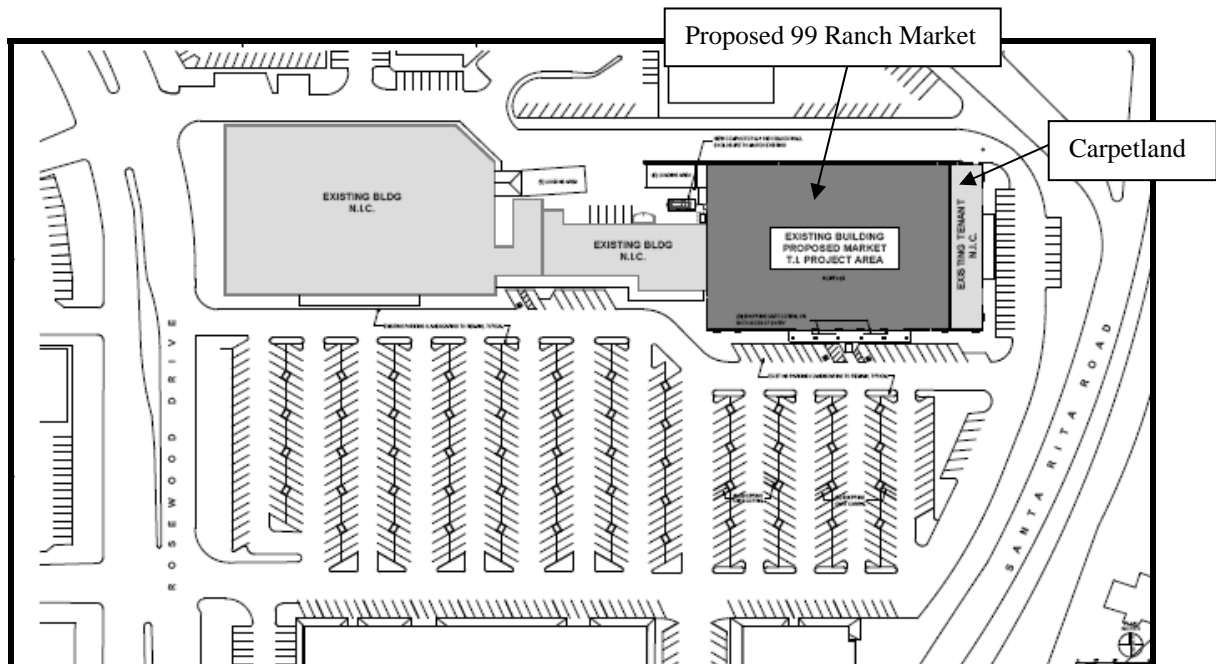
99 Ranch Market is a supermarket chain specializing in Asian foods. It started in Southern California in 1984 and currently has 24 supermarkets in California, Washington, Nevada, and Texas. 99 Ranch Market is known for its fresh produce, live seafood, hot deli, and bakery. The proposed location would be its second store in the Tri-Valley area. The Dublin store on Regional Street will remain open.

SITE DESCRIPTION

The subject building is situated at the northeast corner of the shopping center. The subject site is bounded by the shopping center to the south and west, the Pleasanton AutoMall and I-580 to the north, and Santa Rita Road and the Trader Joe's Plaza to the east. Access to and from the project site is from Rosewood Drive and Santa Rita Road. The entrance on Santa Rita Road provides only right-in and right-out access.

The building was approximately 44,365 square feet at initial construction in 1988. When it became home to Levitz furniture in 1996, an east-wing of approximately 6,000 square feet was added. It was used as the administrative office for Levitz furniture. The proposed 99 Ranch Market would occupy just the original building. The 6,000-square-foot area is in the process of tenant improvement for Carpetland, which is currently located at 4275 Rosewood Drive, west of the proposed location in the same shopping center.

The building fronts the parking lot (south) and it backs to the Hendrick automobile dealership (north). The east side of the building abuts Santa Rita Road with parking spaces and a drive isle in between.



Location of the Proposed 99 Ranch Market

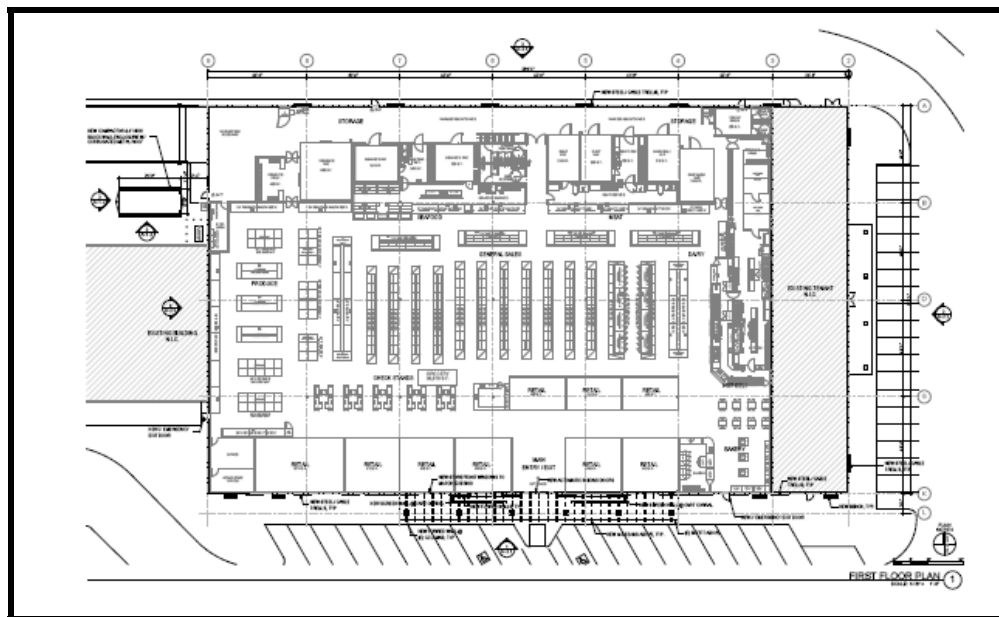
PROJECT DESCRIPTION

The 99 Ranch Market is a supermarket proposed to be open seven days a week from 9:00 a.m. to 9:00 p.m. The store layout is similar to other supermarkets, providing merchandise stocked shelves, frozen and fresh product areas, and checkout stands located near the entrance. Freshwater tanks are set up in the store for live seafood. The hot deli area includes steam tables, a sit-down dining area, and items prepared by order.

The supermarket would also have receiving and storage areas, a break-room for employees, general offices, and restrooms for both employees and patrons.

The Design Review application incorporates the following building and site modifications:

- ❑ New trellises would be installed on the south and north sides of the building.
- ❑ Stone veneer would be added at the base of the building.
- ❑ Trim and plaster would be added to the existing building columns.
- ❑ New storefront windows and doors would be installed.
- ❑ New paint would be applied to the building exterior.
- ❑ Four shopping cart corral areas would be installed in the parking lot.
- ❑ A shopping cart storage area would be constructed on either side of the store entrance.
- ❑ A new trash compactor enclosure with eight-foot high block walls would be constructed next to the existing loading dock on the north side.



Proposed Store Layout

ANALYSIS

Land Use

The Rose Pavilion Shopping Center was approved as a mixed-use retail center. Current tenants include restaurants, retail shops, furniture stores, automobile service businesses, a fitness center, etc. The proposed 99 Ranch Market would operate at regular retail hours, compatible with these other uses.

The activities associated with the proposed supermarket are unlikely to disturb residents. The nearest residential properties are located on Camelot Court, approximately 190 feet southeast of the site. The residential development is separated by Santa Rita Road, a landscaped median, and an approximately nine-foot high sound wall. Staff does not anticipate that the proposed supermarket would create land use conflicts.

The proposed market would be located approximately 0.9 miles from Nob Hill Foods located in the shopping center at the southeast corner of Santa Rita Road and West Las Positas, approximately two miles from the Safeway store located at the southwest corner of Santa Rita Road and Valley Avenue, and approximately 2.5 miles from the Lucky's store located at the northwest corner of West Las Positas and Hopyard Road.

Traffic

From a traffic perspective, the proposed 99 Ranch Market is a more intense use than the former furniture store. The supermarket will generate an additional 156 AM peak-hour trips and 381 PM peak-hour trips. As such, the City's Traffic Engineer requested that a traffic study be prepared to evaluate potential impacts of the proposed supermarket on City roads and the existing traffic pattern within the shopping center. In terms of on-site circulation, the City's Traffic Engineer determined the existing circulation pattern is acceptable while considering patrons' safety.

A Transportation Impact Study was prepared by Kimley-Horn and Associates, transportation consultants. The study finds that the proposed supermarket would generate more peak-hour trips than the previous use, and the added trips in both AM and PM peak hours lower the existing Level of Service (LOS)¹ at these intersections near the project site: Santa Rita Road/West Las Positas Boulevard; and Santa Rita Road/Stoneridge Drive. (See page 23 of the study for a table listing the existing levels of service for these intersections under current conditions and with the proposed supermarket.) However, even with some decreases in level of service, these intersections remain at acceptable levels. Other intersections, Santa Rita Road/Pimilco Drive/EB I-580 Off Ramp and Santa Rita Road/Rosewood Drive, would have no change in level of service.

¹ See page 4 of the study for a table describing intersection Level of Service.

The report does note that with the project, the northbound left-turn queue lane at the intersection of Santa Rita Road/Rosewood Drive would extend beyond the existing left-turn queue lane by four vehicles. The report recommends that the length of the existing left-turn queue lane be extended by 100 feet so that the total length the queue pocket would be 400 feet. The City Traffic Engineer has reviewed the report and concluded that this left-turn pocket would be impacted for a short period of time during the PM peak hours and, therefore, can be mitigated by adjusting the timing on the existing signal at Santa Rita Road/Rosewood Drive rather than extending the existing left-turn queue lane. Additionally, as the proposed supermarket is categorized as a retail use, the same category of use as the previous tenant (Levitz furniture), there would be no additional traffic impact fees required for this project.

The traffic report also states that the subject site has sufficient bicycle and pedestrian access. There are adequate transit facilities adjacent to the project site with contiguous sidewalks and ramps to the transit stops (located on Rosewood Drive and on Santa Rita Road). Thus, the proposed 99 Ranch Market would not likely impact transit, pedestrian, or bicycle facilities.

Parking at the Rose Pavilion Shopping Center

Parking within the shopping center is shared by all tenants. A total of 170 parking spaces are located directly in the front of the store.

Parking at the shopping center was designed and constructed to support a mixed-use retail center. It balances the parking demand from various tenants. The shopping center provided adequate parking for the Cost Less Food supermarket previously located in the center. In 1995, that supermarket was replaced by the Macy's furniture store. In addition to the 170 parking spaces in front of the proposed supermarket, there are an additional 28 spaces on-site, which is sufficient parking for the proposed supermarket as well as the mix of other retail uses.

With different anchor tenants in the shopping center and new retailers and restaurants over periods of time, parking at Rose Pavilion has adequately supported the commercial uses in the shopping center. Staff anticipates the same for new tenants in the shopping center.

Circulation

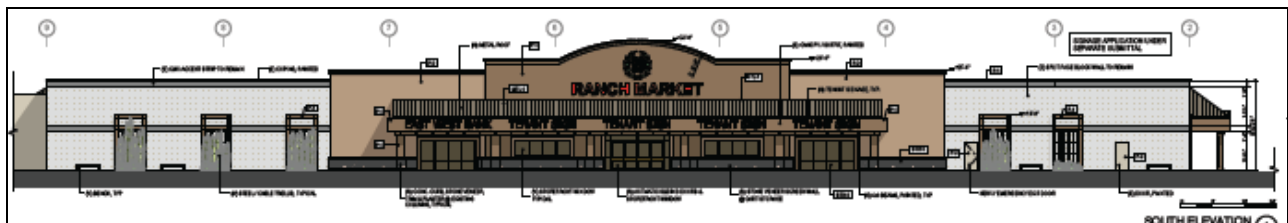
To avoid shopping carts being scattered throughout the parking lot, the applicant proposes to install two cart corrals within the parking area directly in the front of the proposed store. The installation of the cart corrals should not impact vehicular circulation as the cart corrals would be located where there are currently parking stalls. Staff has included a condition requesting that the design of the cart corrals (Condition No. 16 of PDR-849) be reviewed and approved by the Director of Community Development prior to the issuance of a building permit.

In the written narrative, the applicant indicates that store deliveries would be made throughout its business hours. However, to ensure that impacts from the delivery trucks would be minimal to other tenants and shopping center patrons, staff has added a condition requiring deliveries to be made between 6:00 a.m. to 9:00 a.m., when feasible (Condition No. 4 of PCUP-242). The applicant has agreed to this condition.

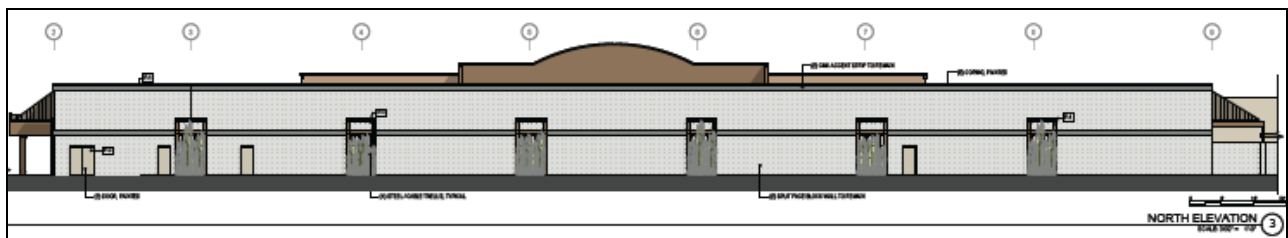
Architecture

The applicant proposes to paint the building exterior. New metal trellises would be installed on the front elevations (replacing the deteriorated wood trellis). These trellises would eventually be covered by vines to add color and interest to the building. Benches would be installed between the trellises and provide a resting opportunity for shoppers. Staff has added conditions requiring final building colors (Condition No. 11 of PDR-849) and bench styles (Condition No.14 of PDR-849) to be reviewed and approved by the Director of Community Development prior to the issuance of a building permit.

To enhance the otherwise non-descriptive building, stone veneers would be added at the base of the building, trim and plaster would be added onto the existing building columns, and new store front windows will be added so as to provide a connection from inside the store to the outside. Additionally, new automatic sliding doors would be installed for shoppers' convenience.



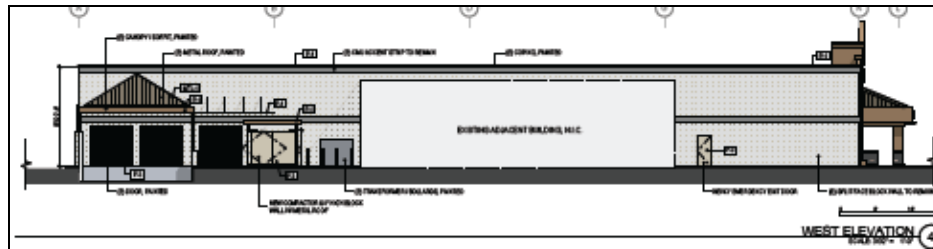
Front (south) of the Building



Rear (north) of the Building

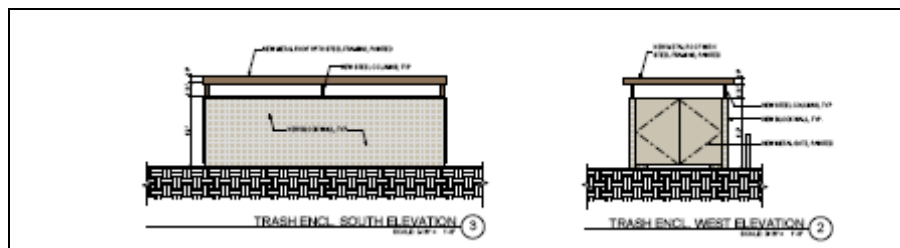


Right Side (east) of the Building



Left Side (west) of the Building

The existing wooden trellises on the rear building elevation would be removed and replaced by similar metal trellises as the front. Additionally, a trash compactor enclosure would be added at the rear of the building. Staff has added conditions requiring that details of the metal trellises (Condition No. 13 of PDR-849) and block wall (Condition No. 15 of PDR-849) be reviewed and approved by the Director of Community Development prior to the issuance of a building permit.



Proposed Trash Enclosure

Although conceptual signage is shown on the front elevations, the applicant has not requested a sign design review. A condition has been added requiring a separate sign application for this building (Condition No.12 of PDR-849).

Public Comment

Notices of the Planning Commission’s public hearing on this item were sent to property owners, business tenants, and homeowners within a 1,000-foot radius of the subject

property. As of the writing of this report, staff has not received any verbal or written comments pertaining to the proposed supermarket.

FINDINGS

The Planning Commission must make the following findings prior to granting a Conditional Use Permit:

A. That the proposed locations of the conditional uses are in accordance with the objectives of the zoning ordinance and the purpose of the district in which the sites are located.

Objectives of the zoning ordinance include protecting existing land use from inharmonious influences and harmful intrusions; fostering harmonious, convenient, workable relationships among land uses; and ensuring that public and private lands ultimately are used for the purposes which are most appropriate and beneficial to the City as a whole.

The site of the proposed supermarket is located in the Rose Pavilion Shopping Center, which permits a variety of uses listed in the C-C (Central Commercial) District, such as retail, personal service, and restaurant uses. Operating a supermarket in this shopping center would be consistent with the purposes of the C-C zoning district by offering commodities and services to residents of the surrounding residential neighborhood and other Pleasanton residents and employees working in nearby businesses. The proposed conditions of approval would give the City the appropriate controls to ensure that the use does not have any negative impacts on the surrounding businesses and properties. The Conditional Use Permit for the supermarket, as proposed, would be consistent with the objectives of the zoning district, and therefore staff recommends that the Planning Commission make this finding.

B. That the proposed location of the conditional uses and the conditions under which they would be operated or maintained will not be detrimental to the public health, safety, or welfare, or materially injurious to the properties or improvements in the vicinity.

The traffic study prepared by Kimley-Horn determined that the proposed use increases trip volume during peak hours, but levels of service at nearby intersections are within the General Plan standards. The City Traffic Engineer concluded that the additional trips in the peak hours, especially during the PM peak hours, could be alleviated through adjusting the timing of the traffic signals on Santa Rita Road at Rosewood Drive.

As proposed, the grocery store would have regular retail business hours. As conditioned, deliveries would generally be completed prior to the store opening in

the morning. The existing tenant space is located approximately 190 feet from residential properties, and the existing ingress/egress to and from the shopping center would continue to provide easy access for shopping center patrons. With the proposed conditions of approval, staff recommends that the Planning Commission find that the proposed use would not detrimentally impact the surrounding properties.

C. That the proposed conditional uses will comply with each of the applicable provisions of the zoning ordinances.

The proposed use, as conditioned, would comply with applicable provisions of the zoning ordinance regarding type of use allowed in the C-C district, parking, circulation, and other requirements. Granting a conditional use permit to the applicant would be consistent with the City's ability to regulate zoning as listed in the Municipal Code. Therefore, staff recommends that the Planning Commission also make this finding.

ENVIRONMENTAL ASSESSMENT

This project is categorically exempt from environmental review pursuant to California Environmental Quality Act Guidelines, Section 15301, Existing Facilities, Class 1.

CONCLUSION

As conditioned, the proposed 99 Ranch Market supermarket would adhere to the requirements of the C-C district. Staff believes that the proposed supermarket would be an enhancement, both aesthetically and economically, to the Rose Pavilion Shopping Center.

STAFF RECOMMENDATION

Staff recommends that the Planning Commission make the required findings and approve Case No. PCUP-242 subject to the proposed conditions of approval listed Exhibit "A-1" and Case No. PDR-849 subject to the proposed conditions of approval listed Exhibit "A-2".

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