Item # 1: RETAIL CENTER COLOR CHANGE
1601-1699 CONTRA COSTA BOULEVARD
PLN 19-0079

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Applicant/Prop. Owner Chris Phipps, Gregory Village Partners, LP, 940 Emmett Ave., Belmont, CA 94002

I. INTRODUCTION

A. Project Description

The proposed request is to consider an Architectural Review Permit for exterior building color changes to an existing retail shopping center at 1601-1699 Contra Costa Boulevard.

Note: This project was completed prior to approval by the City of Pleasant Hill and is an after-the-fact permit request.

B. Background

In 1968, the Architectural Review Commission approved application ARC 68-039 to remodel the existing Gregory Village Shopping Center, signage and surrounding landscape. In 2018, under PLN18-0443, the property owner had the exterior canopies inspected, repaired and re-roofed as needed. During this work, it was discovered that the center’s walls, fascia and soffits had been repainted with a new color scheme.

C. Project Location

The project site is located at 1601-1699 Contra Costa Boulevard, between Doris Dr. (to the south) and Doray Dr. (to the north). The site is relatively flat and is located adjacent to the Gregory Gardens residential community. Assessor parcel number 150-052-009.
II. GENERAL INFORMATION

A. General Plan

The General Plan designates the site as Commercial and Retail.

B. Zoning

The zoning designation is RB, Retail Business.

C. Site Description and Existing Land Use

The 3.61 acre project site was developed as a retail shopping center prior to the City’s 1961 incorporation, and currently consists of one major tenant, Grocery Outlet, and multiple minor tenant spaces. An expansive parking lot extends along the entirety of the project site’s Contra Costa Boulevard frontage.

D. Surrounding Zoning and Uses

<table>
<thead>
<tr>
<th>Zoning</th>
<th>Uses</th>
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<tbody>
<tr>
<td>North</td>
<td>Professional &amp; Administrative Office (PAO)</td>
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<tr>
<td>South</td>
<td>RB-Retail Business</td>
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<tr>
<td>East</td>
<td>RB – Retail Business</td>
</tr>
<tr>
<td>West</td>
<td>R-7 Single Family Residential</td>
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E. CEQA Status

Pursuant to section 15301 of the Guidelines for the Implementation of the California Environmental Quality Act (CEQA) of 1970, as amended, this project is determined to be Categorically Exempt (Class 1) since the project scope is limited to exterior modifications to an existing commercial building with no expansion.

F. Public Notice

Public notices were sent in advance of the public hearing to all property owners within 300 feet of the project site.
III. PURPOSE AND SCOPE OF REVIEW

A. Purpose

The purpose of architectural review is to evaluate the interdependence of property values and aesthetics, and to provide a method to promote sound land use development. More specifically, architectural review is intended to:

1. Ensure excellence of architectural design;
2. Ensure that siting and architectural design of structures, including their materials and colors, are visually harmonious with surrounding development and with the natural landforms and vegetation of the areas in which they are proposed to be located;
3. Ensure that plans for the landscaping of open spaces conform with the requirements of Section 18.115.010.B and that they provide visually pleasing settings for structures on the site and on adjoining and nearby sites, and blend harmoniously with the natural landscape; and
4. Prevent excessive and unsightly grading of hillsides, and preserve natural landforms and existing vegetation.
5. Ensure substantial compliance with City-wide design guidelines.

IV. ANALYSIS

Building Color Change

The property owner had started to update the exterior appearance of the retail building by repainting portions of the existing North, East, South and West elevation. The property owner proposes to receive approval of the color change that has already started. The proposed color scheme would update the look and appearance of the retail center.

The repainted portions of the building include the main walls, soffits, and lower & upper fascia. It should be noted that the existing stone veneer found along the north, east and south elevations will remain as-is.

- Body: Behr "Tin Foil" (N500-3) Base 3104
- Lower Fascia: Behr "Pencil Sketch" (N500-4) Base 3104
- Soffits: Behr "Shiny Luster" (N500-1) Base 3100
- Upper Fascia/Trim: Behr "Catalina Blue" (EB300-1) Base 3104
City Wide Non-Residential Design Guidelines

The following Non-Residential Design Guidelines are most pertinent to review of the proposed building architecture:

- **No. 2.O. Colors and Materials**
  
  (i) **Corporate colors and materials should be minimized where possible. Design should relate to the existing surrounding neighborhood and the small-town feel.**
  
  (ii) **Appropriate colors should be used on buildings.**

Staff Analysis

Staff recommends that the ARC discuss the variation in color at several areas around the shopping center:

1. At the lower fascia, particularly to the north of Grocery Outlet. It appears that the applicant repainted portions of the fascia while leaving the remaining color on other portions. Staff suggests the ARC consider conditioning the project to paint the lower fascia the same blue color as the upper fascia.

2. At the soffit in front of and near the Grocery Outlet, where it appears the painting was left incomplete. Staff recommends conditioning the project to complete painting work at all deficient and incomplete areas.

3. At the curved corner wall on the northeast corner of the center, where the original beige color was left at the wall, soffit and fascia.

4. At the two monument signs (southeast corner and northeast corner of property) where the original beige color theme was left to remain.

V. SUMMARY

The applicant proposes to update the exterior appearance for the existing retail shopping center. The project proposes a new, contemporary color scheme that would complement the surrounding properties well.

VI. RECOMMENDATION

Approve Architectural Review Permit PLN 19-0079 subject to the findings and conditions included in Attachment A, subject to any changes directed by the Commission, and adopt the CEQA findings noted in the staff report.

VII. ATTACHMENTS

<table>
<thead>
<tr>
<th>Attachment</th>
<th>Description</th>
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<tbody>
<tr>
<td>Attachment A</td>
<td>Proposed Conditions of Approval</td>
</tr>
<tr>
<td>Attachment B</td>
<td>Project Plans, Before/After Photos</td>
</tr>
<tr>
<td>Attachment C</td>
<td>Location Map</td>
</tr>
<tr>
<td>Attachment D</td>
<td>Public Hearing Notice</td>
</tr>
</tbody>
</table>