

**COUNTY OF EL DORADO DEVELOPMENT SERVICES
PLANNING COMMISSION
STAFF REPORT**



Agenda of: October 9, 2014
Staff: Bianca Dinkler

DESIGN REVIEW REVISION

FILE NUMBER: DR01-0014-R-3/Food 4 Less

APPLICANT: De Kleer and Associates

AGENT: De Kleer and Associates

REQUEST: Design Review revision of the existing Food 4 Less for:

1. Addition of an 11x45 foot outdoor seating area at the front entrance, to be partially enclosed with operable bi-fold doors with steel frames and glass panels. The doors can be raised similar to a garage door to allow for open air seating at the exterior tables and chairs;
2. Cladding of existing arc-glazed "space frame" sign band with cedar siding and replacing signage from "Food 4 Less" to "Fork Lift by Nugget". Adding one approximately 5 foot x 18 foot wall sign to north elevation to include "Fork Lift" logo, and one approximately 4 foot x 20 foot wall sign to south elevation to include "Fork Lift" logo. Replacing monument signage facing U.S. Highway 50 and Coach Lane from "Food 4 Less" to "Fork Lift" logo;
3. Addition of an exterior propane BBQ at the front entrance with safety fence;
4. Addition of two corrugated metal awnings over the two main sliding doors and underneath the main canopy; and
5. Repaint existing yellow tie rods and brackets to "Covered in Platinum" (silver-blue color).

LOCATION: On the north side of Coach Lane, approximately 1,500 feet west of the intersection with Cameron Park Drive, in the Cameron Park area, Supervisorial District 2. (Exhibit A)

APN: 109-201-09 (Exhibit B)

ACREAGE: 4.331 acres

GENERAL PLAN: Commercial (C) (Exhibit C)

ZONING: Planned Commercial-Community Design Review (CP-DC) (Exhibit D)

ENVIRONMENTAL DOCUMENT: Categorically exempt pursuant to Section 15311 of the CEQA Guidelines.

RECOMMENDATION: Staff recommends the Planning Commission take the following actions:

1. Certify that the project is exempt from CEQA pursuant to Section 15311 of the CEQA Guidelines; and
2. Approve Design Review Revision DR01-0014-R-3 based on the Findings and subject to the Conditions of Approval as presented.

STAFF ANALYSIS

BACKGROUND: DR01-0014 was approved by the Planning Commission on June 13, 2002 for the development of six commercial buildings totaling 86,465 square feet on five parcels. A minor revision was approved administratively on September 18, 2003 to allow a 16,800 square foot commercial building to be developed as a separate 5,760 square foot restaurant, and a 10,500 square foot commercial-retail building. A major revision, DR01-0014-R, was approved March 9, 2006 replacing two previously approved fast food restaurants with a single 10,360 square foot commercial retail building. Another major revision involving the re-facing of the Applebee's restaurant to be consistent with its updated corporate image was approved on December 13, 2012 under DR01-0014-R-2.

Project Description: The project includes a Design Review revision request for an existing grocery store in the Cameron Park East Shopping Center. The proposed changes at the existing Food 4 Less are intended to update the image of the store, in keeping with the current standard for the brand across the United States. The following provides details of the changes:

1. Addition of an 11x45 foot outdoor seating area at the front entrance, to be partially enclosed with operable bi-fold doors with steel frames and glass panels. The doors can be raised similar to a garage door to allow for open air seating at the exterior tables and chairs (Exhibit E);

2. Cladding of existing arc-glazed “space frame” sign band with cedar siding and replacing signage from “Food 4 Less” to “Fork Lift by Nugget”. Adding one approximately 5 foot x 18 foot wall sign to north elevation to include “Fork Lift” logo, and one approximately 4 foot x 20 foot wall sign to south elevation to include “Fork Lift” logo. Replacing monument signage facing U.S. Highway 50 and Coach Lane from “Food 4 Less” to “Fork Lift” logo (Exhibit F);
3. Addition of an exterior propane BBQ at the front entrance with safety fence (Exhibit E);
4. Addition of two corrugated metal awnings over the two main sliding doors and underneath the main canopy (Exhibit E); and
5. Repaint existing yellow tie rods and brackets to “Covered in Platinum” (silver-blue color) (Exhibit E).

Site Description:

The project parcel is 4.331 acres and is called the Cameron Park East Shopping Center with Food 4 Less as the main anchor. Other businesses in the center are Applebee’s restaurant, Starbucks, Great Clips, Sierra Vista Bank, Animal Hospital, and related parking lot and landscaping. The shopping center adjoins U.S. Highway 50 to the north, Coach Lane to the south, and Rodeo Drive to the west. The project site is surrounded by existing commercial development.

General Plan:

The General Plan designates the site as Commercial which permits the existing grocery store use. Staff has analyzed General Plan policies applicable to this project and found the project to be consistent with the General Plan, as follows:

The project is consistent with General Plan Policy 2.2.1.2:

As proposed, the project is consistent with the Commercial (C) land use designation as defined within General Plan Policy 2.2.1.2 because the land use designation provides for areas for service uses to serve the residents, businesses and visitors of the County. The grocery store provides a service to the community and would be consistent with the General Plan land use.

The project is consistent with General Plan Policy 2.2.5.21:

General Plan Policy 2.2.5.21 requires development projects to be located and designed in a manner that avoids incompatibility with adjoining land uses that are permitted by the policies in effect at the time the development project is proposed. The proposed re-branding of the existing grocery store including the new outdoor seating area, signage, and colors would not create a visual incompatibility with other similar retail uses within the vicinity or along U.S. Highway 50.

Zoning:

The existing grocery store use is permitted in the Planned Commercial Zone District in compliance with Section 17.32.140.B of the Zoning Ordinance.

Chapter 17.74 of the Zoning Ordinance establishes Design Review Districts. The subject site is within the Cameron Park Community Design Review District and under Section 17.14.130 (Architectural Supervision) of the Zoning Ordinance, “where a structure or building faces on a state highway, the application shall be accompanied by architectural drawings or sketches showing the elevations of the proposed building or structure.”

Discussion: The applicant has provided elevations of the proposed revisions. Based on an evaluation of the surrounding area, the revisions would be consistent with other commercial structures in the immediate area and the signage would be consistent with the Cameron Park East Shopping Center and would not be detrimental to the development of the commercial area or have visual incompatibility within the U.S. Highway 50 commercial corridor.

Design Guidelines:

The Community Design Guidelines apply to this project. It is also subject to review by the Cameron Park Design Review Community (CP-DRC). The project design was approved at the August 25, 2014 meeting of the Cameron Park Design Review Committee subject to their concerns regarding deficiency in the existing landscaping adjoining U.S. Highway 50. The previously approved condition regarding said landscaping is recommended for revision to ensure sufficient landscape material is installed to provide adequate screening of the grocery store that adjoins U.S. Highway 50.

ENVIRONMENTAL REVIEW

This project has been found to be Categorically Exempt from the requirements of CEQA pursuant to Section 15311 of the CEQA Guidelines stating that Class 11 *consists of construction, or replacement of minor structures accessory to (appurtenant to) existing commercial, industrial, or institutional facilities, including but not limited to: (a) on-premise signs.* The proposal is for minor modifications to the exterior of the building and would not generate any additional traffic or create any visually incompatible elements. A \$50.⁰⁰ processing fee is required by the County Recorder to file the Notice of Exemption (NOE). Though not required, without filing the NOE, the period for CEQA challenge will be extended from 35 days to 180 days according to Section 15062 (d) of the CEQA Guidelines.

SUPPORT INFORMATION

Attachments to Staff Report:

Conditions of Approval
Findings

- Exhibit A.....Location Map
- Exhibit B.....Assessor’s Parcel Map
- Exhibit C.....General Plan Land Use Map
- Exhibit D.....Zoning Map
- Exhibit E.....Site Plan (Sheets A1.1, A1.2, A3.1)
- Exhibit F.....Signage Plan (Sheets 1, 2, 3)