

ITEM 6.1: **Design Review Permit Modification and Parking Reduction – 1241 Pleasant Grove Bl.
– NWRSP PCL 18 – Starbucks Remodel – PL23-0065**

REQUEST

The applicant requests approval of a Design Review Permit Modification for the renovation and minor expansion of the existing Starbucks drive-thru coffee kiosk, and an Administrative Permit for a parking reduction. The project will increase the building area from 530 square feet to 999 square feet and remodel the façade.

Applicant- Noelia Santiago, Valerio Architects

Owner- Craig Fawcett, Starbucks Corporation

SUMMARY RECOMMENDATION

The Planning Division recommends that the Planning Commission take the following actions:

1. Adopt the two (2) findings of fact and approve the Design Review Permit Modification subject to four (4) conditions of approval; and
2. Adopt the two (2) findings of fact and approve the Administrative Permit for a Parking Reduction subject to three (3) conditions of approval.

SUMMARY OF OUTSTANDING ISSUES

There are no outstanding issues associated with this request. The applicant has reviewed and is in agreement with the recommended conditions of approval.

BACKGROUND

The project site is located at 1241 Pleasant Grove Bl. in the Northwest Roseville Specific Plan area (NWRSP) near the corner of Foothills Bl. and Pleasant Grove Bl. The parcel is included in the Arbor View Village retail center. The Planning Commission approved the original Arbor View Village Center development in June 2003, including six (6) commercial pad buildings and shared parking as part of Phase I. In September 2003, the Design Committee approved an expansion to the center to include two (2) additional commercial pad buildings and parking (Phase II). The center is occupied by a mix of commercial tenants, including restaurants, personal services, and retail.

In November 2007 and February 2013, the Design Committee approved the development of a 401 square-foot drive-thru coffee kiosk to replace the anticipated Building G within the center (File# 2007-PL113, DRP-000468). The Planning Manager approved an expansion of the coffee kiosk by 107 square feet in June 2017 to improve efficiency by reconfiguring the preparation area (File #PL17-0090).

The current request would allow the expansion of the coffee kiosk from 530 square feet to 999 square feet. This expansion would be located on the existing pad area of the kiosk, and would not otherwise modify the site plan or circulation of the drive-thru. The proposed modification further improves the layout of the kiosk, increases storage, and allows for improved staff efficiency. The project also requests an Administrative Permit for a parking reduction for an individual use. Typically, a Design Review Permit Modification and Administrative Permit application would be approved at the Staff level, however in this case the City's Zoning Ordinance requires that a parking reduction for a restaurant use be approved by the Planning Commission.

Figure 1: Project Location



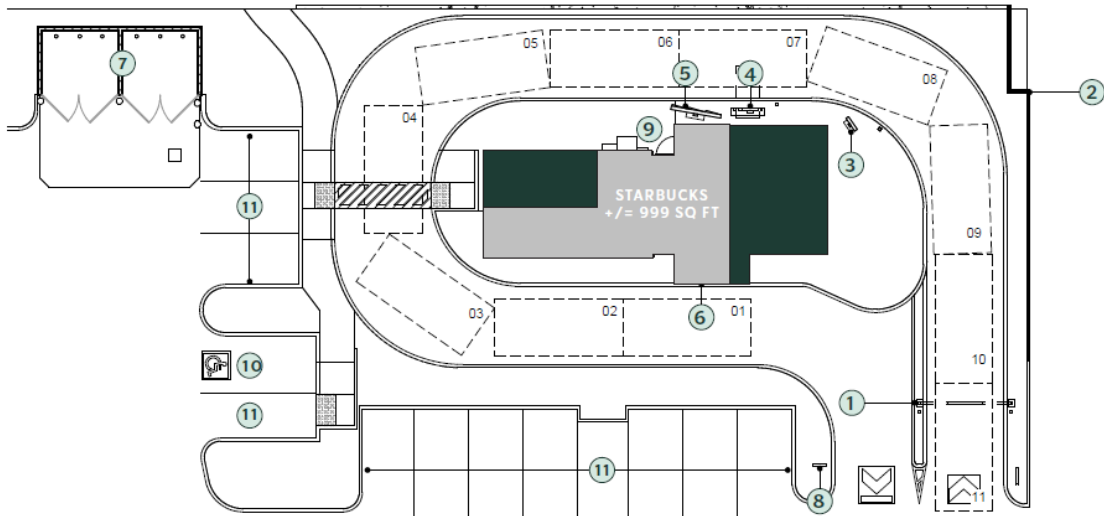
EVALUATION – DESIGN REVIEW PERMIT MODIFICATION

The project requests a modification of the original Design Review Permit to allow for the expansion of the Starbucks coffee kiosk. The evaluation of the Design Review Permit Modification (DRP MOD) is based on the applicable development and design standards in the City’s Zoning Ordinance, NWRSP, General Plan, and Community Design Guidelines (CDG). Section 19.78.060(J) of the Zoning Ordinance requires two findings of fact be made in order to approve a Design Review Permit Modification. The required findings are listed below in *italicized, bold print* and are followed by an evaluation.

- 1. The proposed modification is substantially consistent with the intent of the original approval.***
- 2. The proposed modification complies with all applicable standards and requirements of the City’s Zoning Ordinance, with the applicable goals, policies, and objectives set forth in the General Plan, the applicable Community Design Guidelines, and the applicable specific plan.***

The project proposes to expand the existing 530 square-foot Starbucks drive-thru kiosk to 999 square feet. The expansion will reconfigure the interior of the kiosk to facilitate and improve operations for staff. Renovations include a new restroom, break area, managers office, and increased storage. The existing kiosk is located on a pad surrounded by the drive aisle for the drive-thru, and the expansion will be contained within this pad area. The drive-thru lane provides the required 180 feet of vehicle stacking. Starbucks has stated that the building addition will improve efficiency, and therefore customers should move more quickly through the queue. No changes to the site circulation are proposed.

Figure 2: Site Plan



The project also proposes a remodel of the exterior of the kiosk. The design will update the paint scheme to a muted, earth tone color which coordinates with the Arbor View Center, as well as continue the existing brick veneer to the top of the tower element. The light trim color will be replaced with a black metal, and a metal trim is proposed along the roofline around the entire kiosk. Windows will be added as a part of the addition which are consistent with the existing building.

Figure 3: Elevation Rendering



While some landscaping around the existing kiosk will be removed to accommodate the expansion, new landscaping is proposed. The project includes a landscape plan which provides additional groundcover

and shrubs around the exterior of the Starbucks kiosk, as well as a new Chinese Flame tree in the parking area. The proposed design uses high quality materials, colors, and landscaping which coordinate with the existing Arbor View Center, and is consistent with the intent of the CDG.

EVALUATION – PARKING REDUCTION

Section 19.26.030 C (3) of the City of Roseville Zoning Ordinance contains provisions for requesting and evaluating Parking Reductions for an Individual Use. An applicant may apply for an Administrative Permit to allow a parking reduction for an individual use if its use functions differently from the generic use type and associated parking standards. The applicant has the burden of proof for requesting a reduction in the total number of required off-street parking spaces, and documentation shall be submitted substantiating the request. Section 19.26.030 C (4) establishes that for eating and drinking establishments, the approving authority for a parking reduction is the Planning Commission. The approving authority shall only approve reduced parking if the criteria in ***bold, italics*** below are met.

1. Satisfactory evidence is provided describing the nature of the use, the operation and data from other facilities or similar facilities so as to demonstrate that the required parking standards are excessive and the proposed parking standards are appropriate; and

2. Overflow parking will not impact any adjacent use.

The coffee kiosk on the subject parcel is a Starbucks Drive-Thru facility, which is identified as a fast food with drive-thru use in the Zoning Ordinance. Section 19.26.030 of the Zoning Ordinance states that fast food drive-thru uses require one (1) parking space per 100 square feet of building. As the total area of the facility will be increased to 999 square feet, the minimum parking requirement for the proposed project is 10 parking spaces. The parking reduction request would reduce the required number of spaces from 10 spaces to four (4) spaces to accommodate employees.

This Starbucks facility differs from the usual business model in that it is drive-thru only, and there is no interior or exterior seating available for customers. According to the justification letter provided by the applicant, the kiosk has a maximum of four (4) employees at any given time. Additionally, the letter states that the peak hours of operation for Starbucks is between 7:30 am to 9:00 am, which is prior to opening of most of the other businesses within the Arbor View Village Center. It is not anticipated that overflow parking would be necessary, as there is no walk-up option for purchase of items and no seating for customers. However, there is additional parking available throughout the center. Furthermore, this is an existing use and no parking concerns have been reported to staff. The proposed project would expand the facility within the existing pad location to increase efficiency, moving customers more quickly through the queue, but will not disrupt the existing site circulation. Therefore, staff supports the requested parking reduction.

PUBLIC OUTREACH

The proposed project was distributed to the various agencies and departments which have requested notice of City applications, and all comments were considered and incorporated into the Conditions of Approval, as appropriate. Notice of the application was also distributed to the Roseville Coalition of Neighborhood Associations. No comments were received. A public notice of the Planning Commission hearing was published on October 12, 2023, and was distributed to all property owners within 300 feet of the project site. To date, no comments have been received.

CONCLUSION

Based on the foregoing analyses, staff recommends that the Planning Commission approve the requested Design Review Permit Modification and Parking Reduction.

ENVIRONMENTAL DETERMINATION

The project is categorically exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Section 15301, Existing Facilities, and Section 305 of the City of Roseville CEQA Implementing Procedures. The area of expansion is less than 50-percent of the floor area prior to the addition (increasing from 530 square feet to 999 square feet) and less than 2,500 square feet; therefore, it meets the criteria of the exemption class.

Furthermore, none of the exceptions to exempting projects, as outlined in Section 15300.2 of CEQA, apply to the proposed project. The project does not request exemption through Classes 3, 4, 5, 6, or 11. As this is an existing use and surrounded by development, there are no cumulative impacts which have not been considered that will have a significant effect on the environment. There are no unusual circumstances that will have a significant effect on the environment proposed as part of the project, as all uses are permitted and the project will occur within an existing facility. The project is not located adjacent to a scenic highway, is not located on a hazardous waste site pursuant to Section 65962.5 of Government Code, and will not result in a substantial adverse change in the significance of a historical resource.

RECOMMENDATION

The Planning Division recommends the Planning Commission take the following actions:

1. Adopt the findings of fact as stated in the staff report and approve the **Design Review Permit Modification – 1241 Pleasant Grove Bl. – NWRSP PCL 18 – Starbucks Remodel – PL23-0065** subject to four (4) conditions of approval; and
2. Adopt the finding of fact as stated in the staff report and approve the **Administrative Permit for a Parking Reduction – 1241 Pleasant Grove Bl. – NWRSP PCL 18 – Starbucks Remodel – PL23-0065** subject to three (3) conditions of approval.

CONDITIONS OF APPROVAL FOR DESIGN REVIEW PERMIT MODIFICATION FILE # PL23-0065

1. This Design Review Permit Modification approval shall be effectuated within a period of two (2) years from **October 26, 2023** and if not effectuated shall expire on **October 26, 2025**. Prior to said expiration date, the applicant may apply for an extension of time, provided this approval does not extend the expiration beyond **October 26, 2026** (Planning)
2. The project is approved as shown in Exhibit A and as conditioned or modified below. (Planning)
3. The project is subject to the previously approved conditions of approval for the 1241 Pleasant Grove Bl. Starbucks Kiosk (2007PL-113 and PL17-0090), except as conditioned or modified below. (Planning)
4. Bike parking and electric vehicle parking spaces shall be provided per the California Green Building Standards. Carpool spaces shall also be provided per the City of Roseville's Transportation System Management (TSM) Ordinance, R.M.C Chapter 11.33. Bike rack/locker design and designated parking space markings and location shall be approved by Alternative Transportation. (Alternative Transportation, Building).

CONDITIONS OF APPROVAL FOR PARKING REDUCTION FILE # PL23-0065

1. This Administrative Permit for a parking reduction is approved based on the proposed mix, square footage, and operating characteristics of the tenant, as described in this staff report and in Exhibits A and B and as conditioned below. (Planning)
2. This Administrative Permit approval shall be effectuated within a period of two (2) years from **October 26, 2023**, and if not effectuated shall expire on **October 26, 2025**. Prior to said expiration date, the applicant may apply for an extension of time, provided this approval does not extend the expiration beyond **October 26, 2026**. (Planning)
3. The applicant shall submit plans to the Building Division and secure a building permit for any proposed tenant improvements. (Building)

Attachments

1. Original Conditions of Approval (2007PL-113 and PL17-0090)

Exhibits

- A. Project Plans
- B. Justification Letter for Parking Reduction

Note to Applicant and/or Developer: Please contact the Planning Division staff at (916) 774-5276 prior to the Commission meeting if you have any questions on any of the recommended conditions for your project. If you challenge the decision of the Commission in court, you may be limited to raising only those issues which you or someone else raised at the public hearing held for this project, or in written correspondence delivered to the Planning Manager at, or prior to, the public hearing.