



MEMORANDUM

TO: Architectural Review Committee

BY: Andrew Perez, Planning Manager

SUBJECT: Consideration Of Architectural Review 22-009; Exterior Alterations To An Existing Commercial Structure; Location – 901 Rancho Parkway; Applicant – Five Below; Representative – Jan Bustalino

DATE: August 15, 2022

SUMMARY OF ACTION:

Recommendation of approval to the Community Development Director will allow for alterations to the existing commercial structure to accommodate a new Five Below retail store.

IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:

No financial impact is projected.

RECOMMENDATION:

It is recommended that the Architectural Review Committee (ARC) review the project for consistency with the Design Guidelines for the development and make a recommendation to the Community Development Director.

BACKGROUND:

The 5 Cities Center is located in the Regional Commercial zoning district, northeast of W. Branch Street and bisected by Rancho Parkway (Attachment 1). The existing commercial structure is located within the eastern section of the center and was formerly home to a Pier 1 store. Design Guidelines for the center establish the overall architectural style and character for the buildings, which consists of Traditional Mediterranean and Spanish Traditional styles (Attachment 2). ARC review of exterior alterations is required to ensure that projects are in conformance with the Design Guidelines.

ANALYSIS OF ISSUES:

Project Proposal

Pier 1, the previous tenant vacated the subject commercial space in early 2020. The new applicant, Five Below, submitted an application proposing alterations to the exterior of the building. The existing structure possesses elements of the Traditional Mediterranean style

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including stucco siding, a projecting entry element with recessed doors and windows, a tile roof, and decorative cornice along a portion of the roofline.

The applicant proposes to remove the exterior light fixtures, cornice, and shade structures, replace the existing storefront, and install a new awning. No expansion of the existing footprint is proposed. New paint is also proposed for the front elevation. Project plans and color board are included as Attachments 3 and 4 to the staff report, respectively. Signage will be submitted as a separate application and is not currently part of this review.

Design Guidelines

Architectural elements and details, storefronts, windows, colors, materials, and landscaping are all regulated by the Design Guidelines. The predominant architectural style and massing were established by the original building design and construction, and the only change proposed that will have an effect on the style and massing is the proposed removal of the decorative cornice along the portions of the roofline on either side of the entry element. The cornice on the entry element will remain. The Design Guidelines encourage decorative cornices “where appropriate to the building style.” Therefore, staff requests an interpretation from the ARC whether the removal of the cornice is appropriate based on the existing building style. The new awning proposed over the main entrance is supported by the Design Guidelines, which encourages the use of decorative accents to provide building detail.

Currently, two entry doors surrounded by storefront glazing framed by dark bronze mullions serve as the main entrance to the building. Two larger sets of fixed windows are located on both sides of the entrance. The project proposes to relocate the main entry to the west of its existing location, where fixed windows are currently located. The existing entry doors would be replaced with fixed windows. The existing dark bronze storefront mullions would remain, and any new mullions would match the existing color. Any new storefront glazing would match the existing with regards to transparency.

The project proposes new paint for the front elevation of the building. The entire front façade, with the exception of the portion of the building where the new main entry is shown, is proposed to be painted a light beige, referred to as “Oyster Shell”. The portion of the building where the main entrance is located is proposed to be painted “Five Below Blue”. This color will also be used to paint horizontal bands above the other sections of storefront glazing. The existing off-white cornice will be painted a brighter white color, referred to as “China White”. The proposed awning will be a brown, referred to as “Baked Enamel Bronze”, and the underside will be painted white. The side and rear elevations will remain their existing colors.

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The Design Guidelines notes that “white off-white earth tone colors are appropriate for building walls.” Earth tone colors are commonly defined as “any of various warm, muted colors ranging basically from neutral to deep brown.” Therefore, staff is not supportive of the use of blue in the project proposal, however a determination from the ARC is requested on this topic.

ADVANTAGES:

The applicant proposes to repurpose a vacant tenant space in the Regional Commercial zone, which will provide new employment opportunities for residents and tax revenue for the City.

DISADVANTAGES:

The color scheme proposed by the applicant is not consistent with the Design Guidelines for the shopping center.

ENVIRONMENTAL REVIEW:

The project was reviewed in accordance with the California Environmental Quality Act (CEQA) and determined to be categorically exempt per Section 15301(a) of the Guidelines regarding minor exterior alterations to existing structures.

PUBLIC NOTIFICATION AND COMMENTS:

The Agenda was posted at City Hall and on the City’s website in accordance with Government Code Section 54954.2.

Attachments:

1. Project Location
2. Design Guidelines
3. Project Plans
4. Color Board