

## **APL16-0002**

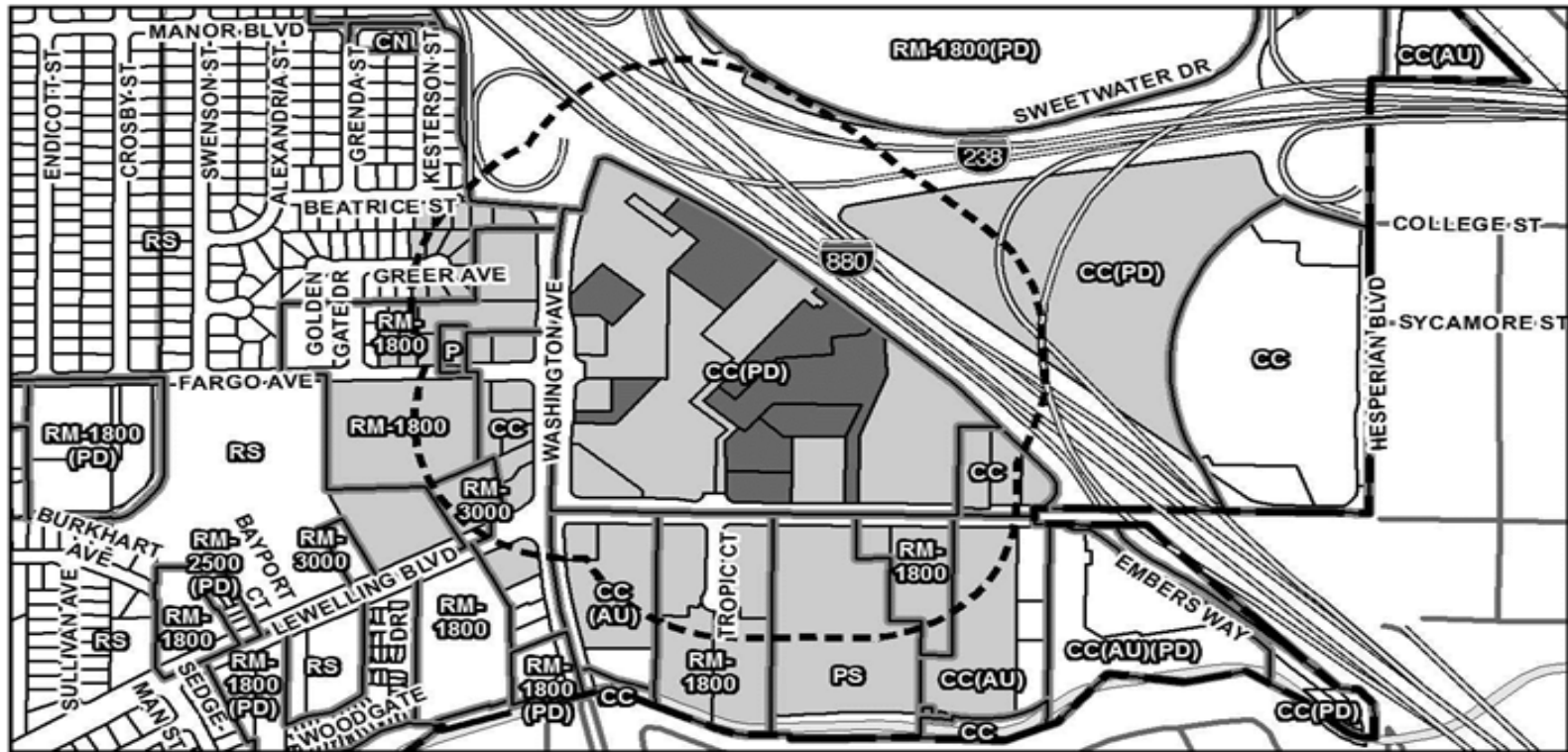
Appeal of Planning Commission Disapproval of  
PLN15-0031, Proposed Modification of  
Planned Development PD-83-3 for  
Façade Changes at Greenhouse Marketplace

City Council  
July 18, 2016

# Appeal Background




- Planning Commission hearing March 17, continued to May 19 to allow for improved proposal
- Weingarten Realty declined to present revised drawings
- Planning Commission denied proposed modification (PLN15-0031)
- Weingarten Realty appeal filed June 2016

# Vicinity Map



**Greenhouse Marketplace  
Parcels 412-0001-9, -11,  
-14, -16, -17, -18, -19, -20**



-  Selected Parcels
-  Parcels within 500' of Selected Parcels
-  500' buffer around Selected Parcels

# Aerial Photograph



# PD-83-3

- Site originally zoned Nursery (N)
- Approved in 1984 for establishment of 282,800 gross square-foot shopping center
- 25-acre site
- Multiple ownerships exist for sites of McDonald's, Jack in the Box, Safeway, CVS, Food Maxx, and the triangle property at corner (Goodwill location)
- Minor modifications allowed for 99 Cent-Only (2003), Safeway (2005), and McDonalds (2012)

# GREENHOUSE MARKETPLACE

699 LEWELLING BLVD.,  
SAN LEANDRO, CA 94579



# Details of Proposal

- New color palette with earth tones
- Remove glass atrium elements
- Glass atrium next to Nothing Bundt Cakes replaced with standing seam roof
- Other glass atria proposed to be replaced with sign towers and columns
- Sign towers proposed as cement plaster with 2-inch reveal, cornice trim and stone veneer along length of new columns and at base of existing columns
- Historic photo display added

# GREENHOUSE MARKETPLACE

699 Lewelling Blvd.  
San Leandro, CA 94579

## FACADE REMODEL FOR UNITS A0A to A0E

EXTERIOR FINISHES & COLORS		
SYMBOL	MATERIAL	MANUFACTURER / COLOR
(F-1)	PAINT (FASCIA)	BENJAMIN MOORE PAINT "JONESBORO DREAM" # 241
(F-2)	PAINT (SIGN TOWER)	BENJAMIN MOORE PAINT "AUTUMN LEAF" # 1131
(F-3)	PAINT (SIGN TOWER)	BENJAMIN MOORE PAINT "ACORN" # 1125
(F-4)	PAINT (COLUMN)	BENJAMIN MOORE PAINT "RUSTIC TAUPE" # 999
(F-5)	PAINT (ROOF)	BENJAMIN MOORE PAINT "ANCHOR GRAY" # 2129-30
(F-6)	PAINT (CORNICE/TRIM)	BENJAMIN MOORE PAINT "NAVAJO WHITE" # PM-29
(S-1)	STONE VENEER (COLUMN BASE)	EL DORADO STONE VENEER "YUKON MOUNTAIN LEDGE"



EXISTING FACADE



### PROPOSED ELEVATION

SCALE: 1/8" = 1'-0"



# GREENHOUSE MARKETPLACE

699 Lewelling Blvd.  
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## FACADE REMODEL FOR UNITS B0G to B0R

EXTERIOR FINISHES & COLORS		
SYMBOL	MATERIAL	MANUFACTURER / COLOR
(P-1)	PAINT (FASCIA)	BENJAMIN MOORE PAINT "JONESBORO CREAM" # 241
(P-2)	PAINT (SIGN TOWER)	BENJAMIN MOORE PAINT "AUTUMN LEAF" # 1131
(P-3)	PAINT (SIGN TOWER)	BENJAMIN MOORE PAINT "DIRTY MUD" # 1124
(P-4)	PAINT (COLUMNS)	BENJAMIN MOORE PAINT "RUSTIC TAUPE" # 999
(P-5)	PAINT (ROOF)	BENJAMIN MOORE PAINT "ANCHOR GRAY" # 2126-30
(P-6)	PAINT (CORNICHE/TRIM)	BENJAMIN MOORE PAINT "NAVAJO WHITE" # PM-29
(ST-1)	STONE VENEER (COLUMN BASE)	EL DORADO STONE VENEER "YUKON MOUNTAIN LEDGE"



EXISTING FACADE



PROPOSED ELEVATION  
SCALE: 1/8" = 1'-0"

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## FACADE REMODEL FOR UNITS B0A to B0F

EXTERIOR FINISHES & COLORS		
SYMBOL	MATERIAL	MANUFACTURER / COLOR
(P-1)	PAINT (FASCIA)	BENJAMIN MOORE PAINT "JONESBORO CREAM" # 241
(P-2)	PAINT (SIGN TOWER)	BENJAMIN MOORE PAINT "AUTUMN LEAF" # 1131
(P-3)	PAINT (SIGN TOWER)	BENJAMIN MOORE PAINT "ACORN" # 1125
(P-4)	PAINT (COLUMNS)	BENJAMIN MOORE PAINT "RUSTIC TAUPE" # 999
(P-5)	PAINT (ROOF)	BENJAMIN MOORE PAINT "ANCHOR GRAY" # 2126-30
(P-6)	PAINT (CORNICE/TRIM)	BENJAMIN MOORE PAINT "NAVAJO WHITE" # PM-25
(ST-1)	STONE VENEER (COLUMN BASE)	EL DORADO STONE VENEER "YUKON MOUNTAIN LEDGE"



EXISTING FACADE



### PROPOSED ELEVATION

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## GREENHOUSE MARKETPLACE

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### FACADE REMODEL FOR UNITS C0H to C0R

EXTERIOR FINISHES & COLORS		
SYMBOL	MATERIAL	MANUFACTURER / COLOR
P-1	PAINT (FASCIA)	BENJAMIN MOORE PAINT "JONESBORO CREAM" # 241
P-2	PAINT (SIGN TOWER)	BENJAMIN MOORE PAINT "AUTUMN LEAF" # 1151
P-3	PAINT (SIGN TOWER)	BENJAMIN MOORE PAINT "ACCENT" # 1125
P-4	PAINT (COLUMNS)	BENJAMIN MOORE PAINT "TRUSTIC TALPO" # 999
P-5	PAINT (ROOF)	BENJAMIN MOORE PAINT "ANCHOR GRAY" # 2126-30
P-6	PAINT (CORNICIE/TRIM)	BENJAMIN MOORE PAINT "NAVAJO WHITE" # PM-29
ST-1	STONE VENEER (COLUMN BASE)	EL DORADO STONE VENEER "YUKON MOUNTAIN LEDGE"



EXISTING FACADE



### PROPOSED ELEVATION

SCALE: 1/8" = 1'-0"

# GREENHOUSE MARKETPLACE

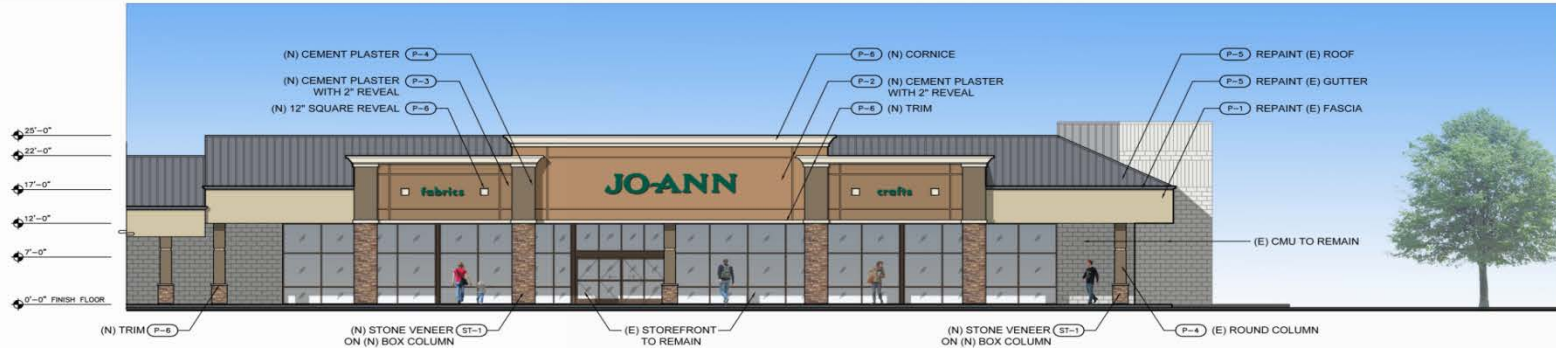
699 Lewelling Blvd.  
San Leandro, CA 94579

## FACADE REMODEL FOR UNITS C0A - Jo-Ann

EXTERIOR FINISHES & COLORS		
SYMBOL	MATERIAL	MANUFACTURER / COLOR
 P-1	PAINT (FASCIA)	BENJAMIN MOORE PAINT "JONESBORO CREAM" # 241
 P-2	PAINT (SIGN TOWER)	BENJAMIN MOORE PAINT "AUTUMN LEAF" # 1131
 P-3	PAINT (SIGN TOWER)	BENJAMIN MOORE PAINT "ACORN" # 1125
 P-4	PAINT (COLUMNS)	BENJAMIN MOORE PAINT "RUSTIC TAUPE" # 999
 P-5	PAINT (ROOF)	BENJAMIN MOORE PAINT "ANCHOR GRAY" # 2128-30
 P-6	PAINT (CORNICE/TRIM)	BENJAMIN MOORE PAINT "NAVAJO WHITE" # PM-29
 ST-1	STONE VENEER (COLUMN BASE)	EL DORADO STONE VENEER "YUKON MOUNTAIN LEDGE"



EXISTING FACADE



### PROPOSED ELEVATION

SCALE: 1/8" = 1'-0"

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## FACADE REMODEL FOR UNITS E0H to E0N

EXTERIOR FINISHES & COLORS		
SYMBOL	MATERIAL	MANUFACTURER / COLOR
(P-1)	PAINT (FASCIA)	BENJAMIN MOORE PAINT "JONESBORO CREAM" # 241
(P-2)	PAINT (SIGN TOWER)	BENJAMIN MOORE PAINT "AUTUMN LEAF" # 1151
(P-3)	PAINT (SIGN TOWER)	BENJAMIN MOORE PAINT "ACCORN" # 1125
(P-4)	PAINT (COLUMNS)	BENJAMIN MOORE PAINT "TRUSTIC TAUPE" # 999
(P-5)	PAINT (ROOF)	BENJAMIN MOORE PAINT "ANCHOR GRAY" # 2126-30
(P-6)	PAINT (CORNICIE/TRIM)	BENJAMIN MOORE PAINT "NAVAJO WHITE" # PM-29
(S-1)	STONE VENEER (COLUMN BASE)	EL DORADO STONE VENEER "FLUKON MOUNTAIN LEDGE"



EXISTING FACADE



### PROPOSED ELEVATION

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## FACADE REMODEL FOR UNITS E0A to E0F

EXTERIOR FINISHES & COLORS		
SYMBOL	MATERIAL	MANUFACTURER / COLOR
P-1	PAINT (FASCIA)	BENJAMIN MOORE PAINT "JONESBORO CREAM" # 241
P-2	PAINT (SIGN TOWER)	BENJAMIN MOORE PAINT "AUTUMN LEAF" # 1131
P-3	PAINT (SIGN TOWER)	BENJAMIN MOORE PAINT "MCCORM" # 1125
P-4	PAINT (COLUMNS)	BENJAMIN MOORE PAINT "RUSTIC TAUPÉ" # 999
P-5	PAINT (ROOF)	BENJAMIN MOORE PAINT "ANCHOR GRAY" # 2126-30
P-6	PAINT (CORNICE/TRIM)	BENJAMIN MOORE PAINT "NAVAJO WHITE" # PM-29
ST-1	STONE VENEER (COLUMN BASE)	EL DORADO STONE VENEER "YUKON MOUNTAIN LEDGE"



EXISTING FACADE



### PROPOSED ELEVATION

SCALE: 1/8" = 1'-0"

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## FACADE REMODEL FOR UNITS D0A to D0E

EXTERIOR FINISHES & COLORS		
SYMBOL	MATERIAL	MANUFACTURER / COLOR
(P-1)	PAINT (FASCIA)	BENJAMIN MOORE PAINT "JONESBORO CREAM" # 241
(P-2)	PAINT (SIGN TOWER)	BENJAMIN MOORE PAINT "AUTUMN LEAF" # 1131
(P-3)	PAINT (SIGN TOWER)	BENJAMIN MOORE PAINT "SUNNYSIDE" # 1124
(P-4)	PAINT (COLUMNS)	BENJAMIN MOORE PAINT "TRUSTIC TAUPPE" # 999
(P-5)	PAINT (ROOF)	BENJAMIN MOORE PAINT "ANCHOR GRAY" # 2126-30
(P-6)	PAINT (CORNICE/TRIM)	BENJAMIN MOORE PAINT "NAVAJO WHITE" # PM-25
(S-1)	STONE VENEER (COLUMN BASE)	EL DORADO STONE VENEER "YUKON MOUNTAIN LEDGE"



EXISTING FACADE



### PROPOSED ELEVATION

SCALE: 1/8" = 1'-0"

# GREENHOUSE MARKETPLACE

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## FACADE REMODEL FOR UNITS F0A to F0E

EXTERIOR FINISHES & COLORS		
SYMBOL	MATERIAL	MANUFACTURER / COLOR
F-1	PAINT (FASCIA)	BENJAMIN MOORE PAINT "JONESBORO CREAM" # 241
F-2	PAINT (SIGN TOWER)	BENJAMIN MOORE PAINT "AUTUMN LEAF" # 1131
F-3	PAINT (SIGN TOWER)	BENJAMIN MOORE PAINT "ANCHOR GRAY" # 1124
F-4	PAINT (COLUMNS)	BENJAMIN MOORE PAINT "TRUSTIC TAUPE" # 999
F-5	PAINT (ROOF)	BENJAMIN MOORE PAINT "ANCHOR GRAY" # 2126-30
F-6	PAINT (CORNICE/TRIM)	BENJAMIN MOORE PAINT "NAVAJO WHITE" # FM-29
F-7	STONE VENEER (COLUMN BASE)	EL DORADO STONE VENEER "YUKON MOUNTAIN LEDGE"



EXISTING FACADE



PROPOSED ELEVATION  
SCALE: 1/8" = 1'-0"



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## FACADE REMODEL FOR UNITS F0E to F0G



EXISTING FACADE

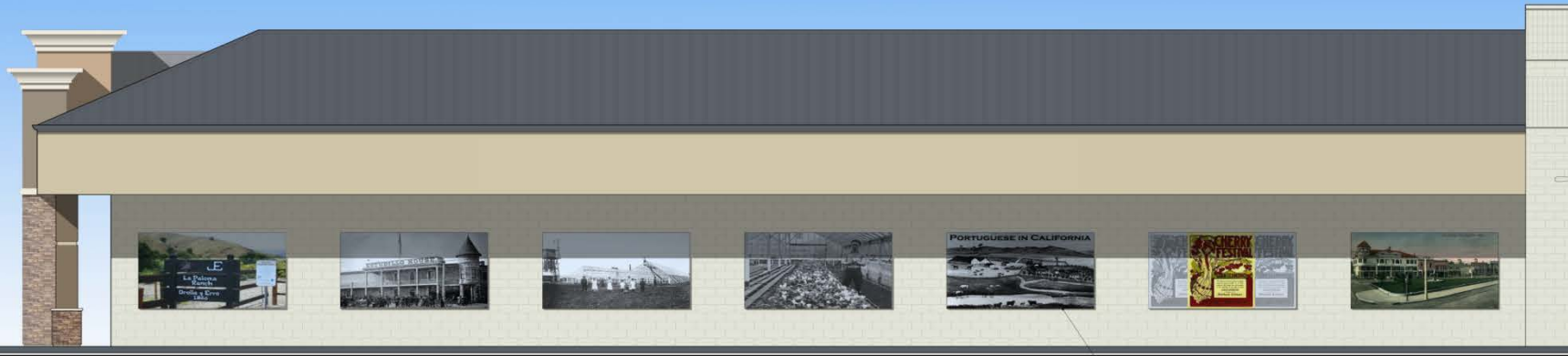
### EXTERIOR FINISHES & COLORS

SYMBOL	MATERIAL	MANUFACTURER / COLOR
(E-1)	PAINT (FASCIA)	BENJAMIN MOORE PAINT "JONESBORO CREAM" # 241
(F-2)	PAINT (SIGN TOWER)	BENJAMIN MOORE PAINT "AUTUMN LEAF" # 1131
(F-3)	PAINT (SIGN TOWER)	BENJAMIN MOORE PAINT "ACORN" # 1125
(F-4)	PAINT (COLUMNS)	BENJAMIN MOORE PAINT "RUSTIC TAUPE" # 999
(P-5)	PAINT (ROOF)	BENJAMIN MOORE PAINT "ANCHOR GRAY" # 2126-30
(F-6)	PAINT (CORNICE/TRIM)	BENJAMIN MOORE PAINT "NAVAJO WHITE" # PM-29
(CV-1)	STONE VENEER (COLUMN BASE)	EL DORADO STONE VENEER "YUKON MOUNTAIN LEDGE"



### PROPOSED ELEVATION

SCALE: 1/8" = 1'-0"



HISTORICAL DISPLAY  
N T S

7 - 8' X 16' PICTURE BOXES,  
EVENLY SPACED



KEY SITE PLAN  
N T S

# Staff Analysis

- Façade changes are a major modification of the original PD-83-3
- Planned Developments are granted in exchange for “superior urban design”
- Planning Commission discussion in 1984 for the shopping center dictated that entire site be integrated and reflect past use as greenhouse and nursery
- Current General Plan (2002) policy encourages a “sense of place” and “quality construction and design”
- Proposed design changes are not consistently applied throughout shopping center



**PROPOSED ELEVATION**  
SCALE: 1/8" = 1'-0"





**PROPOSED ELEVATION**

SCALE: 1/8" = 1'-0"





PROPOSED ELEVATION  
SCALE: 1/8" = 1'-0"



# Inconsistency with PD-83-3

- ▶ Abandons original design concept without comprehensively upgrading shopping center as whole.
- ▶ Fails to propose adequate substitute vision
- ▶ Does not provide superior urban design

Only six buildings within center included; heart of shopping center will consist of two very distinct styles

# General Plan Conformance

- Historic Preservation and Community Design Element promotes “sense of place” and contribution to quality and overall image of community
- Goal 42 Sense of Place – corporate architecture does not reflect character of San Leandro and site’s history
- Goal 43 Quality Construction and Design – original greenhouse design replaced by generic tower elements and materials without comprehensive design vision



# Staff / Planning Commission Recommendations

## Design:

- ▶ Should reflect low-slung horizontal nature of buildings
- ▶ Vertical elements should not override and dominate existing architectural form

## Comprehensive Approach:

- ▶ Façade changes should include all storefronts within central core of shopping center, regardless of ownership

# Staff / Planning Commission

## Recommendations continued

### Architectural Elements:

- ▶ High quality design

### Historical Features:

- ▶ Display nice concept but it not adequate substitute

# Public Outreach

- Legal Ad in Daily Review on July 8
- Notification letters to property owners and businesses within 500 feet of parcels affected
- Placards placed on utility poles and building elements adjacent to and near subject site

# Recommendation

- Staff recommends that the City Council uphold the Planning Commission disapproval of PLN15-0031 and deny the proposed modification of PD-83-3 per the Resolution and Findings of Fact For Denial.