



## **Moraga Planning Commission**

**Design Review and Grading Permit for  
Rheem Valley Shopping Center  
Partial Redevelopment for a New Grocery Store  
Building, In Line Tenant Space and Two Pad Buildings**

**Brian Horn, Principal Planner**

**December 12, 2023**

# OVERVIEW OF PRESENTATION

## 1. PROJECT BACKGROUND

- ▶ Requested Actions
- ▶ Background
- ▶ Project Location
- ▶ Project Overview

## 2. Key Issues

- ▶ Rheem Park Objective Design Standards
- ▶ Outdoor Spaces
- ▶ Parking
- ▶ Grading
- ▶ Signage
- ▶ Lot Line Adjustment

## 3. CEQA

## 4. RECOMMENDATION



## Requested Actions:

- Adopt a Resolution Approving:
  - Design Review (DR-07-23)
  - Grading Permit (GR 03-23)



## Project elements:

- Demolition and reconstruction of an existing in line building (11,167 sqft) along Center Street with new addition for a new grocery store (17,404 sqft) and in-line tenant space (1,521 sqft)
- Two new free-standing pad buildings approximately 50 feet from Moraga Road (Pad Building A 4,500 sqft, Pad Building B (2,152 sqft)
- Parking lot reconfiguration
- New landscaping, including removal of 20 trees and planting of 31 trees
- Site grading
- Exceptions to three Rheem Park Objective Design Standards

## Background:

- On September 5, 2023, at the applicant's request, the Planning Commission held a study session on the proposed project, with feedback summarized below:
  - Designs should complement the existing shopping center.
  - Avoid grey cinderblocks.
  - Designs should push boundaries and set tone for future development
  - Add visual appeal especially for the pad buildings
  - Create differentiation between the different tenant spaces in the pad buildings.
  - Activate the spaces, create some unique outdoor spaces. Have covered indoor/outdoor spaces.
  - Break up the architecture to create these spaces. Marin Country mart was cited as an example.
  - Incorporate the history of Moraga –but with a modern take.
  - Appreciated the proposed public gathering area adjacent to the grocery store and requested more enhancements.
  - Keep some parking areas open for public events.



An aerial photograph of the Rheem Valley Shopping Center. The map includes several labels and annotations:
 

- North Arrow:** Located in the top right corner, pointing upwards with the letter 'N' below it.
- Rheem Valley Shopping Center:** A large label in the center-left area.
- Pad Building B:** A yellow rectangular box with a line pointing to a building in the upper right quadrant.
- Pad Building A:** A yellow rectangular box with a line pointing to a building in the lower right quadrant.
- New Grocery and in line tenant space:** A white box with a line pointing to a specific area within the shopping center.
- 580 Moraga Rd:** A label for the road running vertically through the center of the map.
- Other Labels:** Various other labels are scattered across the map, including 'Painted Rock' (top right), 'Starbucks' (middle right), 'Golden Palace' (bottom right), 'Tomato Marketing' (bottom left), and 'Rheem Valley Shopping Center' (center).
- Red Arrows:** Four red arrows originate from the 'Rheem Valley Shopping Center' label and point towards different parts of the center.
- Blue Pins:** Several blue location pins are placed on the map, likely indicating specific points of interest or landmarks.

A map of the Moraga Road area in San Jose, California. The map shows Moraga Road running vertically on the right side. To the left of Moraga Road, there is a large yellow-shaded area representing a property. This area is divided into several sections. Three red arrows point to specific locations on this property:

- The top arrow points to the location of 430 Moraga Road - APN 255-150-019.
- The middle arrow points to the location of 536 Moraga Road - APN 255-160-035.
- The bottom arrow points to the location of 580 Moraga Road - APN 255-160-040.

Other businesses and landmarks shown on the map include:

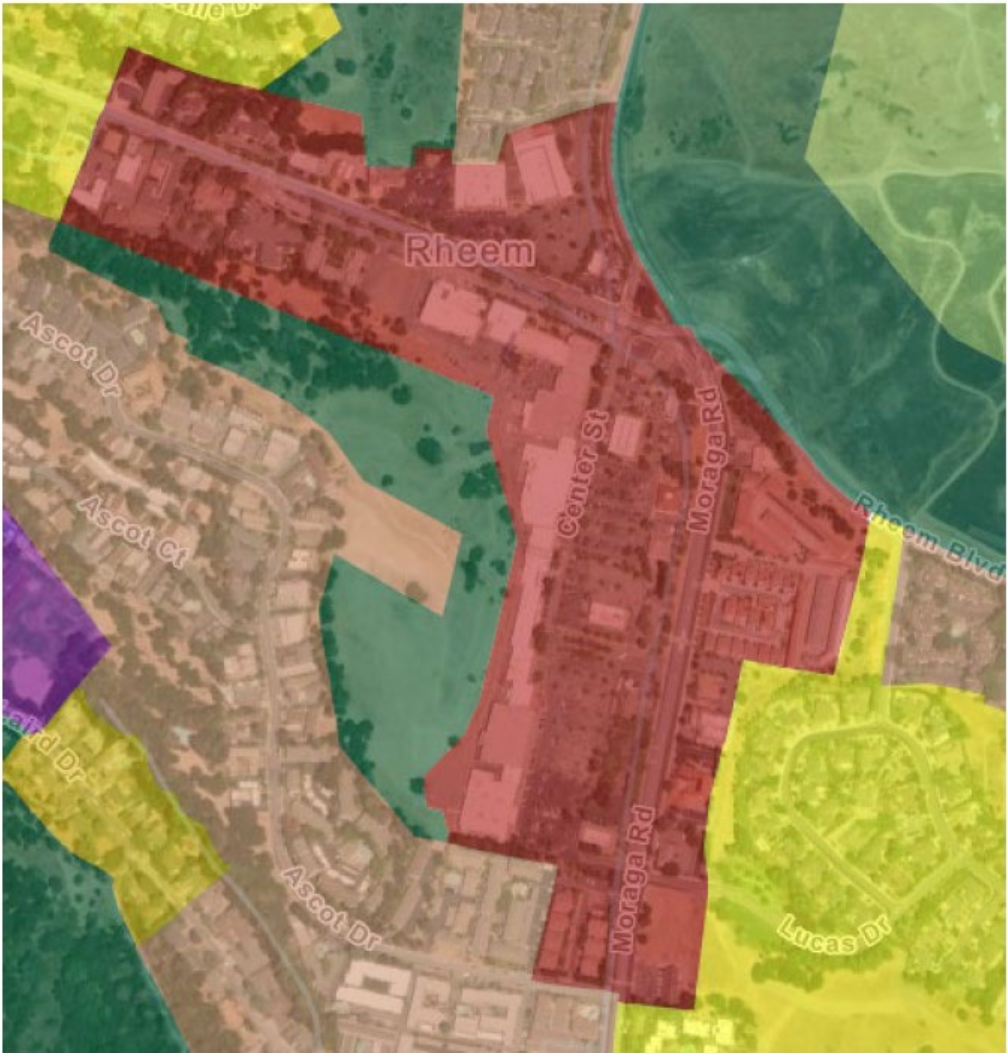
- Rheem Theater Amoroma/Su-
- Star Gas
- Taco Bell
- Rheem Valley Auto
- Burger King
- TJ Maxx
- Dollar Tree
- F45
- Moraga Motors
- Home Goods

Streets shown include RHEEM BLVD at the top and MORAGA ROAD running vertically on the right. A north arrow is located in the top right corner.

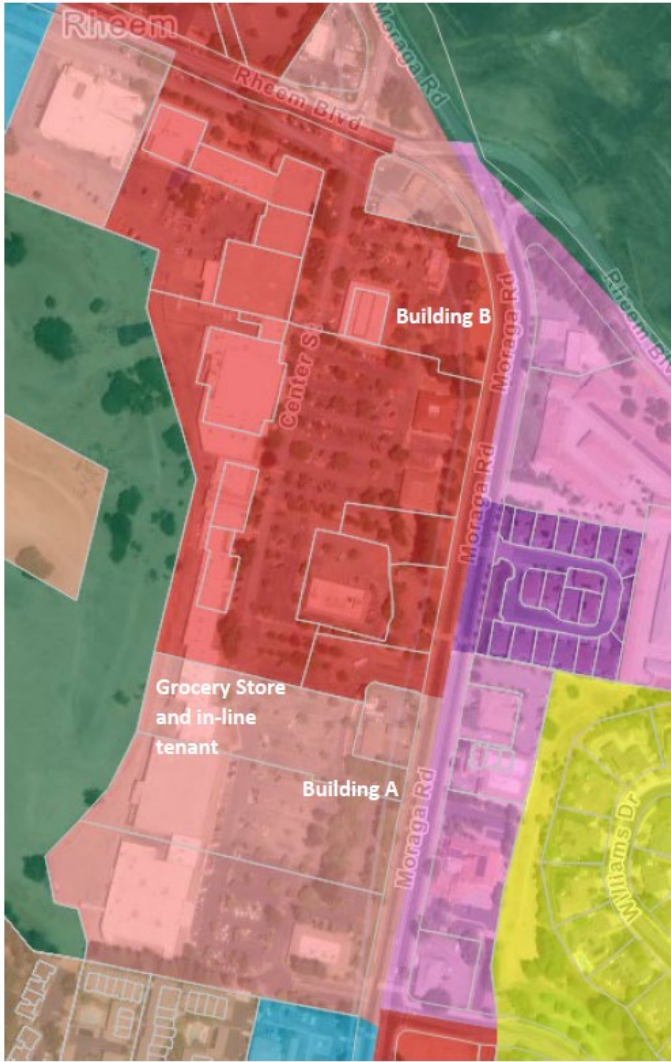


# Project Location: General Plan and Zoning

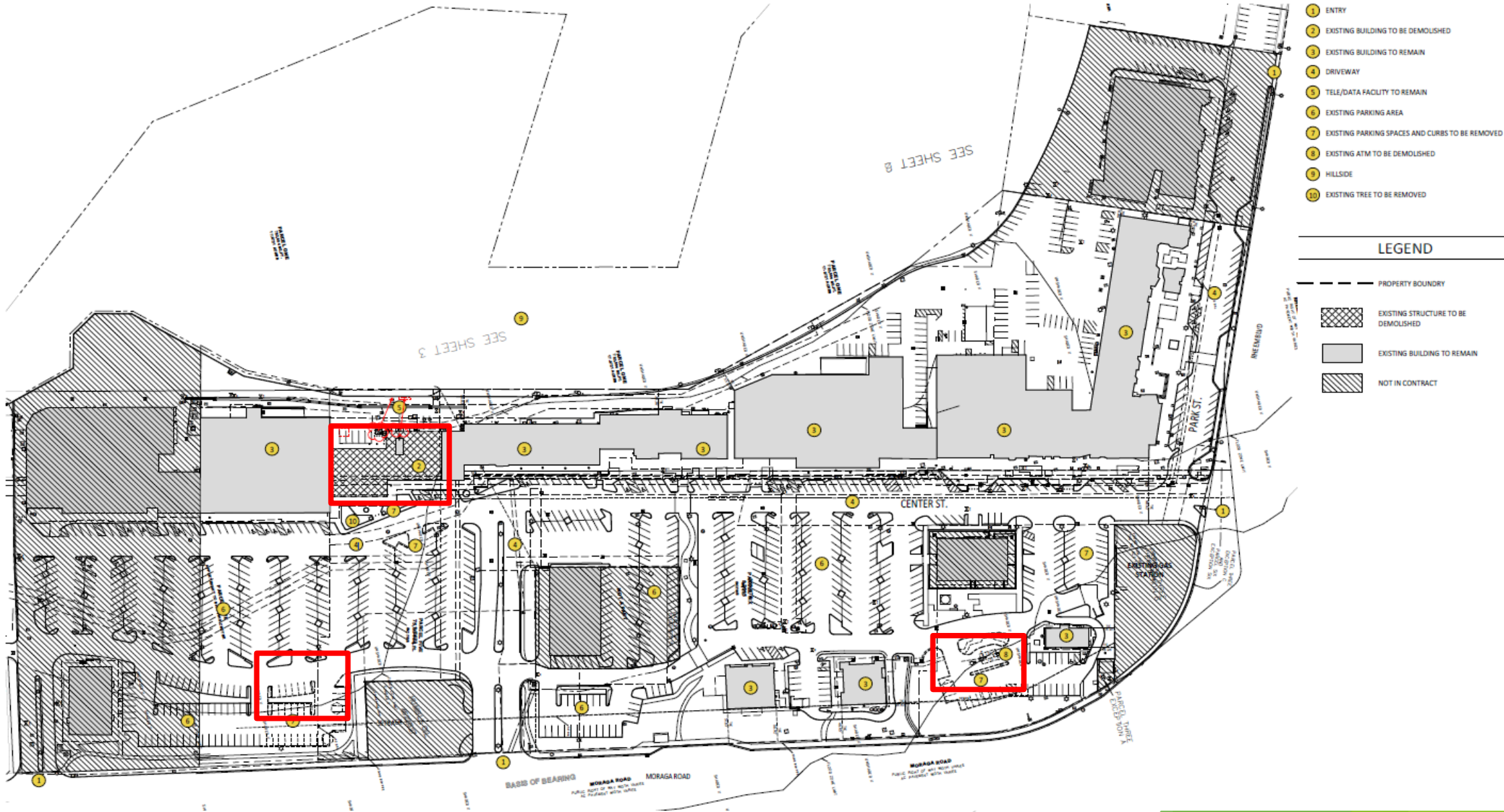
General Plan Map  
Red = Rheem Park Specific Plan Area



Zoning Map  
Pink = Community Commercial  
Red = Rheem Mixed Commercial-Residential

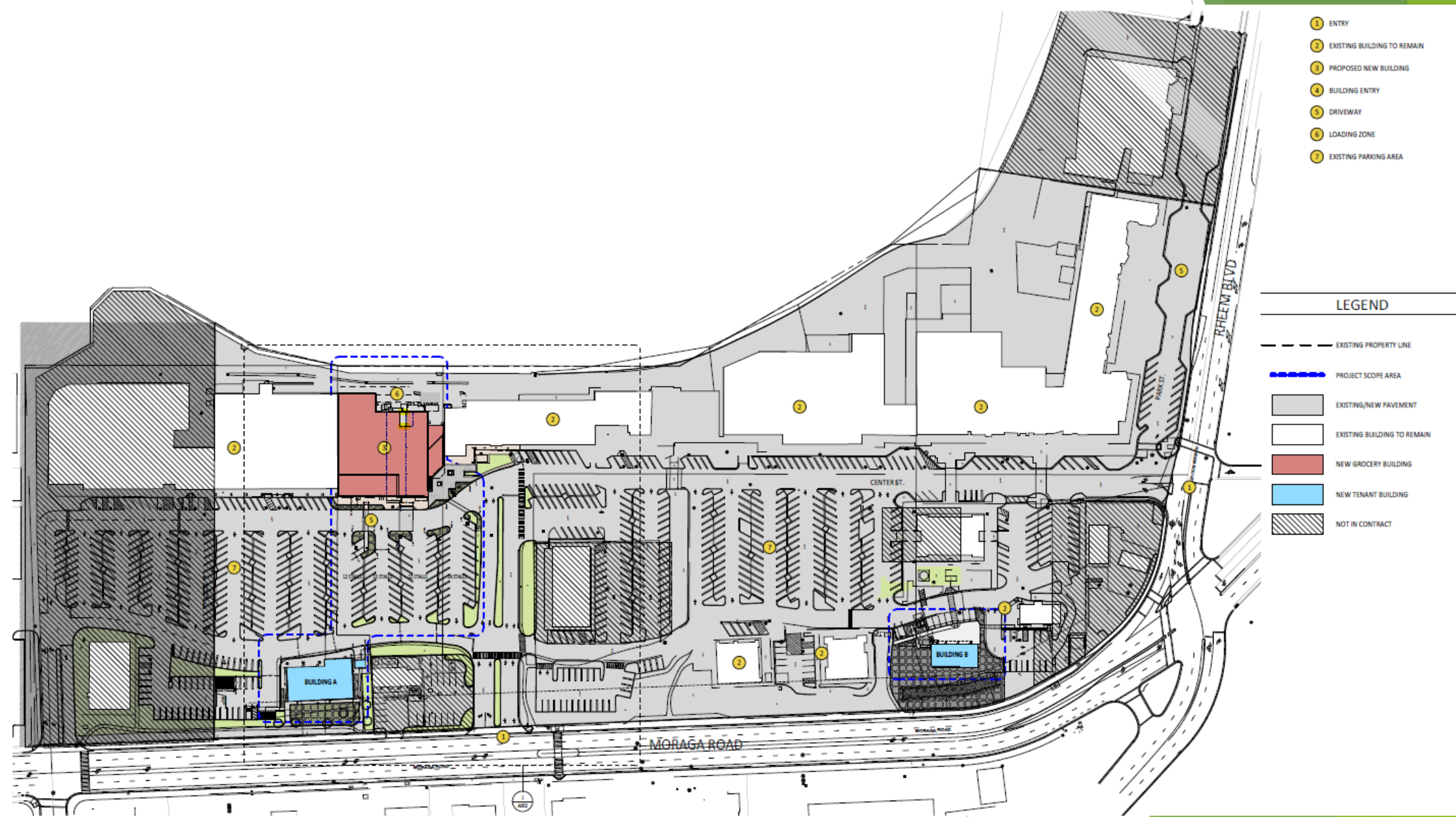


# Project Overview: Existing Site Plan





# Project Overview: Proposed Site Plan





# Project Overview: Grocery Store and In Line Tenant Space

- Demolition/reconstruction of 11,167 square feet
- Construct 17,404 square foot grocery store building and attached 1,521 square foot in-line tenant space.
- Materials (Colors)
  - Stucco (Cream, Taupe, Gray)
  - Split Faced CMU (Variegated Gray)
  - Metal Trim (Charcoal Gray)
  - Wood Like Trim – (Brown)
  - Cementitious Horizontal Siding (Dark Brown)



# Project Overview: Pad Building A

- 4,500 square feet
- Materials (Colors)
  - Stucco (Cream, Taupe)
  - Split Faced CMU (Variegated Gray)
  - Metal Trim (Charcoal Gray)
  - Cementitious Horizontal Siding (Dark Brown)
- Height = 25' to upper parapet
- CC zoning
- Setback approximately 50 feet from Moraga Road
- Complies with 25-foot scenic corridor setback from Moraga (ODS)



## KEYNOTES

- 1 SIGNAGE
- 2 METAL TRIM
- 3 CEMENTITIOUS HORIZONTAL SIDING - DARK BROWN
- 4 STUCCO - CREAM
- 5 SPLIT FACE CMU TYP. MIX
- 6 TRASH ENCLOSURE
- 7 LIGHTING - WALL SCONCE
- 8 OUTDOOR SEATING



VIEW FROM WEST AT INTERIOR DRIVE AISLE



VIEW FROM SOUTH EAST ON MORAGA RD.



# Project Overview: Pad Building B

- 2,152 square feet
- Materials (Colors)
  - Stucco (Cream, Taupe)
  - Split Faced CMU (Variegated Gray)
  - Metal Trim (Charcoal Gray)
  - Cementitious Horizontal Siding (Dark Brown)
- Height = 25' to upper parapet
- RMCR zoning
- Setback approximately 50 feet from Moraga Road
- Complies with 25-foot scenic corridor setback from Moraga (ODS)



- 1 SIGNAGE
- 2 METAL TRIM
- 3 CEMENTITIOUS HORIZONTAL SIDING - DARK BROWN
- 4 STUCCO - CREAM
- 5 SPLIT FACE CMU TYP. MIX
- 6 TRASH ENCLOSURE
- 7 LIGHTING - WALL SCONCE
- 8 OUTDOOR SEATING

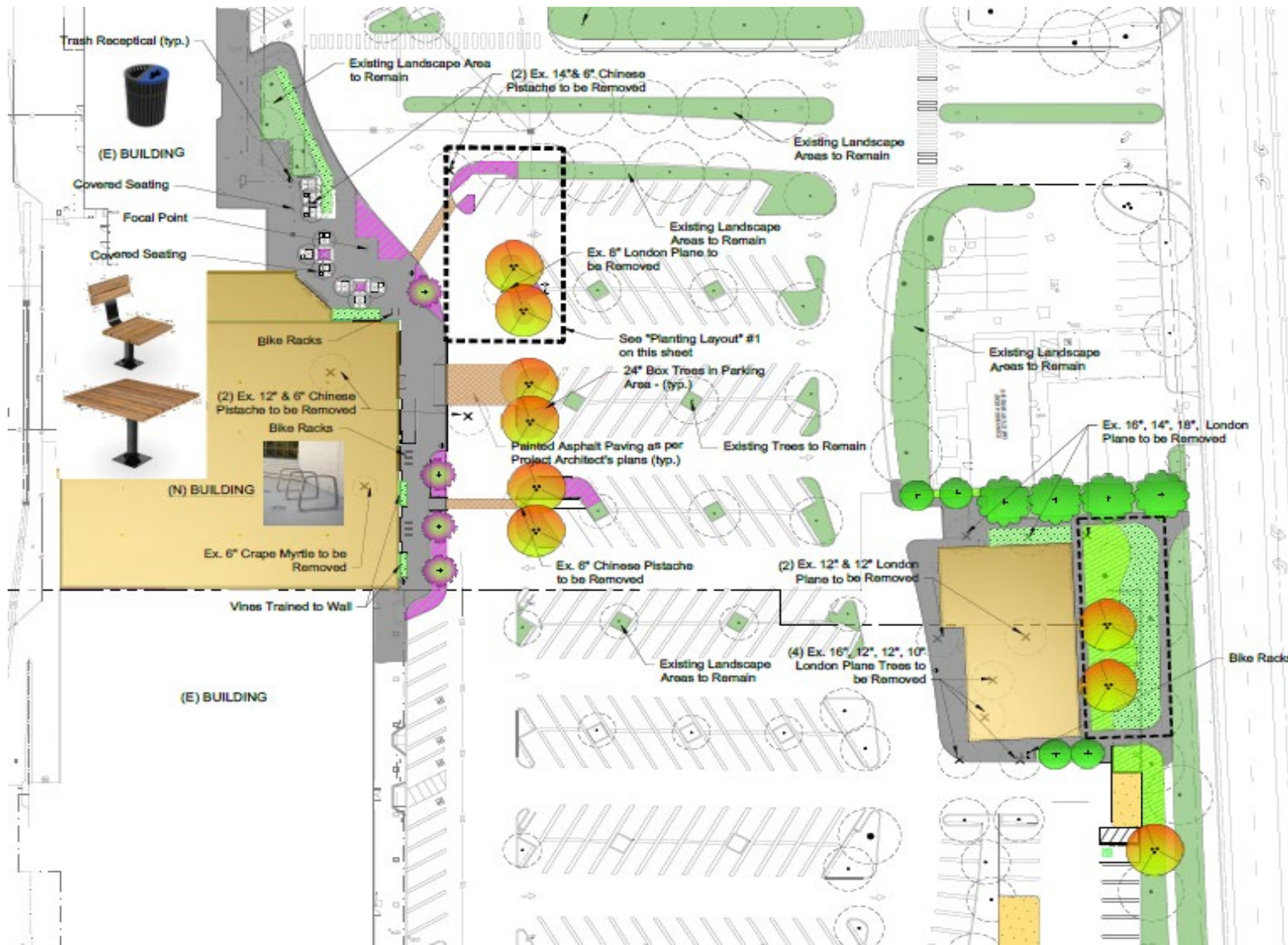


VIEW FROM WEST AT INTERIOR DRIVE AISLE



VIEW FROM NORTH EAST ON MORAGA RD.

# Project Overview: Landscaping and Outdoor Spaces (Grocery and Pad Building A)



## LANDSCAPE LEGEND

	QUERCUS ILEX		GROUND COVER W/ LOW FLOWERING SHRUBS, ORN. GRASSES W/ BARK MULCH
	COAST LIVE OAK		PROJECTS ACCENT PLANTING LOW ACCENT SHRUBS, GROUND COVER GRASSES AND PERENNIAL ACCENTS
	CHINESE PISTACHE		FOUNDATION PLANTING MEDIUM TO LARGE SHRUBS WITH BARK MULCH
	GINKGO SENTRY		SODDED NATIVE BIO-SWALE GRASSES.
	WESTERN REDBUD		EXISTING LANDSCAPE TO REMAIN
	EXISTING TREE TO REMAIN		
	EXISTING TREE TO BE REMOVED		



# Project Overview: Landscaping and Outdoor Spaces (Pad Building B)



## LANDSCAPE LEGEND

	QUERCUS ILEX		GROUND COVER W/ LOW FLOWERING SHRUBS, ORN. GRASSES W/ BARK MULCH
	COAST LIVE OAK		PROJECTS ACCENT PLANTING LOW ACCENT SHRUBS, GROUND COVER GRASSES AND PERENNIAL ACCENTS
	CHINESE PISTACHE		FOUNDATION PLANTING MEDIUM TO LARGE SHRUBS WITH BARK MULCH
	GINKGO SENTRY		SODDED NATIVE BIO-SWALE GRASSES.
	WESTERN REDBUD		EXISTING LANDSCAPE TO REMAIN
	EXISTING TREE TO REMAIN		
	EXISTING TREE TO BE REMOVED		

## Key Issues:

### ➤ Rheem Park Objective Design Standards

- Staff reviewed the project for conformance with the Rheem Park ODS and determined that the project substantially complies.
- An ODA matrix was prepared and is included as Attachment B of the staff report
- Three design exception waivers are being requested (up to 10 may be granted)
- Findings:
  - 1) the proposed use has unique operational or design characteristics providing the required element is incompatible and;
  - 2) the alternative design includes elements to mitigate negative impacts, if any, of the reduction or waiver.

### Rheem Park Objective Design Standards Inventory and Analysis

#### Rheem Valley Shopping Center Partial Redevelopment

The intent of these objective design standards is to provide certainty of review and to retain local control in an objective manner. The objective design standards were crafted to evolve the Rheem Park Area from primarily a commercial-only district into a mixed-use district with multi-family residential, office, and commercial uses, with amenities including pedestrian-oriented design to support an active and inviting public realm.

NOTE: The **bolded** text in the analysis column of the following table indicates features of the project that may not comply with the Design Guidelines. Some projects may not be subject to all the development and design standards based on the size and/or location of the project. In these cases, the N/A will be indicated in the Complies column.

This project is classified as “major changes” under Moraga Municipal Code (MMC) 8.210.030.C, Table 1, which allows for up to 10 design exceptions, this project includes a request for 3 design exceptions, as identified in the following table.

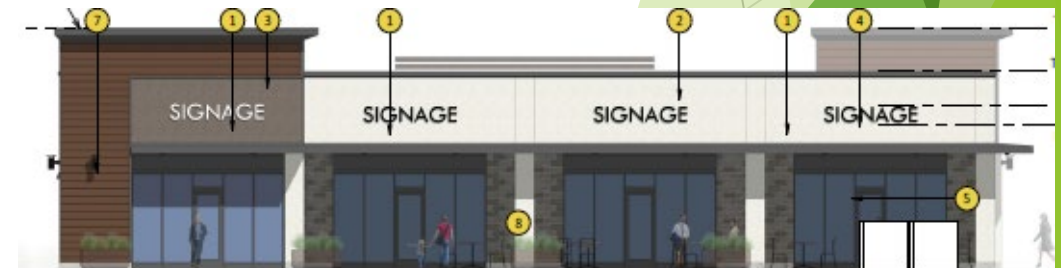
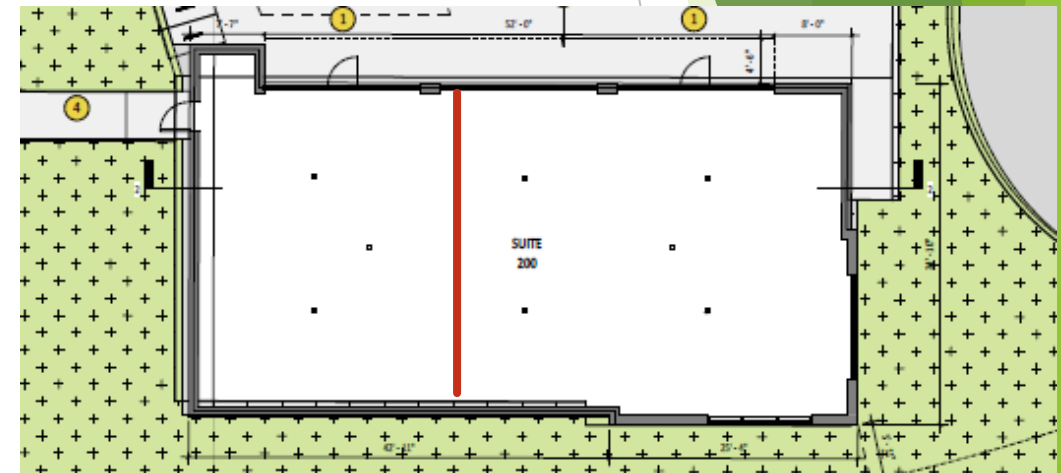
Development Standard	Analysis	Complies
<b>Site Circulation and Access - Required Connections (MMC 8.210.040.B)</b>		
<b>1. Required Streets.</b> Development in the Rheem Valley Shopping Center shall include improvement of Center Street as an extension of the existing Center Street alignment, providing publicly accessible vehicle, pedestrian, and bicycle access through the Rheem Valley Shopping Center with a publicly accessible connection to both Rheem Boulevard and Moraga Road. Alternatively, subject to approval by the Design Review Board, <u>the publicly accessible connections may be provided for only pedestrians and bicycles, with no vehicular access.</u> This standard only applies to the Rheem Valley Shopping Center, boundaries shown in Figure 2. The alignment of Center Street is flexible and may be moved or adjusted to meet project needs, <u>as long as public access is maintained.</u> Center Street is anticipated to remain privately owned.	Access will be maintained	Yes
<b>2. Other Required Connections.</b> Lots between Moraga Road and Center Street that are located more than 400 (four hundred) feet from an intersecting street or pedestrian walkway shall provide a publicly accessible sidewalk, street, mid-block passageway, or other publicly accessible connection between the two streets. This standard only applies to the Rheem Valley Shopping Center, boundaries shown in Figure 2.	Existing parking lot allows for publicly accessible connections.	Yes



## Key Issues:

### ➤ Rheem Park Objective Design Standards

- MMC §8.210.070.D.2 *Required Transparency...* (c) *For other non-office commercial ground-floor uses, a minimum of 50% of the building wall area located between 3 (three) and 7 (seven) feet above sidewalk level shall be transparent.*
- MMC §8.210.080.B: *Tenant Space Depth, Nonresidential Uses.* *Nonresidential ground floor interior tenant spaces shall be a minimum of 45 (forty-five) feet in depth for a minimum of 20 (twenty) feet in width or 35% of the total width of the tenant space, whichever is greater.*
- MMC §8.210.090.B.2: *Base Materials.* *Shall be at least 4 (four) feet in height from the ground using the materials listed in Section 8.210.090.A.1, except for wood or stucco.*

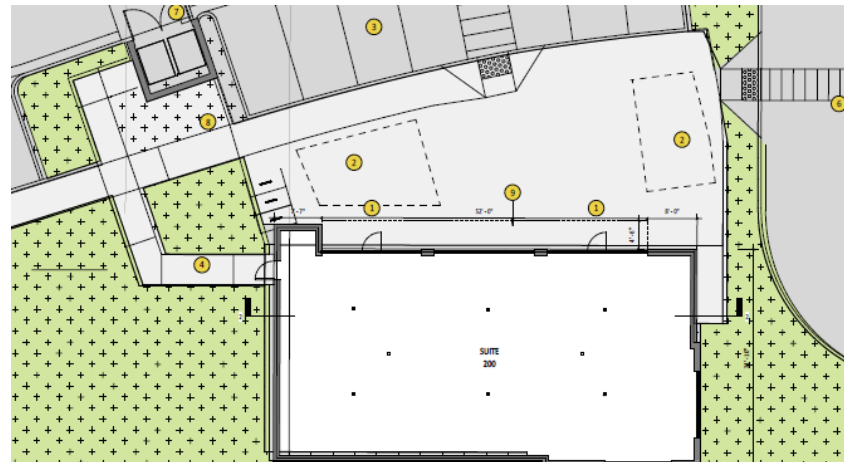


## Key Issues:

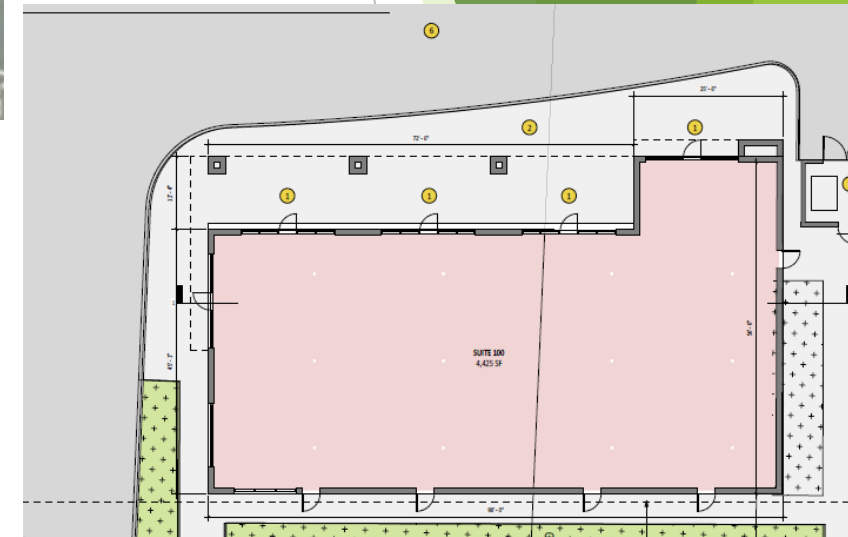
- Outdoor Public Spaces
- Three outdoor spaces
- Staff comments recommended as COAs. (Subject to Planning Director review)
- Add grocery cart corrals, minimum of two in the parking lot.
- Add additional paving pattern at the grocery store plaza and further refine final plaza design.
- Bike racks, bollards and all outdoor furniture shall have a cohesive and complementary design language.



Grocery Store and In Line pace



Pad Building B



Pad Building A



## Key Issues:

### ➤ Parking

- The project would add 14,410 square feet of new commercial space.
- Remove 75 existing parking spaces.
- Planning Commission may authorize a reduction in the total number of parking spaces required, provided the uses have differing peak time parking needs and the number of parking spaces is adequate for the peak needs of the property
- Shared parking study prepared by Advanced Mobility Group

**Table 3: Parking Summary**

➤ <i>Required Parking Spaces per MMC 8.76.090 for Individual Land Uses.</i>	➤ <b>1,102</b>
➤ <i>Existing Parking Spaces</i>	➤ <b>1,065</b>
➤ <i>Parking Spaces Proposed for Removal</i>	➤ <b>(75)</b>
➤ <i>Remaining Parking Spaces After Project</i>	➤ <b>990</b>
<b><i>Shared Parking Study Results:</i></b>	
➤ <i>Weekday Peak Parking Demand (6PM/December)</i>	➤ <b>986</b>
➤ <i>Weekend Peak Parking Demand (5PM/December)</i>	➤ <b>953</b>
➤ <i>Averaged Month Peak Weekday Parking Demand</i>	➤ <b>850</b>
➤ <i>Averaged Month Peak Weekend Parking Demand</i>	➤ <b>777</b>

## Key Issues:

- Grading
- Design Review Board approval required for grading of 200 cubic yards or greater.
- 2,346 cy proposed (1,580 cy cut – 766 cy fill)
- Purpose of grading:
  - New landscape areas
  - Bio swales
  - Reconsuaction of sidewalks and parking lots area with some minor grade changes necessary for ADA compliance
- Consistent with Town Design Guidelines (ID10.6) – will not create sharp unnatural angles or slopes that are steeper than 3:1 (horizontal to vertical). Topography will remain substantially the same.



## Key Issues:

### ➤ Signage

- Signage is not approved as part of this project. Future signage for the proposed buildings will be reviewed for compliance and processed in accordance with the Master Sign Program when formal sign applications are submitted at a later time.

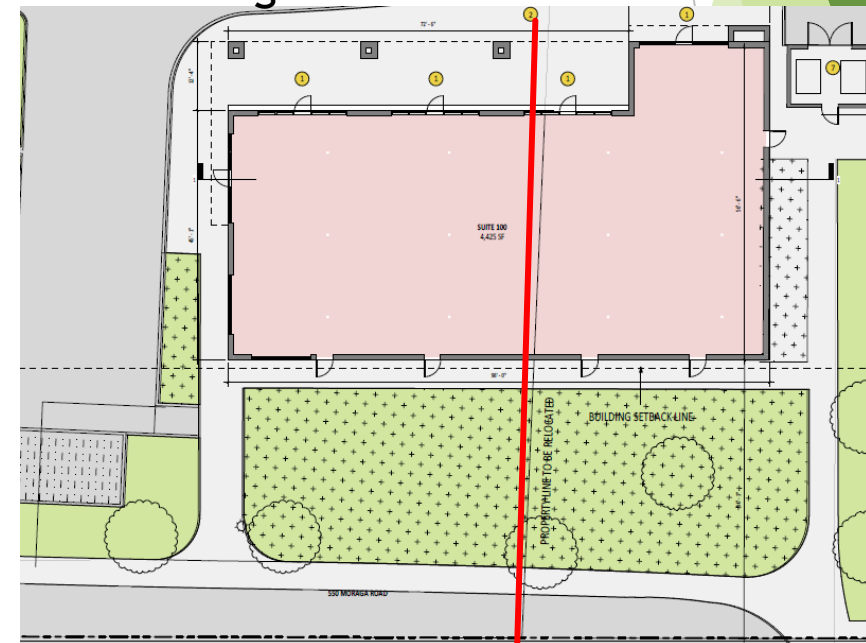
### ➤ Lot Line Adjustment

- Prior to a building permit being issued for Pad Building A, a lot line adjustment will need to be recorded so that the building will be completely contained one parcel.

## Rendering from Rheem Valley Shopping Center Master Sign Program



## Pad Building A



## **California Environmental Quality Act (CEQA):**

► The project has been determined to be categorically exempt from the provision of the California Environmental Quality Act (CEQA) pursuant to the following CEQA Guidelines Categorical Exemptions:

- Section 15301 (Class 1 – Existing Facilities): Applies to the new grocery store and in line tenant which will add approximately 7,758 applies to modifications to existing parking and landscaping.
- Section 15302 (Class 2 – Replacement or Reconstruction): Applies to the replacement of the in-line building.
- Section 15303 (Class 3 – New Construction or Conversion of Small Structures): Applies to the new pad buildings.
- Section 15332 (Class 33 – In-Fill Development Projects): Applies to the entire project.

## **Recommendation:**

- The Planning Commission approve Resolution \_\_-2023 Approving the Rheem Valley Shopping Center Design Review (DRB-07-23) and Grading Permit (GR-03-23) for a new grocery store building with in line tenant space and two new free-standing pad buildings, parking lot reconfiguration, new landscaping, grading, and granting exceptions to three Rheem Park Objective Design Standards, as the proposed project meets the General Plan policies and the Rheem Park Objective Design Standards, located at 430, 536 and 580 Moraga Road (APN 255-150-019, 255-160-035 and 255-160-040).