

PLANNING COMMISSION

Agenda Item No.: H.1

Date: June 14, 2011

CASE NUMBER: PHG 11-0018
APPLICANT: North County Cadillac-Buick-GMC
LOCATION: 1515 Auto Park Way (APN 232-542-07)
TYPE OF PROJECT: Modification to a Precise Development Plan

PROJECT DESCRIPTION: A modification to a Precise Development Plan (82-50-PD) for North County Cadillac-Buick-GMC to remodel the facade, service entrance and a portion of the parking lot of the auto dealership.

STAFF RECOMMENDATION: Approval

GENERAL PLAN DESIGNATION/TIER: PC (Planned Commercial) Tier 1 - Vineyard subarea

ZONING: PD-C (Planned Development-Commercial)

BACKGROUND/SUMMARY OF ISSUES:

The project site is located within the Escondido Auto Park and a Precise Development Plan (82-50-PD) originally was approved for the construction of the dealership, which consists of one main showroom building, two service buildings, along with covered display/patio area, storage and outdoor vehicle display and parking areas. North County Cadillac-Buick-GMC proposes to remove approximately 3,190 SF of covered display area attached to the showroom building and remodel the facade with a more contemporary design that reflects the Cadillac and GMC-Buick corporate themes and colors. Approximately 1,793 SF of new showroom space would be added to the building. There would be a separate entrance for each of the dealerships each containing their specific branded entry elements and signage. The proposal also includes separate interior display areas for the various vehicle brands. The interior offices, parts department and storage spaces also would be reconfigured. A portion of the paved parking/outdoor display areas would be reconfigured to provide additional customer parking and ADA access to the building. A section of the perimeter landscaping/display area located at the southern corner of the site would be removed at the southern corner to provide a paved display area.

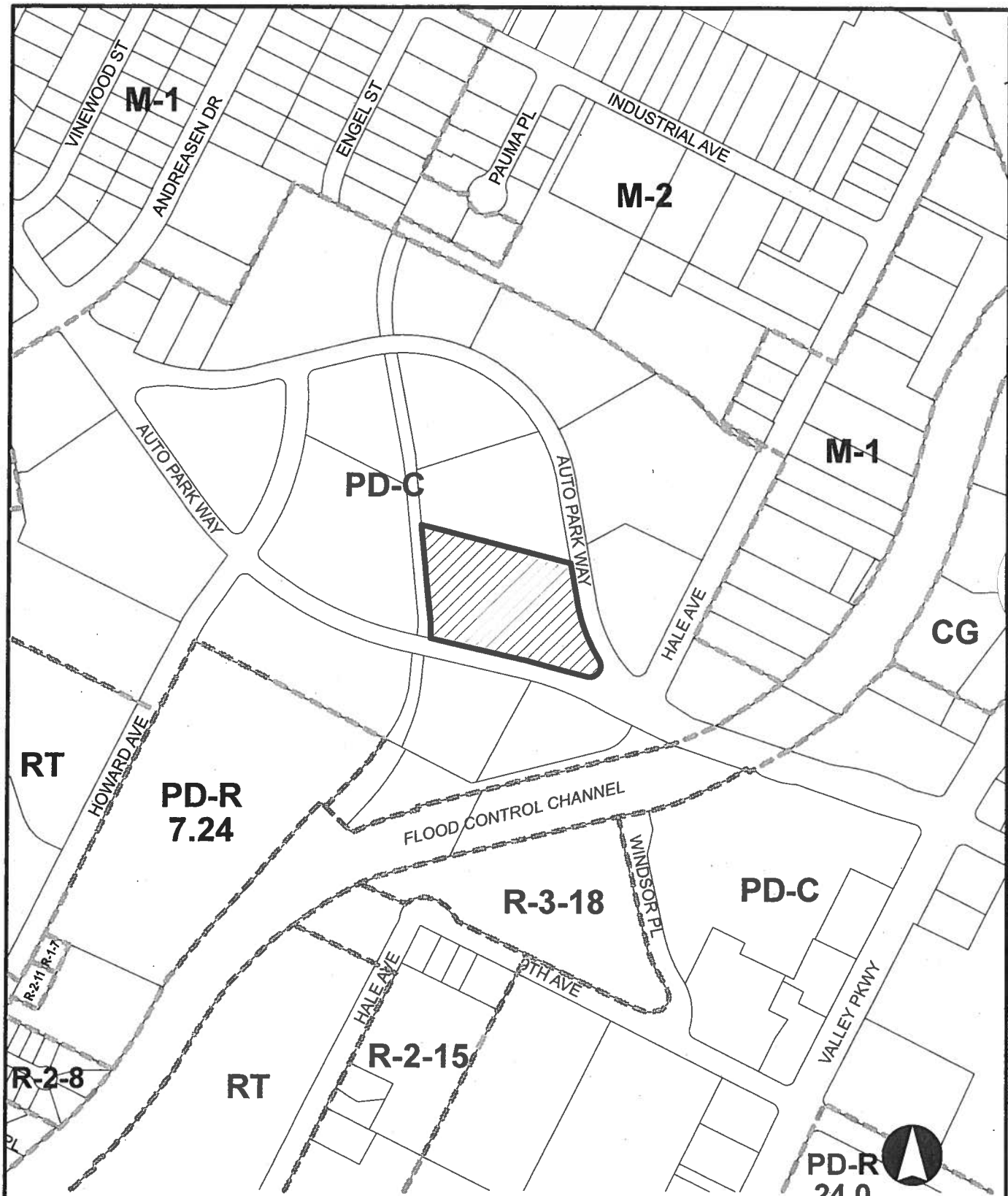
Staff has not identified any issues related to this proposal.

REASONS FOR STAFF RECOMMENDATION:

1. Staff feels the proposed showroom expansion, facade modifications and site improvements are appropriate since all of the buildings on the site would be modified accordingly to be consistent with the proposed contemporary design for the showroom building. The new contemporary design would be compatible with other modern dealership buildings located throughout the Auto Park and adjacent industrial developments. Appropriate on-site parking would be maintained. In addition, the Design Review Board and Auto Park Design Committee have recommended approval of the plans.

Respectfully submitted,


Jay Paul
Associate Planner

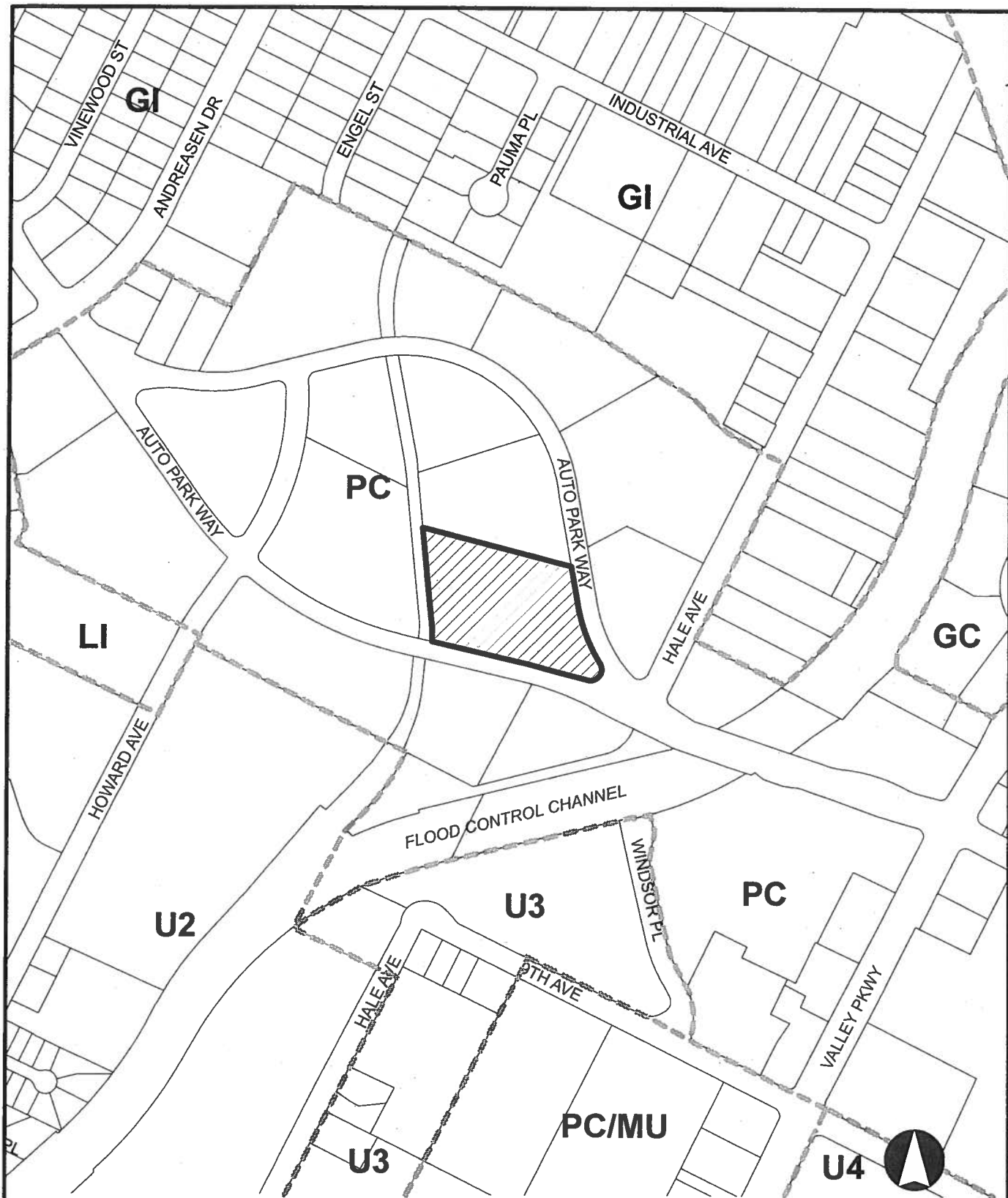


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**PROPOSED PROJECT
PHG 11-0018**



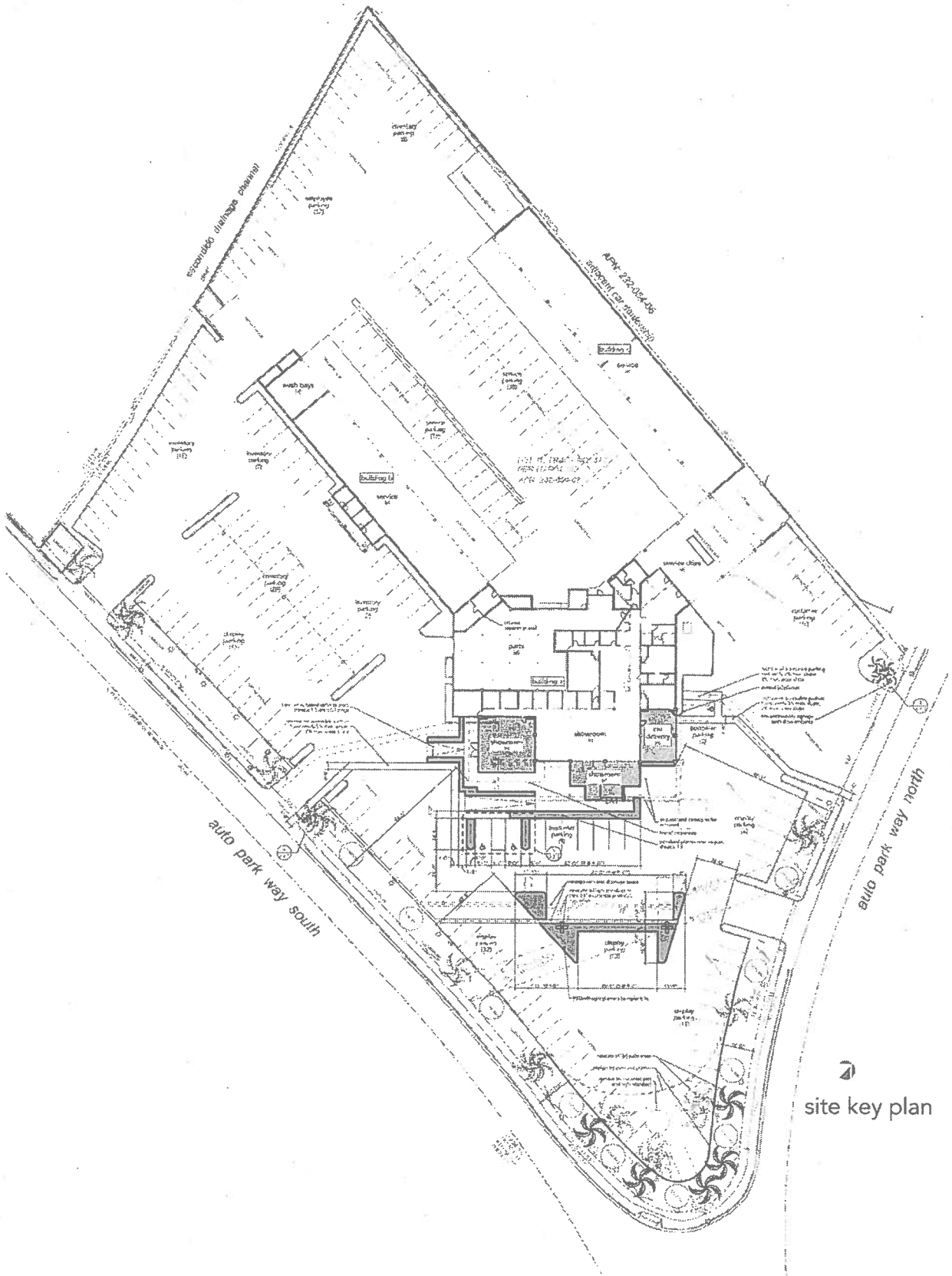
LOCATION/ZONING



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**PROPOSED PROJECT
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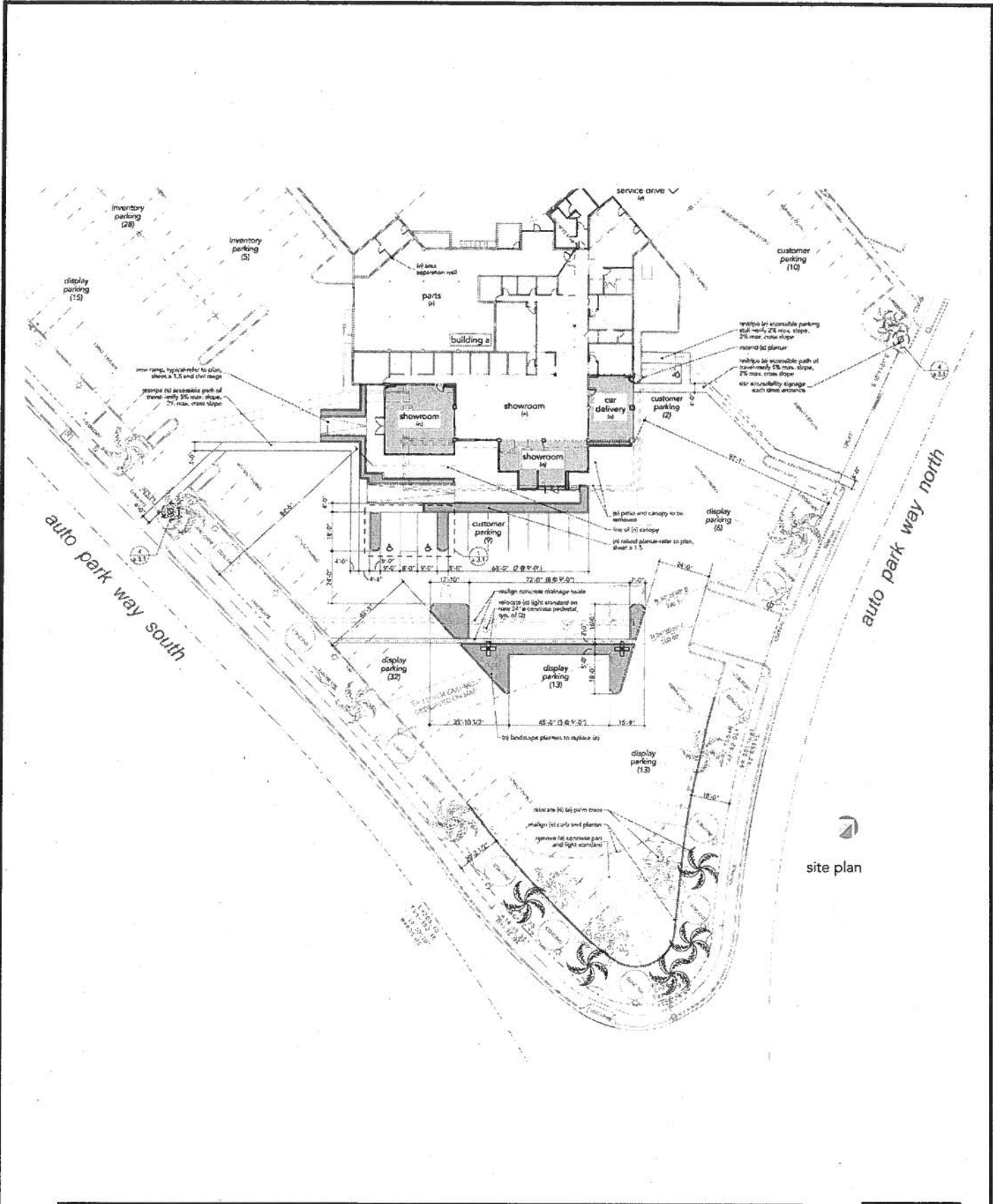


site key plan

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SITE PLAN

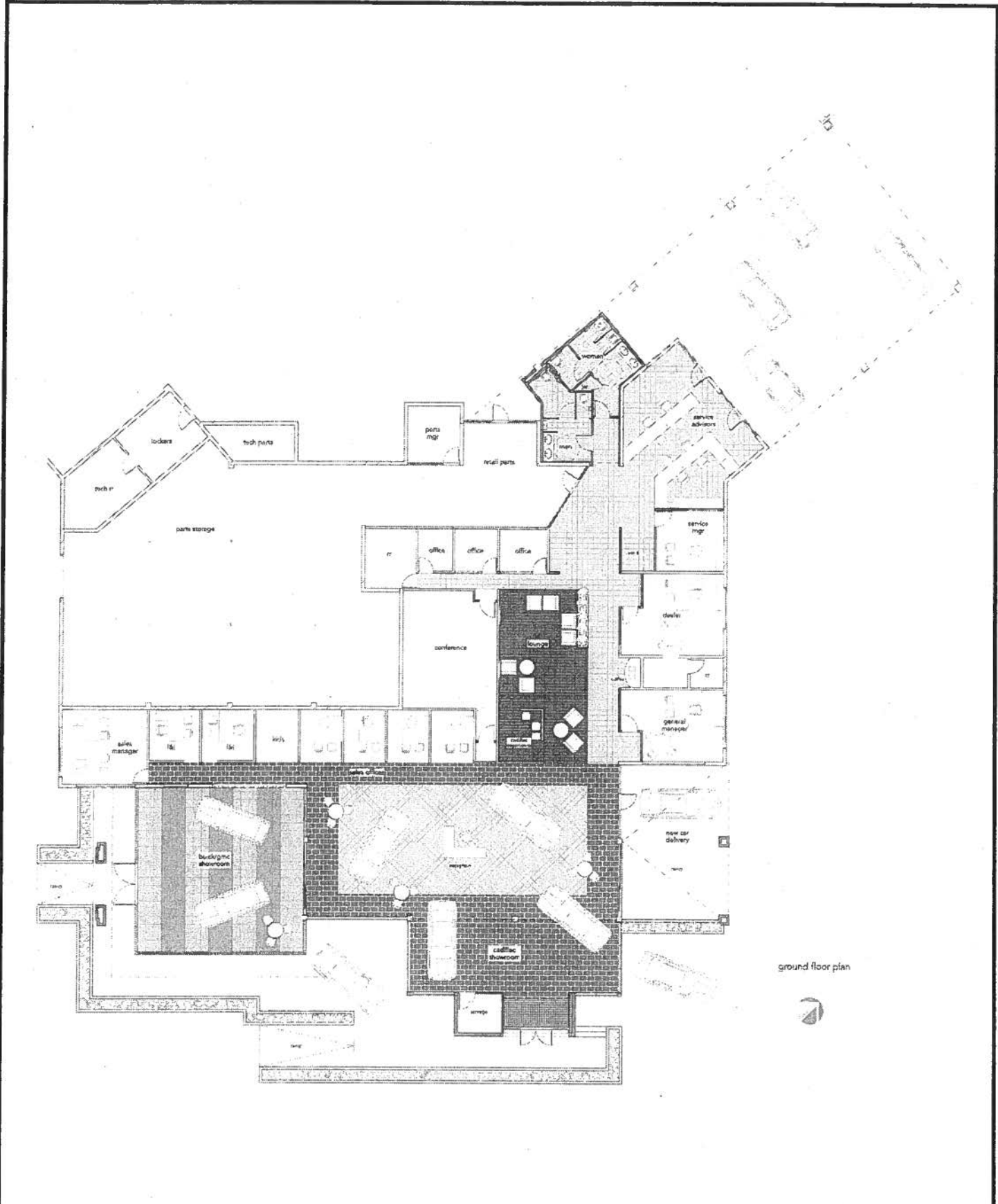


site plan

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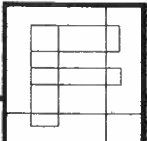


SITE PLAN

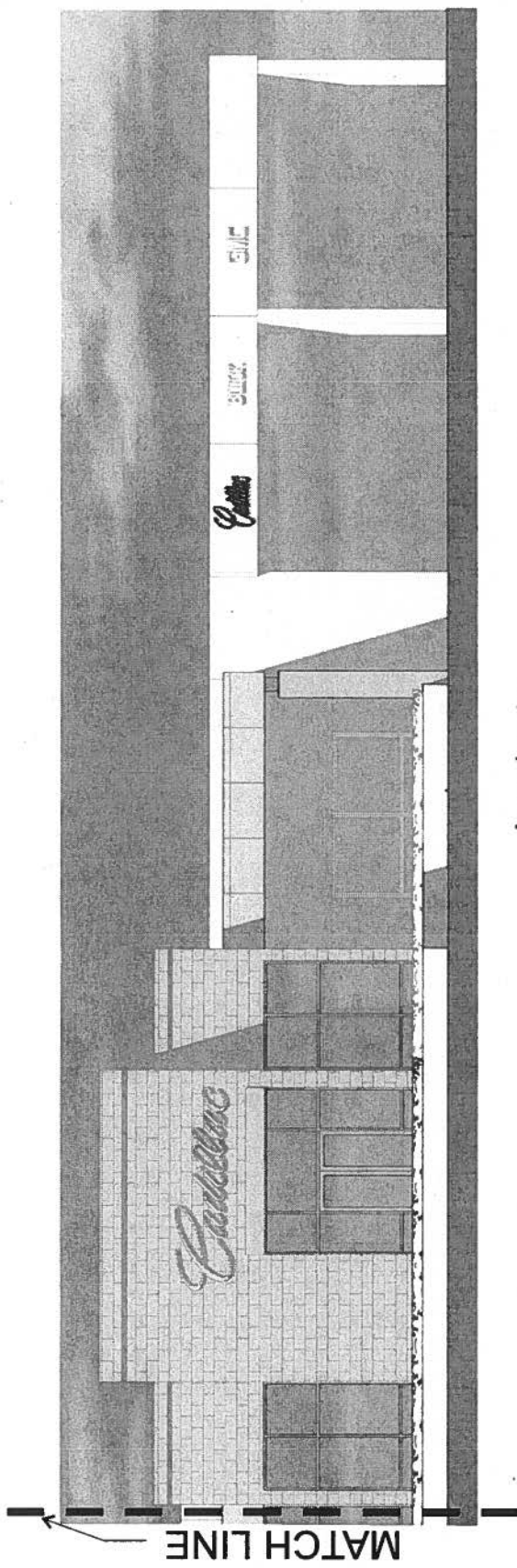


ground floor plan

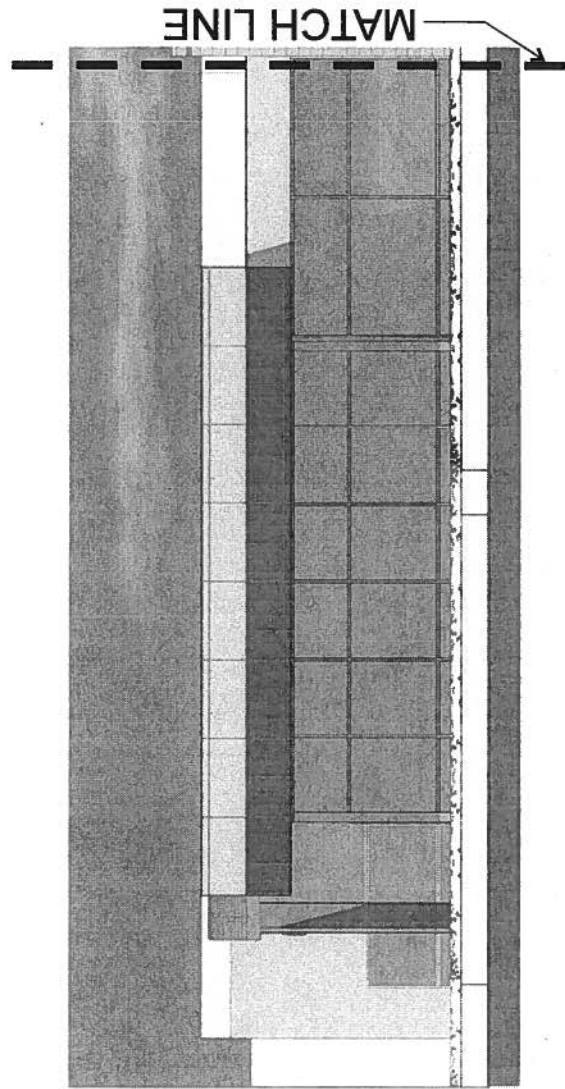
**PROPOSED PROJECT
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FLOOR PLAN



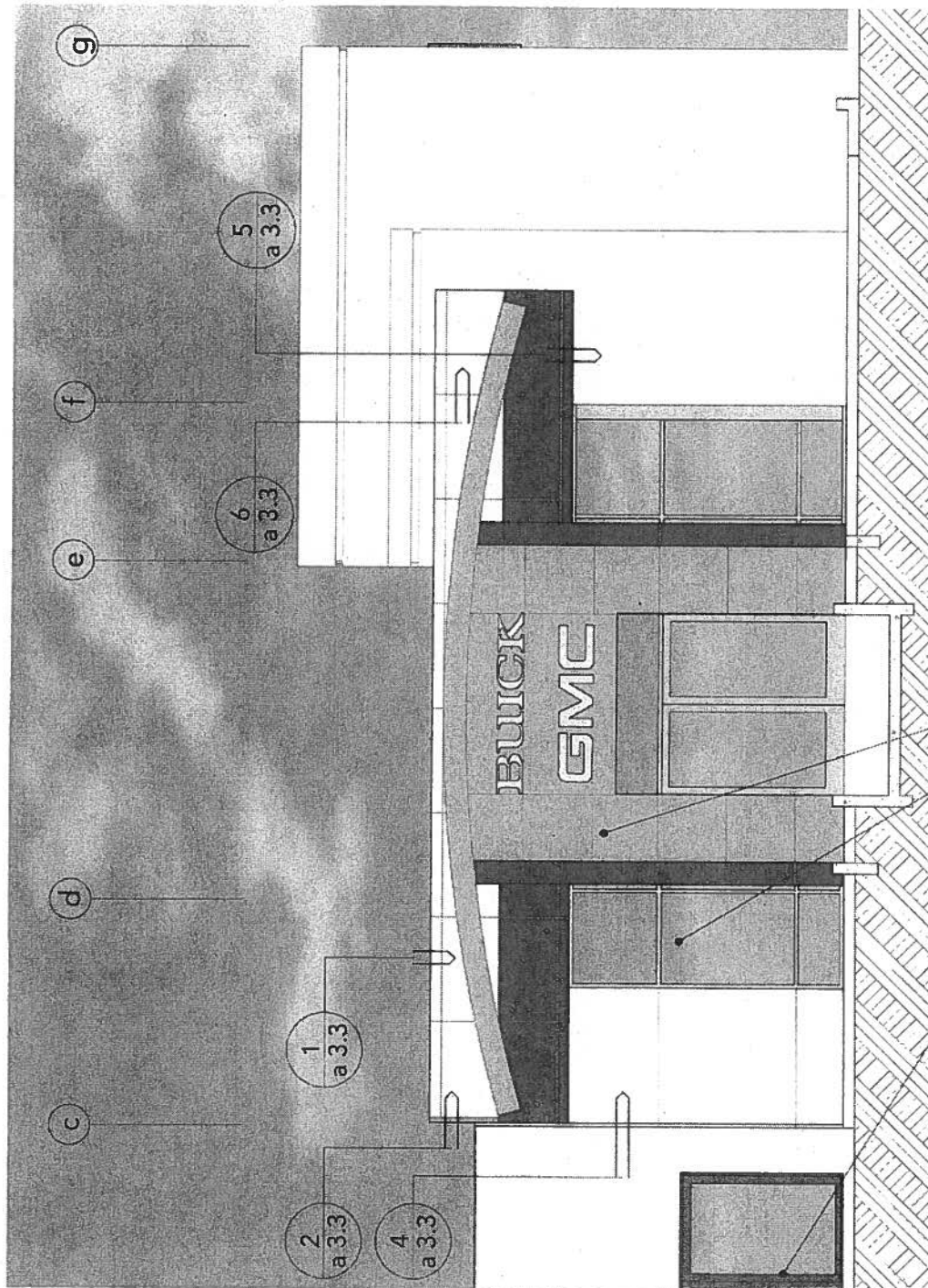
front elevation



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ELEVATIONS



west color

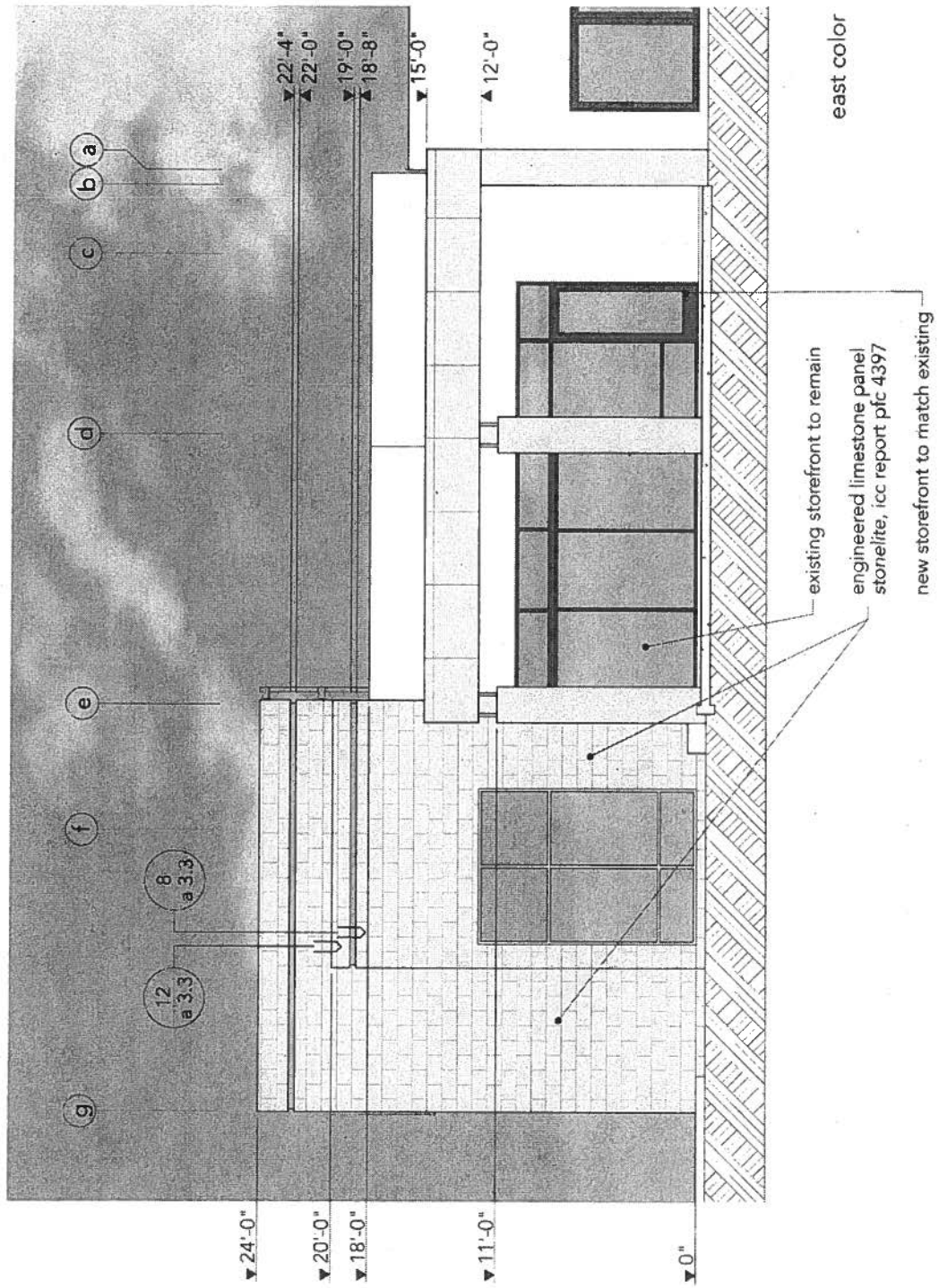
buick/gmc portal signage
under separate permit

clear anodized aluminum storefront
w/ clear low-e dual glazing

existing storefront to remain

**PROPOSED PROJECT
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**PROPOSED PROJECT
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ELEVATIONS

ANALYSIS

A. LAND USE COMPATIBILITY/SURROUNDING ZONING

NORTH - PD-C zoning (Planned Development Commercial) / Mossy Nissan dealership. A Precise Plan recently was approved for to remodel the Nissan dealership to reflect a more modern/contemporary design.

SOUTH - PD-C zoning (Planned Development-Commercial) / North County Kia is located east across Auto Park Way. The original red tile roof was removed and replaced with a darker, flat tile roof.

EAST - PD-C zoning (Planned Development-Commercial) / Auto Park Carwash is located south across Auto Park Way/Hale Ave. The carwash still reflects the original design details of the auto park, which includes tile mansard type roofs. The Acura dealership also is located east of the site across Auto Park Way. The architecture of this dealership is a more modern/contemporary design.

WEST - PD-C zoning (Planned Development-Commercial) / Classic VW is located to the west. The architecture of this dealership is a more modern/contemporary design.

B. AVAILABILITY OF PUBLIC SERVICES

1. Effect on Police Service -- The Police Department expressed no concern regarding the proposed project and their ability to serve the site.
2. Effect on Fire Service -- The Fire Department indicated that adequate services can be provided to the site and the proposed project would not impact levels of service.
3. Traffic – The project site takes access from Auto Park Way North, which is classified as a one-way Collector (42' R-O-W) on the City's Circulation Element. The project is not anticipated to generate any additional vehicle trips since building square footage would not increase. Auto Park Way North currently operates at a Level-of-Service "C" or better under existing conditions. The Engineering Department indicated the project would not have any impacts to existing traffic or circulation within the area.
4. Utilities – Water and sewer is available from existing mains in the adjoining streets or easements. The Engineering Department indicated the project would not result in a significant impact to public services or utilities.
5. Drainage – The Engineering Department has determined the project would not materially degrade the levels of service of the existing drainage facilities. The existing trash enclosure(s) would need to include roof structures in accordance with current storm water requirements.

C. ENVIRONMENTAL STATUS

1. In accordance with CEQA Section 15301 (Minor Alteration of Existing Facilities) the proposed project is exempt from environmental review.
2. In staff's opinion, no significant issues remain unresolved through compliance with code requirements and the recommended conditions of approval.
3. The project will have no effect on fish and wildlife resources as no habitat exists on site or within the project area that would support fish and wildlife resources. The site also does not contain any sensitive or protected habitat onsite.

D. GENERAL PLAN ANALYSIS:

The General Plan land use designation for the site is Planned Commercial, which allows a variety of commercial activities within a self-contained, comprehensively planned commercial center. The Auto Park Master Plan established specific development standards, architectural features and permitted uses for the properties within the Auto Park. The permitted uses include auto-related sales and services.

E. PROJECT ANALYSIS

Appropriateness of the Proposed Alterations

The existing architecture of the building is a traditional Southern California/Mediterranean influence that utilizes white stucco exterior walls, exposed rafter tails and a clay tile roof. Some of the earlier dealership constructed in the 1980s also utilized the Southern California/Mediterranean design elements, but most have been remodeled over the years to incorporate more contemporary/modern themes to correspond to national branding requirements. The newer dealerships have been constructed with more modern designs. North County Cadillac-Buick-GMC is requesting to modify the exterior design of the main dealership building, service building and service canopy to reflect corporate design themes and colors for each of the dealerships. These elements include removal of the existing covered display area in front of the building and to replace this area with more convenient customer parking and ADA access. There would be a separate entrance for each of the dealerships each containing their specific branded entry elements and signage. New landscape planters would be added in front of the modified building.

The Design Review Board voted 6-0 to recommend approval of the project on May 12, 2011. Some of the Board members discussed the appropriateness of removing the existing landscaping at the southern corner of the site since they felt it was a highly visible entry feature/amenity to the Auto Park. The applicant felt the redesigned corner would be compatible with the setbacks and area of the other existing corner landscape elements throughout the Auto Park, and that the area currently contains six designated concrete vehicle display pads. The applicant also indicated the existing landscape turf would be maintained around the perimeter and the existing mature palm trees would be relocated/replaced at this corner. The Board members also discussed the appropriateness of the material and color change between the two dealerships at the edge where the GM facade wraps around to the Cadillac facade, but understood the need for corporate branding for each dealership and felt the articulation of the building where the two themes converge would provide the appropriate transition between the two facades. The proposed modifications to the facility also were reviewed and approved by the Auto Park Design Committee. Staff feels the proposed facade improvements, building expansion and site improvements are appropriate and in substantial conformance with the Auto Park Master Plan since the design and materials would be compatible with neighboring building designs. The facility would require 94 parking space and up to 155 spaces (not including display spaces) would be available for customers and employees.

SUPPLEMENT TO STAFF REPORT/DETAILS OF REQUEST

A. PHYSICAL CHARACTERISTICS

The subject property is fairly level and is paved and developed with an existing auto dealership. There is no native vegetation or sensitive resources located on the site.

B. SUPPLEMENTAL DETAILS OF REQUEST

1. Property Size: 3.81 acres (one parcel, Lot 11)
2. Existing Total Building Area: 23,884 SF (three buildings)
 - Building "A" Showroom/Office (One Story with Mezzanine) 14,406, SF which includes the 2,445 SF Mezzanine Storage Area
 - Building "B" Service/Wash 5,310 SF
 - Building "C" Service Bays 5,284 SF
3. Proposed Remodel Building "A"
Demo Front Canopy/Display 3,190 SF (remove covered display canopy, entry and patio area)
replace with 9 new customer parking spaces and landscape planters
 - New Interior Spaces 1,793 SF new interior showroom space
 - New Exterior Space 629 SF new car delivery canopyTotal Building Area "A" 15,057 SF interior space (includes 12,612 SF first floor and 2,445 SF Mezzanine)
4. Outdoor Display Area: Remove approx. 2,937 SF of existing landscaping and display pad area at southern corner of site and provide new paved display spaces
5. Building "A" Colors and Materials:
 - Existing: White stucco and painted masonry block walls, exposed beams, flat and sloped roof elements with "Mission" clay tile roof, red/orange tones
 - Proposed: Limestone veneer – light tan for Cadillac entry. Snow white for exterior surfaces
White and black aluminum composite panels for the GMC-Buick entry feature and upper facade. Snow white exterior stucco surfaces
Champagne Metallic aluminum composite panels for the new car delivery canopy
Clear anodized aluminum storefront exterior mullion
6. Parking: Previous Approved Plan required a minimum of 99 spaces
New Plan requires 94 spaces
Up to 154 spaces are available
7. Landscaping: The project site is currently landscaped. The on-site landscaping will be modified in the parking area and also new landscape planters to be added adjacent to the main showroom building to be consistent with the existing landscape theme. Existing palm trees to be removed in the parking/landscape area to be replaced along the street frontage.
8. Signage: Signage indicated on the plans are conceptual only. Each dealership is proposing their own signage over the separate entry features. Any new signage is subject to conformance with the Auto Park signage criteria and approval of the Auto Park Design Review Committee.

C. CODE COMPLIANCE ANALYSIS

Parking Main Building A:

<u>Use</u>	<u>Area</u>	<u>Ratio</u>	<u>Spaces Required</u>
Offices/Lounges	3,586 SF	1/300	12
Interior Showroom	3,561 SF	1/1000	3
Retail Parts Area:	753 SF	1/250	3
Storage/Misc:	7,910 SF	1/800	10

Buildings B&C

Garage/Service	10,058 SF	1/250	40
Office	372 SF	1/300	2
Storage/Misc	164 SF	1/800	0

<u>Outdoor Vehicle Display</u>	<u>Display Spaces</u>	<u>24,240 SF</u>	<u>1/1000</u>	<u>24</u>
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Total required: 94 spaces

Total provided: 155 spaces available (this does not include the 79 identified display spaces and 10 circular concrete display pads along the street frontages)

EXHIBIT "A"

FINDINGS OF FACT PHG 11-0018

Precise Plan Modification

1. The location and design of the proposed development is consistent with the goals and policies of the Escondido General Plan relating to Planned Developments, which states the Auto Park area is to be developed with comprehensively planned automobile dealerships, automotive/commercial related uses and a variety of commercial and office facilities. The new contemporary design would be compatible with other more modern dealership buildings located throughout the Auto Park and adjacent industrial developments. Appropriate on-site parking would be maintained.
2. The proposed development will be well integrated with its surrounding since the proposal involves a remodel of the exterior of the auto dealership and expansion of the showroom spaces. The proposed exterior modifications would be compatible with the other auto dealerships located throughout the Escondido Auto Park. The site is suitable for the proposed use since the project would not require any extensive grading or result in any adverse impacts to surrounding uses or environmental resources. The project will not be visually obstructive or disharmonious with surrounding areas, or harm major views from adjacent properties, since the auto dealership building is existing and is surrounded by existing commercial and industrial uses. There are no significant views from adjoining properties that would be affected by the proposed development. The Design Review Board recommended approval of the proposed project and architectural modifications on May 12, 2011.
3. All vehicular traffic generated by the development would be accommodated safely and without causing undue congestion upon the adjoining streets, as indicated by the Engineering Department.
4. The proposed location and design allows the project site to continue to be adequately serviced by existing public facilities since City sewer and water service currently is provided to the site and will not be affected by this project.
5. The overall design of the proposed addition produces an attractive and efficient business environment that utilizes quality building materials, ample landscaping and adequate on-site parking.
6. The proposed Precise Plan modification shall have a beneficial effect by providing services needed/requested by city residents and the business community.
7. In accordance with CEQA Section 15301 (Minor Alteration of Existing Facilities) the proposed project is exempt from environmental review. The project would not result in any adverse impacts to the environment. The project will have no effect on fish and wildlife resources as no habitat exists on site or within the project area that would support fish and wildlife resources. The site also does not contain any sensitive or protected habitat onsite.

EXHIBIT "B"

CONDITIONS OF APPROVAL

PHG 11-0018

General

1. This development shall be subject to all conditions of the Auto Park Master Plan (80-173-PD) and any previous Master and Precise Development Plans (82-50-PD) approved for the project/site, except as modified herein.
2. The developer shall be required to pay all development fees of the City then in effect at the time and in such amounts as may prevail when building permits are issued, including any applicable City Wide Facilities fees.
3. All construction and grading shall comply with all applicable requirements of the Escondido Zoning Code and requirements of the Planning Department, Engineering Department, Building Division, and Fire Department. Fire sprinklers may be required, as determined by the Fire Department.
4. The legal description attached to the application has been provided by the applicant and neither the City of Escondido nor any of its employees assume responsibility for the accuracy of said legal description.
5. All requirements of the Public Art Partnership Program, Ordinance No. 86-70, shall be satisfied prior to Building Permit issuance. The ordinance requires that a public art fee be added at the time of the building permit issuance for the purpose of participating in the City Public Art Program.
6. All exterior lighting shall conform to the requirements of Article 35, Outdoor Lighting (Ordinance No. 86-75).
7. A minimum of 94 striped parking spaces shall be provided for customers and employees in conjunction with this commercial development. Said parking spaces shall be striped and dimensioned per City standards, and this requirement shall be noted on the building plans.
8. Parking for disabled persons shall be provided/maintained (including "Van Accessible" spaces) in full compliance with chapter 2-71, Part 2 of Title 24 of the State Building Code, including signage. All parking stalls shall be provided with six-inch curbing or concrete wheel stops in areas where a vehicle could reduce minimum required planter, driveway or sidewalk widths.
9. Access for use of heavy fire fighting equipment, as required by the Fire Marshal, shall be provided to the job site at the start of any construction and maintained until all construction is complete. Also, there shall be no stockpiling of combustible materials and no foundation inspections until adequate fire suppression requirements are in place to the satisfaction of the Fire Marshal.
10. Colors, materials and design of the project shall conform to the exhibits and references in the staff report and presented to the Design Review Board, to the satisfaction of the Planning Division. The existing mansard type roof structure (southern elevation) on the service building facing Auto Park Way also shall be modified to reflect the new exterior modifications to the showroom building.
11. A separate sign permit and building permit shall be required prior to the installation of any signs. All proposed signage shall be consistent with the Auto Park design criteria and the City of Escondido Sign Ordinance (Ord. 92-47) and shall be approved by the Auto Park Design Review Committee, prior to permit issuance.
12. All new utilities shall be underground.

13. All rooftop equipment must be fully screened from all public view utilizing materials and colors which match the building. This shall be clearly indicated on the building plans.
14. All project generated noise shall comply with the City's Noise Ordinance (Ord. 90-08) to the satisfaction of the Planning Division.
15. The City of Escondido hereby notifies the applicant that the County Clerk's Office requires a documentary handling fee of \$50.00 in order to file a Notice of Exemption for the project (environmental determination for the project). In order to file the Notice of Exemption with the County Clerk, in conformance with California Environmental Quality Act (CEQA) Section 15062, the applicant should remit to the City of Escondido Planning Division, within two working days of the final approval of the project (the final approval being the hearing date of the Planning Commission or City Council, if applicable) a certified check payable to the "County Clerk" in the amount of \$50.00. The filing of a Notice of Exemption and the posting with the County Clerk starts a 35 day statute of limitations period on legal challenges to the agency's decision that the project is exempt from CEQA. Failure to submit the required fee within the specified time noted above will result in the Notice of Exemption not being filed with the County Clerk, and a 180 day statute of limitations will apply.

Landscaping

1. Five copies of a detailed landscape and irrigation plan(s) shall be submitted prior to issuance of building permits, along with the current plan check fee at the time of submittal. The landscape and irrigation plans shall comply with the provisions, requirements and standards outline in the City's Water Efficient Landscape Regulations (Zoning Code Article 62). Specimen-sized trees shall be incorporated into the landscape design.
2. All vegetation shall be maintained in a flourishing manner, and kept free of all foreign matter, weeds and plant materials not approved as part of the landscape plan. All irrigation shall be maintained in fully operational condition.

ENGINEERING CONDITIONS OF APPROVAL

GRADING AND DRAINAGE

1. A site grading and erosion control plan shall be approved by the Engineering Department prior to issuance of building permits. The project shall conform with the City of Escondido's Storm Water Management Requirements. Both Construction BMPs and Permanent Treatment BMPs shall be provided for the project.
2. Erosion control, including riprap, interim sloping planting, gravelbags, or other erosion control measures shall be provided to control sediment and silt from the project. The developer shall be responsible for maintaining all erosion control facilities throughout the development of the project.
3. All private driveways and parking areas shall be paved with a minimum of 3" AC over 6" of AB or 5 1/2" PCC over 6" AB. All paved areas exceeding 15% slope or less than 1.0% shall be paved with PCC.
4. Access routes conforming to the American disabilities Act shall be provided into the project from the public sidewalk, to the satisfaction of the City Engineer.
5. The Developer shall be responsible to repair, overlay, or replace any driveway approach, curb and gutter, sidewalk, or other damages along Auto Park Way as a result of construction activities for this subject project.

6. The trash enclosure area shall be modified to comply with storm water quality management requirement, the trash enclosure shall include a solid roof over the existing enclosure area, to the satisfaction of the City Engineer.

All site grading and erosion control plans shall be prepared by a Registered Civil Engineer. A separate submittal to the Engineering Department is required for the site grading and erosion control plans. Plans will not be forwarded from the Building Department.

UTILITIES

1. A public water main extension is required to provide water service and/or fire protection. Construction of the water main shall be in accordance with the Standards and Specifications of the City of Escondido.
2. Plot, label, and dimension all existing and proposed easements on the plan. Also show any existing or proposed utilities located within these easements or near the site.
3. All existing or proposed light fixtures, structures, buildings, and trees shall be relocated and/or constructed outside the public utility easement with a minimum of ten (10) feet from all utilities and mainlines to the satisfaction of the City Engineer



CITY OF ESCONDIDO
 PLANNING DIVISION
 201 NORTH BROADWAY
 ESCONDIDO, CA 92025-2798
 (760) 839-4671

Notice of Exemption

To: San Diego County Recorder's Office
 Attn: Linda Kesian
 P.O. Box 121750
 San Diego, CA 92112-1750

From: City of Escondido
 201 North Broadway
 Escondido, CA 92025

Project Title/Case No.: PHG 11-0018

Project Location - Specific: 1515 Auto Park Way (APN 232-542-07).

Project Location - City: Escondido, **Project Location - County:** San Diego

Description of Project: A modification to a Precise Development Plan (82-50-PD) for North County Cadillac-Buick-GMC to remodel the facade, service entrance and a portion of the parking lot of the auto dealership. Approximately 3,190 SF of covered vehicle display area and patio spaces would be removed and the facade remodeled with a more contemporary design that reflects the Cadillac and GMC-Buick corporate design themes. Two new indoor showroom spaces (approx. 1,793 SF) would be added to provide separate display areas for the separate vehicle brands. The interior office, parts and storage spaces also would be reconfigured. Existing outdoor display spaces would be removed and customer parking spaces added, along with new ADA access to the building. Approx. 2,937 SF of landscape and designated display area also would be removed and replaced with designated paved display area.

Name of Public Agency Approving Project: City of Escondido

Name of Person or Agency Carrying Out Project:

Name The Automotive Group (North County Cadillac-Buick-GMC) Telephone (760) 945-9900
 Address 450 W. Vista Way, Vista, CA 92083

Private entity School district Local public agency State agency Other special district

Exempt Status: Categorical Exemption. Section 15301, Class 1, "Existing Facilities."

Reasons why project is exempt:

1. The project site is completely disturbed and developed with an auto dealership and surrounded on all sides by other auto dealerships within the Escondido Auto Park. As described above, the project only involves modifications to the facade of the existing building and parking areas, with a small increase in interior square footage.
2. The site is in an urban area where all public services and facilities are available to allow for the proposed use.
3. The project would not create any significant increase in vehicle trips, nor impact vehicular circulation on or around the site. Appropriate parking is provided on the site to accommodate all uses. The project would not result in the destruction of desirable natural features, nor be visibly obtrusive or disharmonious with surrounding areas. The site also does not contain any sensitive or protected habitat.

Lead Agency Contact Person: Jay Paul, Planning Division Area Code/Telephone/Extension (760) 839-4537

Signature:  June 8, 2011
 Jay Paul, Associate Planner Date

Signed by Lead Agency Date received for filing at OPR: N/A