

PLANNING COMMISSION

Agenda Item No.: G.1
Date: September 25, 2012

CASE NUMBER: PHG 12-0003
APPLICANT: Jack Powell Chrysler-Jeep-Dodge Ram
LOCATION: 1625 Auto Park Way (APN 232-541-09).
TYPE OF PROJECT: Modification to a Master and Precise Development Plan

PROJECT DESCRIPTION: A modification to a Master and Precise Development Plan for the Jack Powell Chrysler-Jeep-Dodge Ram auto dealership to add additional indoor showroom area and parts storage along with modifying the exterior of the facade and service canopy.

STAFF RECOMMENDATION: Approval

GENERAL PLAN DESIGNATION: PC (Planned Commercial)

ZONING: PD-C (Planned Development-Commercial)

BACKGROUND/SUMMARY OF ISSUES:

The project site is located within the Escondido Auto Park and a Master and Precise Development Plan (80-173-PD and 84-78-PD) originally were approved for the construction of the Jack Powell automobile dealership on the site, which consists of a main showroom/dealership building, covered and open vehicle display areas, and two service buildings. The dealership is proposing to update the existing facade of the main showroom building and service entrance with a more contemporary design. The proposal also consists of enclosing approximately 3,893 SF of covered display area along the front and eastern side of the dealership building, and adding 868 SF of additional parts/storage area. Interior spaces within the dealership also would be modified to correspond to the exterior remodel.

Staff has not identified any issues related to this proposal.

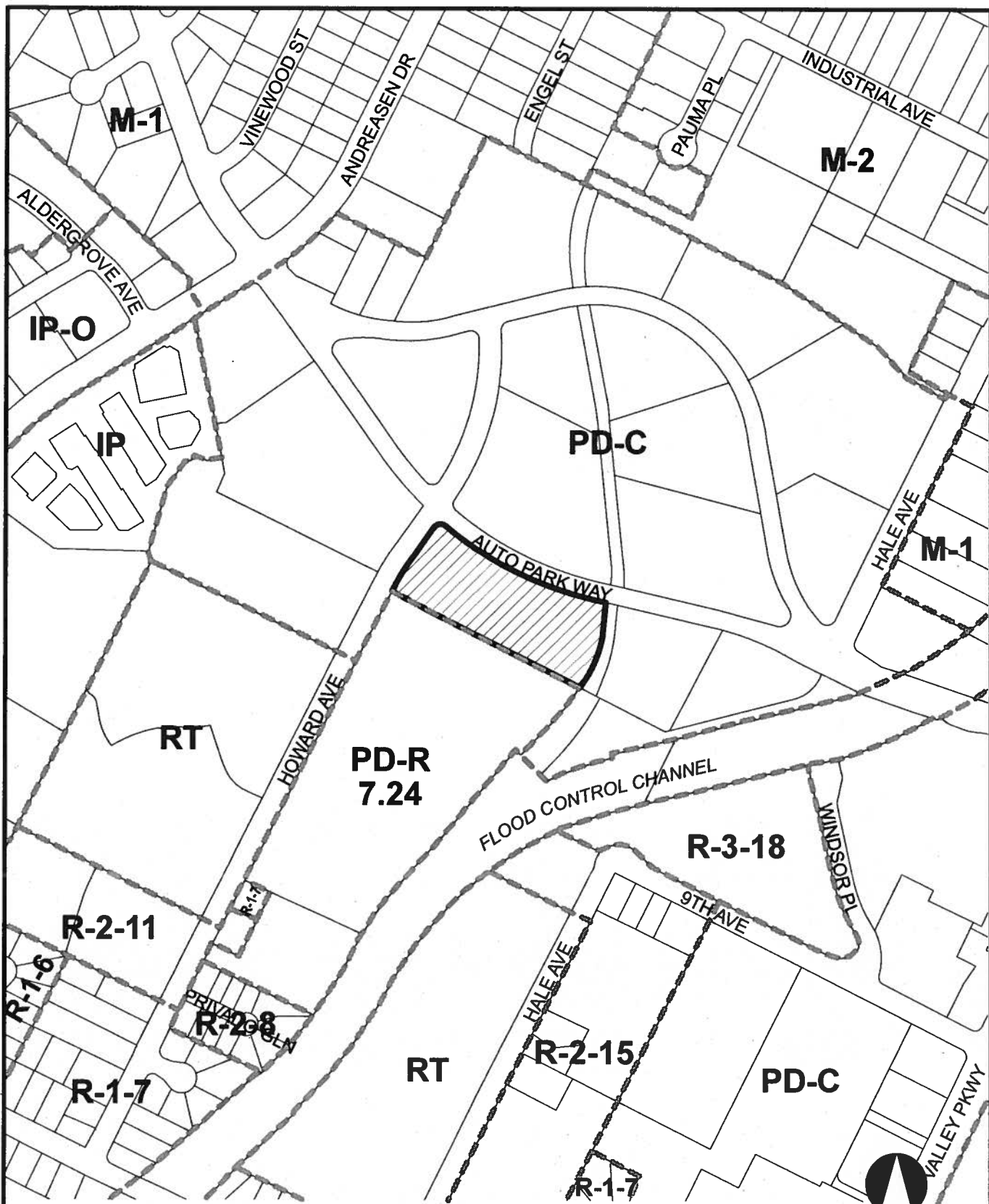
REASONS FOR STAFF RECOMMENDATION:

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 contemporary design and materials 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.

Respectfully Submitted,

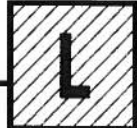


Jay Paul
Associate Planner

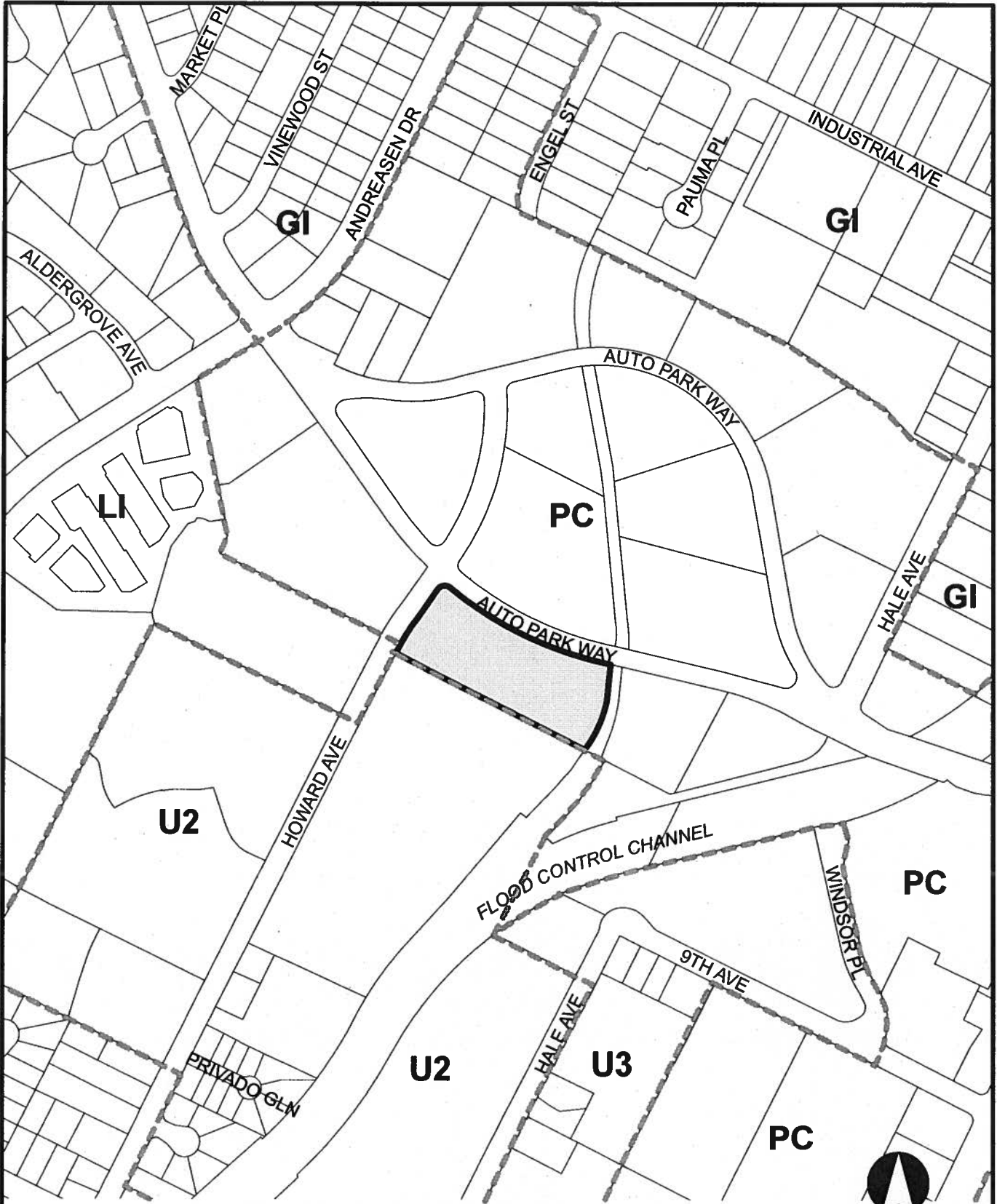


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**PROPOSED PROJECT
PHG 12-0003**



LOCATION/ZONING

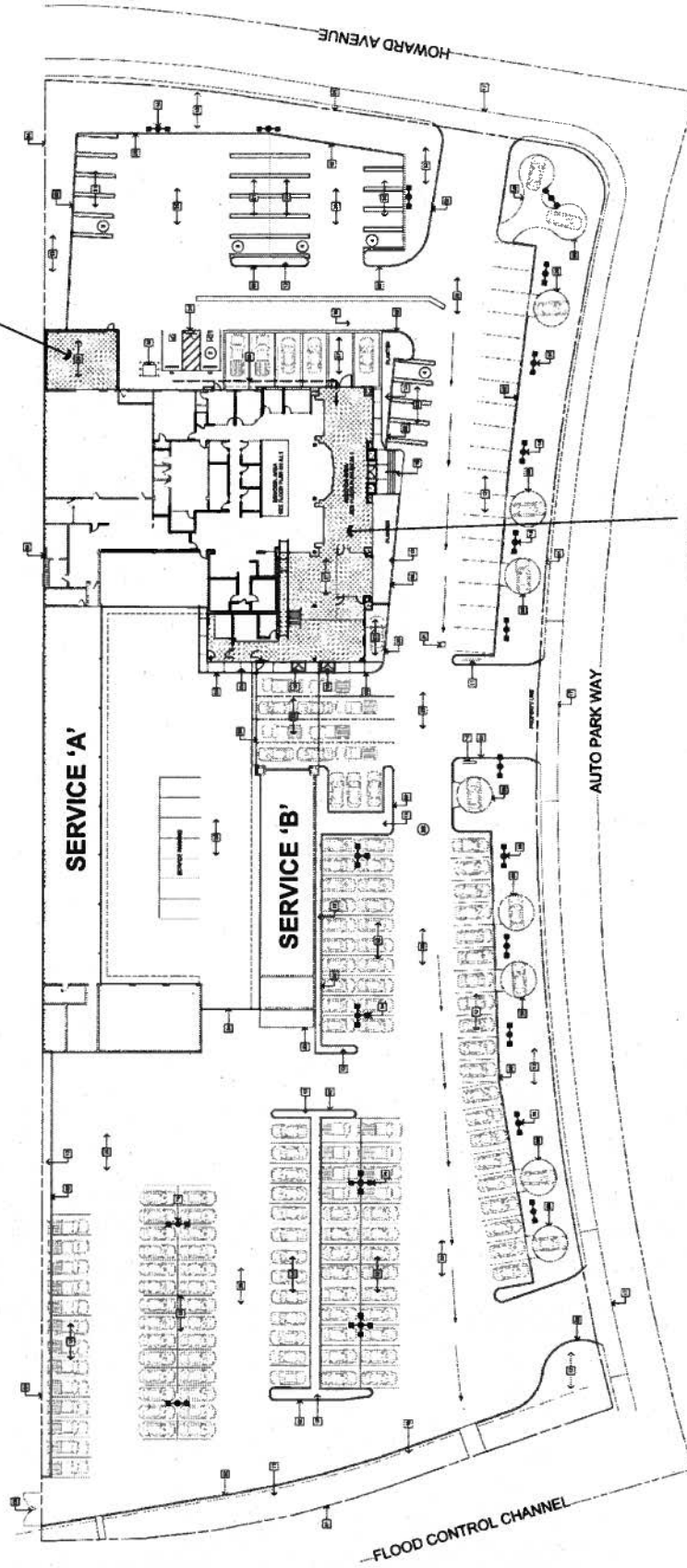


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**PROPOSED PROJECT
PHG 12-0003**



**PROPOSED
PARTS
ADDITION**



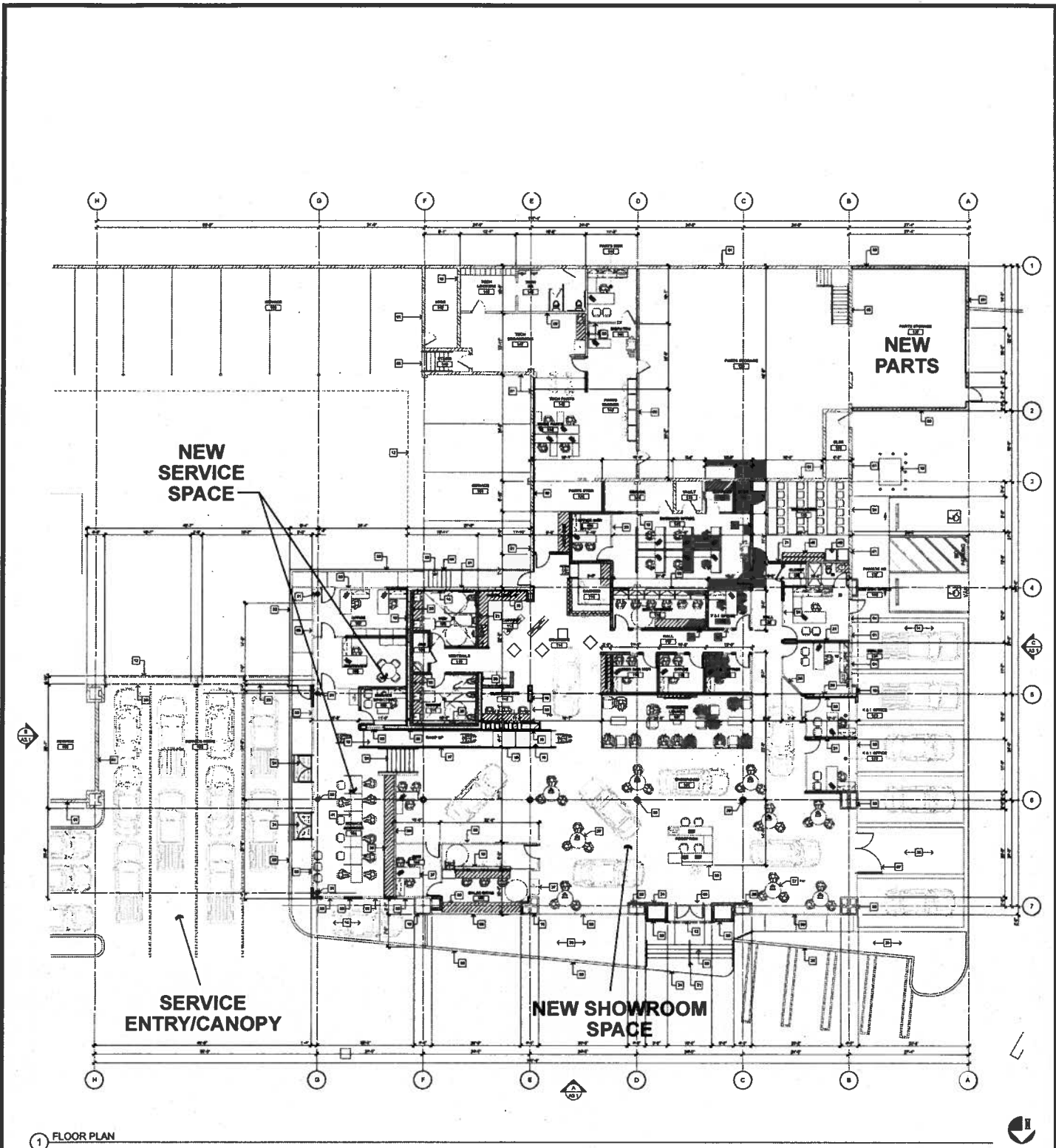
**PROPOSED
SHOWROOM
EXPANSION**

1 OVERALL SITE PLAN

**PROPOSED PROJECT
PHG 12-0003**

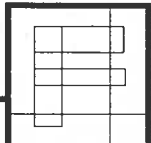


SITE PLAN

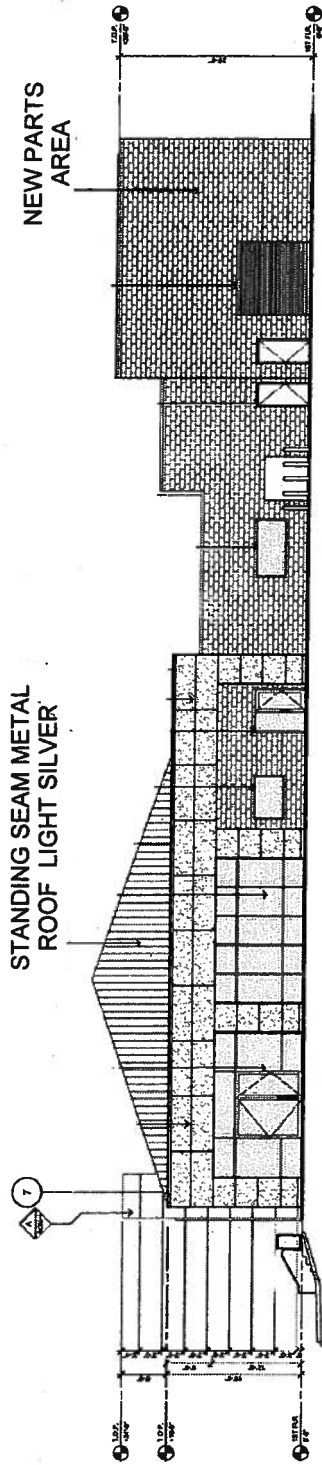


1 FLOOR PLAN

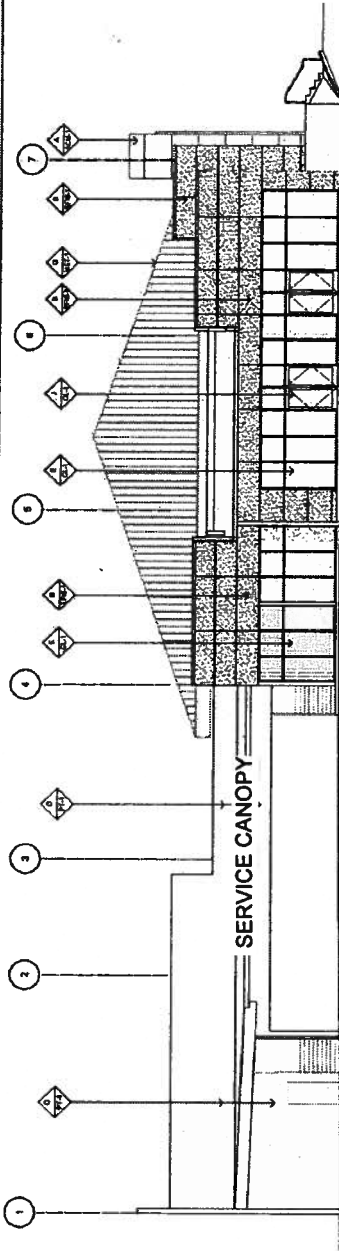
**PROPOSED PROJECT
PHG 12-0003**



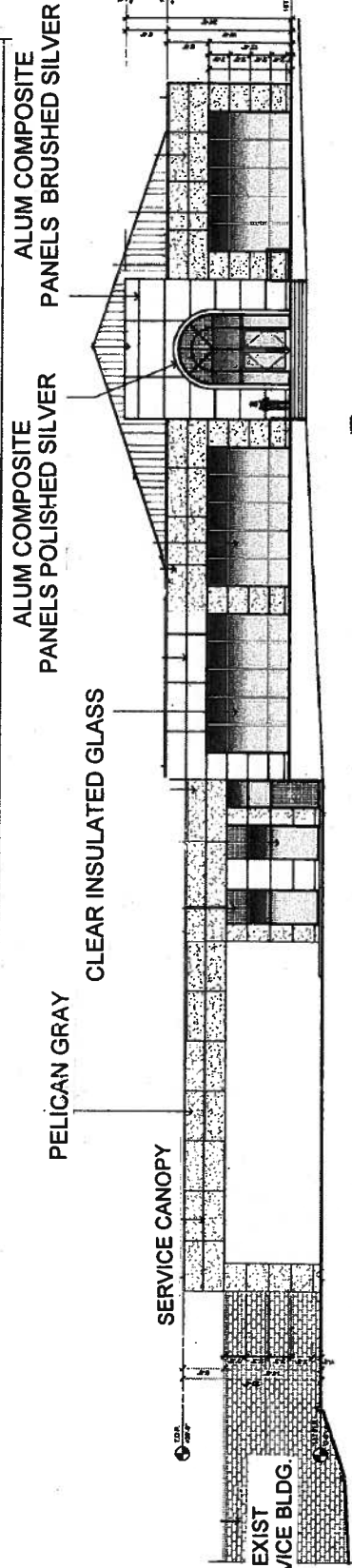
FLOOR PLAN



WEST ELEVATION



EAST ELEVATION

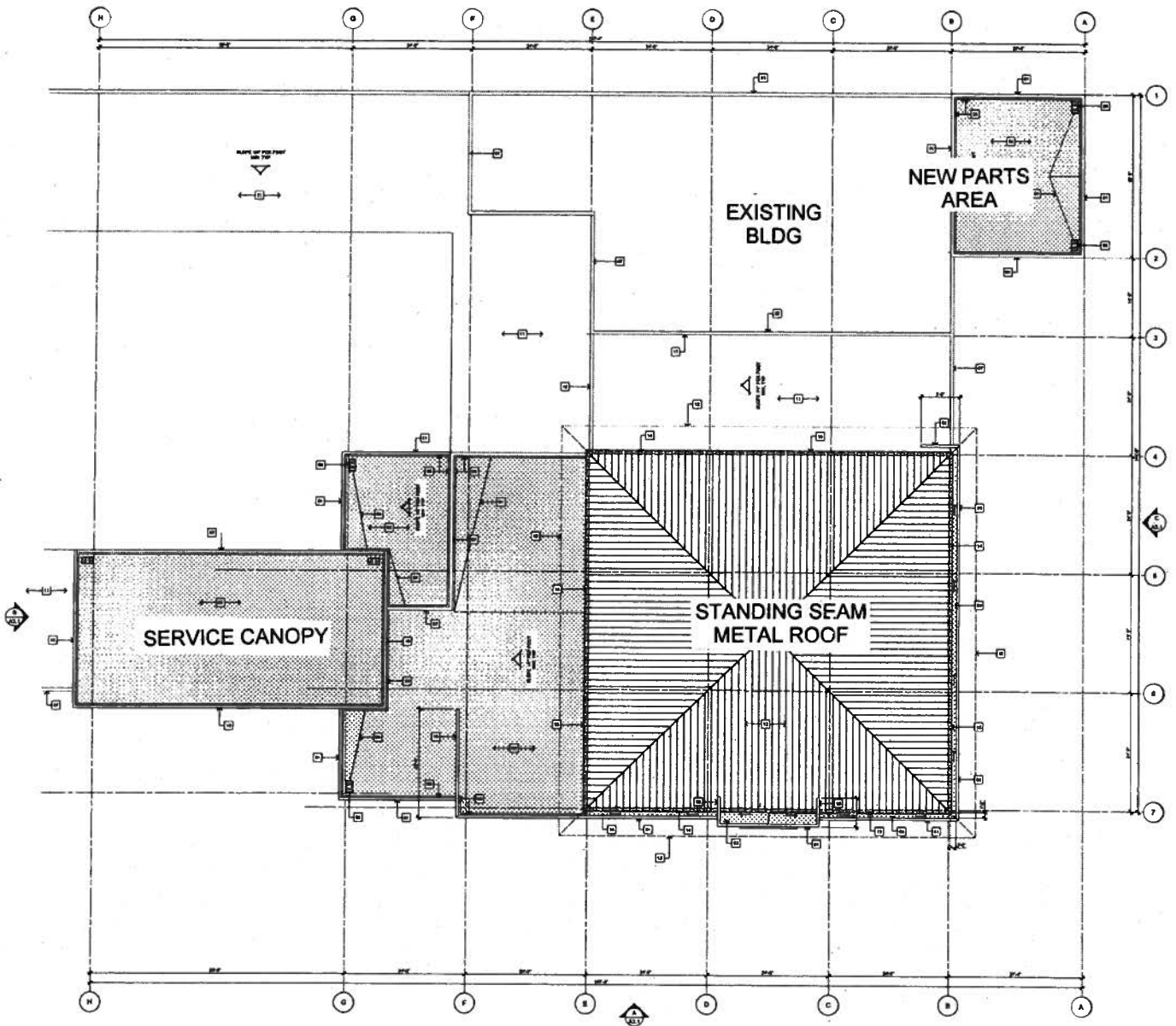


NORTH ELEVATION

NOTE: ALL ROOFING MATERIALS TO BE COMPLETELY RECORDED FROM EXISTING VIEW

**PROPOSED PROJECT
PHG 12-0003**





1 ROOF PLAN

**PROPOSED PROJECT
PHG 12-0003**



ROOF PLAN

ANALYSIS

A. LAND USE COMPATIBILITY/SURROUNDING ZONING

NORTH - PD-C zoning (Planned Development-Commercial) / The Mossy Volkswagen dealership is located north across Auto Park Way.

SOUTH - PD-R zoning (Planned Development-Residential) / A mobilehome park (Moonglow) is located south of the dealership. A masonry block wall is located along the southern property boundary.

EAST - PD-C zoning (Planned Development-Commercial) / The North County Buick-Cadillac-GMC dealership is located to the east.

WEST - PD-C zoning (Planned Development-Commercial) / The Heller Ford dealership is located west across Howard Avenue.

B. AVAILABILITY OF PUBLIC SERVICES

1. Effect on Police Service -- The Police Department did not express any 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 South, 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 significant additional vehicle trips from the increase in enclosed display area square footage and parts area. 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. Water service currently is provided by the Rincon del Diablo Municipal Water District.
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 and General Industrial, which allows a variety of commercial/industrial type 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 Jack Powell dealership is requesting to modify the exterior design of the main dealership building. The project includes enclosing the covered outdoor display areas (approx. 3,893 SF) along the front and eastern side of the building to include a new entry portal feature consisting of brushed metal composite panels with polished metal arch accents. The new enclosed building area would be used for additional indoor vehicle display, office space and service support area. The existing outdoor trellis features and stucco columns along the eastern and western sides of the building would be removed and new storefront glass windows and doors would be incorporated into each elevation. The tile roof would be replaced with a standing-seam metal roof. The service entry canopy also would be upgraded to correspond with the new building facade elements which includes a light gray stucco exterior finish with multiple vertical and horizontal score lines. The service buildings would be painted a light gray to match the showroom building upgrades. An approximately 868 SF addition to the parts storage area towards the southwestern corner of the building also is proposed. The new storage building addition would be located adjacent to the drive aisle of a mobilehome park situated immediately to the south. The existing 20-foot-high building/parapet wall that is situated along the property boundary would be extended approximately 27 feet across the property line to support the new parts building. Views to the north from the adjacent mobilehomes generally are obstructed by the existing Jack Powell building and/or height of the existing masonry block wall and mature trees. Views from the drive aisle would be altered by the building expansion. A metal roll-up door would be provided along the western elevation for loading purposes. The landscape planters along the front of the building would be retained and modified to be incorporated into the new facade design. Existing perimeter landscaping would be retained.

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 facade upgrades to a majority of the auto dealerships throughout the Escondido Auto Park. The facility, with the proposed additions would require a total of 99 parking spaces. The facility has sufficient parking area on the site and the appropriate number of striped spaces would need to be designated to meet the current demand. The project has been conditioned accordingly. On-street parking along Auto Park Way and Howard Avenue currently is not restricted.

SUPPLEMENT TO STAFF REPORT/DETAILS OF REQUEST

A. PHYSICAL CHARACTERISTICS

The subject property consists of one parcel, 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. Access is provided by Auto Park Way on the north and Howard Avenue on the west. An open concrete drainage channel is located along the eastern property boundary that drains into the Escondido Creek concrete channel.

B. SUPPLEMENTAL DETAILS OF REQUEST

1. Property Size: 3.31 acres
2. Existing Building Area: 25,283 SF
 - Showroom Building: 11,841 SF
 - Service Bldg. A 6,310 SF
 - Service Bldg. B 2,578 SF
 - Service Write Up Canopy 1,224 SF
3. Proposed Additions:
 - Showroom/Service Area 3,893 SF (approx. 2,412 SF of additional area is new service and office space)
 - Parts Area 868 SFTotal Building Area After Addition 30,044 SF
4. Building Colors and Materials:
 - Existing: White stucco exterior with S-type red/orange tile roof. Wooden trellis elements over outdoor display areas attached to building.
 - Proposed: Light gray paint on stucco and/or masonry wall exterior. New, medium gray standing-seam metal pitched roof over the showroom. Polished aluminum composite metal panels around the new entry portal surrounds with brushed aluminum composite metal panels main entry portal facade. Clear storefront and spandrel glass elements to be included with clear anodized storefront frames. New parts expansion to include split-face masonry wall painted light gray.
5. Parking:
 - Previously Required 86 customer and employee spaces required per previous Precise Plan
 - Currently Required 99 customer and employee spaces required with addition

The new addition requires 1 space for every 250 SF of retail/display area and 1 space for every 500 SF of storage area, which would require an additional 13 spaces to be available for customer and employees. The parking requirement factors in the removal of outdoor display area that parks at a 1:1000 ratio or 4 spaces.
6. Landscaping: The project site is currently landscaped. The on-site landscape planters along the front of the building would be retained.
7. Signage: Signage indicated on the plans is conceptual only. Any new signage is subject to conformance with the Auto Park signage criteria, City sign requirements and approval of the Auto Park Design Review Committee.

EXHIBIT "A"

FINDINGS OF FACT PHG 12-0003

Master and 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 space. 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 uses on the north, east and west. A masonry block wall provides an appropriate separation/buffer from the mobilehome park on the south. There are no significant views from adjoining properties that would be affected by the proposed development.
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 Master and 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 12-0003

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 (84-78-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 exterior lighting shall conform to the requirements of Article 35, Outdoor Lighting (Ordinance No. 86-75).
6. A minimum of 99 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.
7. 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.
8. 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.
9. Colors, materials and design of the project shall conform to the exhibits and references in the staff report, to the satisfaction of the Planning Division.
10. 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.
11. All new utilities shall be underground.
12. All rooftop equipment must be fully screened from all public views (including the mobilehome park on the south) utilizing materials and colors which match the building. This shall be clearly indicated on the building plans.
13. All project generated noise shall comply with the City's Noise Ordinance (Ord. 90-08) to the satisfaction of the Planning Division.

14. Prior to the submittal of building permits for the project, the applicant submit evidence of approval of the final plans, materials and colors from the Escondido Auto Park Design Committee.
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.

ENGINEERING CONDITIONS OF APPROVAL

IMPROVEMENTS

1. All site improvements shall be constructed in a manner that does not damage existing public improvements. Any damage shall be determined by and corrected to the satisfaction of the Director of Engineering Services.

SITE DRAINAGE and BMPs

1. 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.
2. All on-site trash enclosures areas shall drain toward a landscaped area and include a roof over the enclosure in accordance with the City's Storm Water Management requirements, to the satisfaction of the Director of Engineering Services.
3. All site drainage with emphasis on the parking and drive way areas shall be treated to remove expected contaminants using a high efficiency method of treatment. Where possible the City highly encourages the use of bio-retention basins within or along the perimeter of the parking and driveway areas as the primary method of storm water treatment. The building and any landscape plans will need to reflect these areas of storm water treatment.
4. All on-site storm drains, detention basins, and all other post-construction BMP facilities are private. The responsibility for maintenance of these storm drains shall be that of the property owner.
5. All private driveways and parking areas shall be repaved with a minimum of 3" AC over 6" of AB or 5 1/2" PCC over 6" AB.
6. The developer shall be responsible for the recycling of all excavated materials designated as Industrial Recyclables (soil, asphalt, sand, concrete, land clearing brush and rock) at a recycling center or other location(s) approved by the City Engineer.

WATER SUPPLY

1. Fire hydrants and/or fire service lines if required shall be installed at locations approved by the Fire Marshal and adequate public water mains and/or service laterals shall be installed per improvement plans submitted to and approved by the Director of Engineering Services and Director of Utilities.

2. An engineered improvement plan prepared by a Registered Civil Engineer is required for all public water improvements. The developer shall post security for these improvements and an improvement plan shall be approved by the City of Escondido prior to issuance of any building permits. All required fire service and /or fire hydrant improvements shall be constructed prior to issuance of final occupancy by the City.
3. A Public Utility Easement shall be granted to the City of Escondido for all public water mains within the project site. The easement shall include all fire hydrants, fire services, water meters and other appurtenances. The minimum easement width shall be 20 feet.

CASH SECURITY AND FEES

1. The developer will 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.



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: Deputy County Clerk
P.O. Box 121750
San Diego, CA 92112-1750

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

Project Title/Case No.: PHG 12-0003 (Jack Powell Chrysler-Jeep-Dodge Ram)

Project Location - Specific: 1625 Auto Park Way (APN 232-541-09)

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

Description of Project: A modification to a Master and Precise Development Plan for the Jack Powell auto dealership to remodel the facade of the main showroom building and service drive, enclose approximately 3,893 SF of existing outdoor display area and add 868 SF of additional parts/storage building area.

Name of Public Agency Approving Project City of Escondido

Name of Person or Agency Carrying Out Project

Name Jack Powell Chrysler-Jeep-Dodge Ram (Jasmine Powell) Telephone (760) 745-2880

Address 1625 Auto Park Way, Escondido, CA 92029

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 three sides by automobile dealerships and a mobilehome park on the south. As described above, the project only involves modifications to the facade of the existing buildings with a small increase in the square footage of the showroom building and parts area
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:  September 10, 2012
Date

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