

PLANNING COMMISSION

Agenda Item No.: G.1

Date: May 22, 2012

CASE NUMBER: PHG 12-0008
APPLICANT: Quality Chevrolet
LOCATION: 1550 Auto Park Way (APN 232-542-26 and -34)
TYPE OF PROJECT: Modification to a Master and Precise Development Plan

PROJECT DESCRIPTION: A modification to a Master and Precise Development Plan for Quality Chevrolet to remodel the facade of the main showroom building, service drive and detached office building, and add a new 560 SF delivery area attached to the southeastern corner of the existing showroom building.

STAFF RECOMMENDATION: Approval

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

ZONING: PD-C (Planned Development-Commercial) and M-2 (General Industrial)

BACKGROUND/SUMMARY OF ISSUES:

The project site is located within the Escondido Auto Park and a Master and Precise Development Plan (82-66-PD and 82-133-PD) originally were approved for the construction of the Weseloh Chevrolet dealership, which consisted of two service buildings, sales office and a storage building. The existing buildings and site have been expanded and modified over the years (City File Nos. 2002-70-PD and 2004-84-PD) including extensive facade improvements in 2005 and an expansion of the dealership onto an adjacent 2.97-acre parcel for auto repair, storage of new car inventory and impounded cars, and office area. Quality Chevrolet is proposing to update the existing facade of the main showroom building and to apply the proposed facade improvements to the existing service drive area along the northern portion of the building and existing office building located towards the rear of the site. A new enclosed 560 SF delivery and vehicle display area also is proposed to be added toward the southwestern corner of the showroom building. The existing entry feature would be enlarged and would resemble the design and colors of the existing feature.

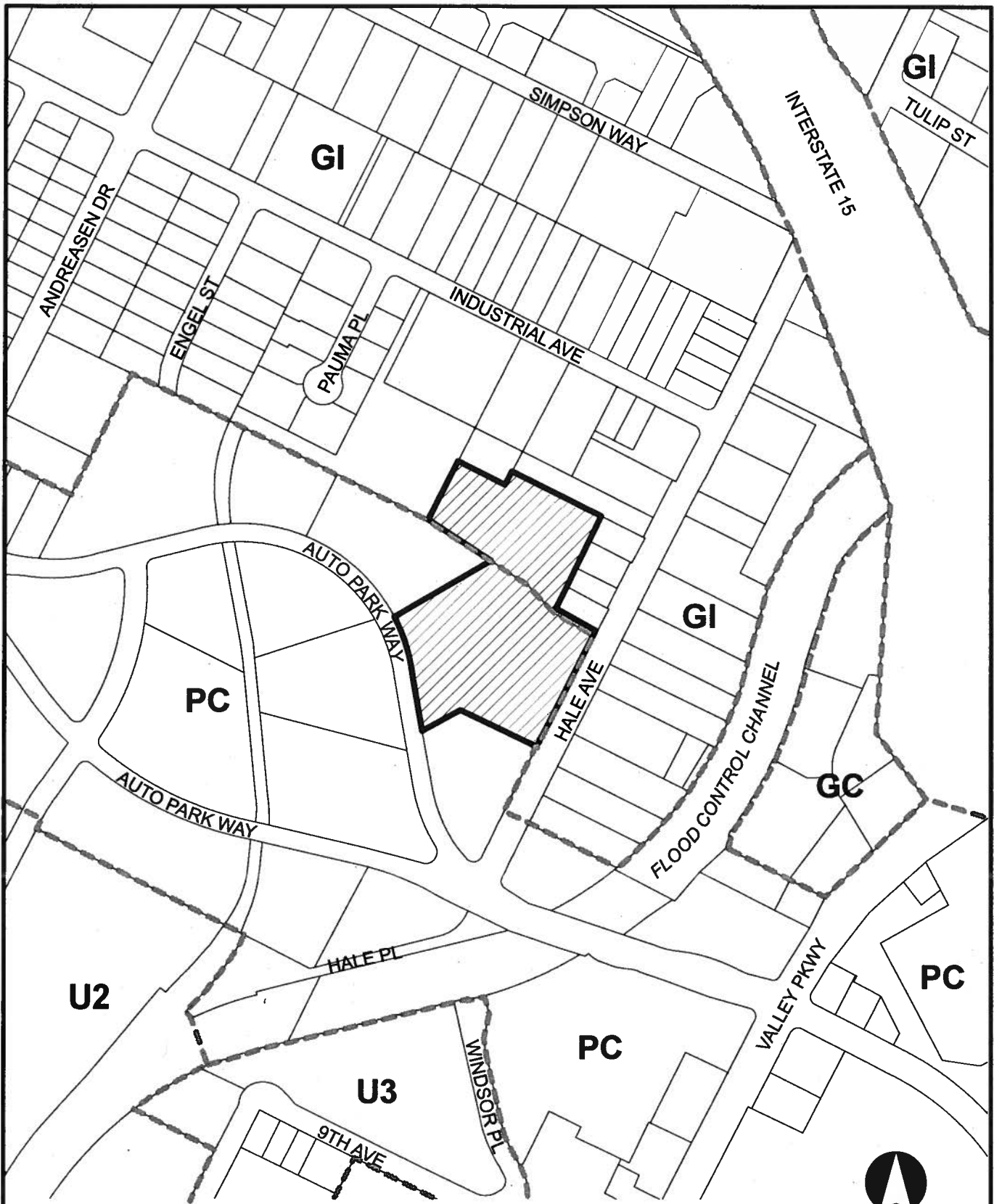
Staff has not identified any issues related to this proposal.

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. The Auto Park Design Committee also has recommended approval of the plans.

Respectfully submitted,

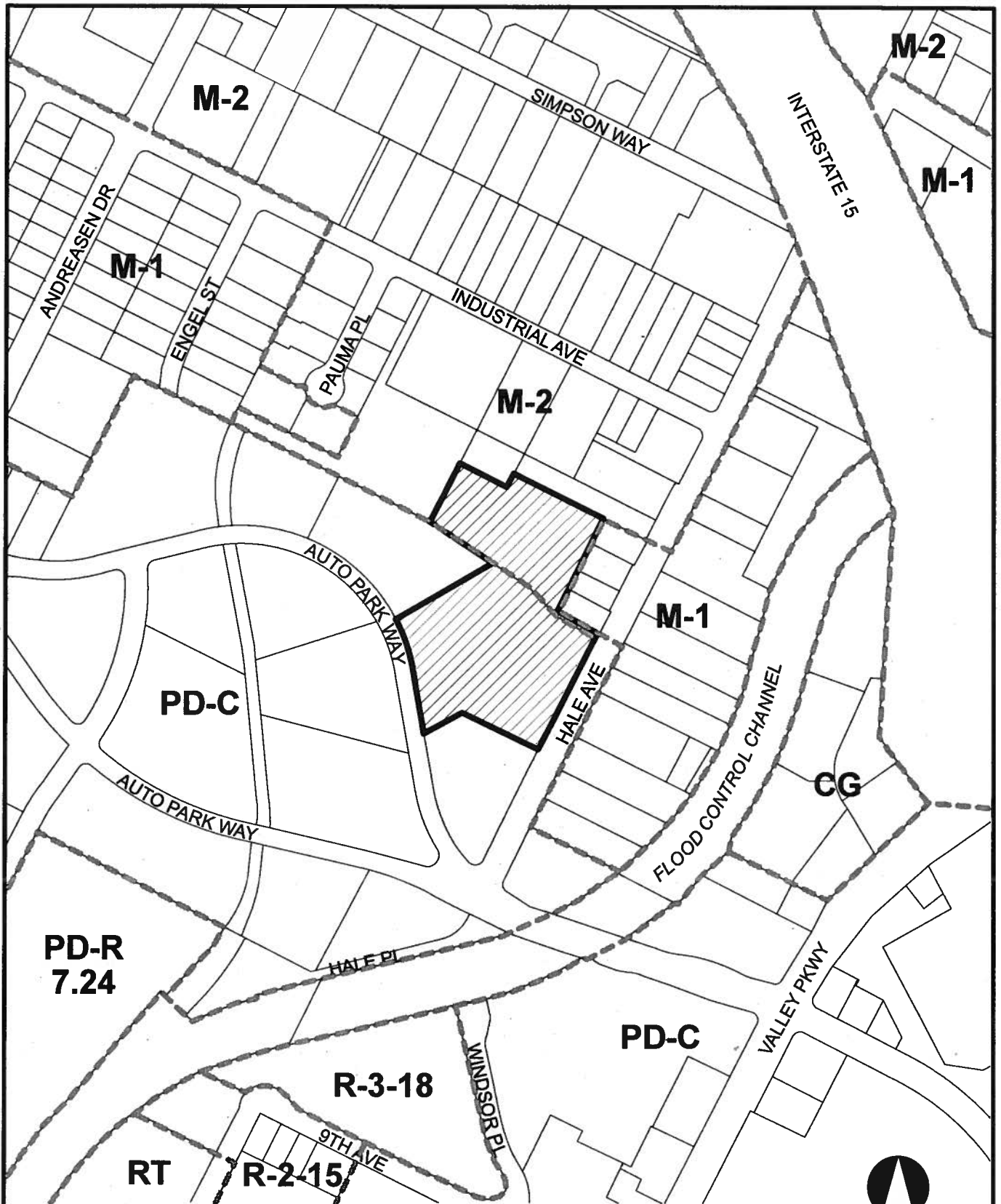

Jay Paul
Associate Planner



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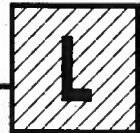
**PROPOSED PROJECT
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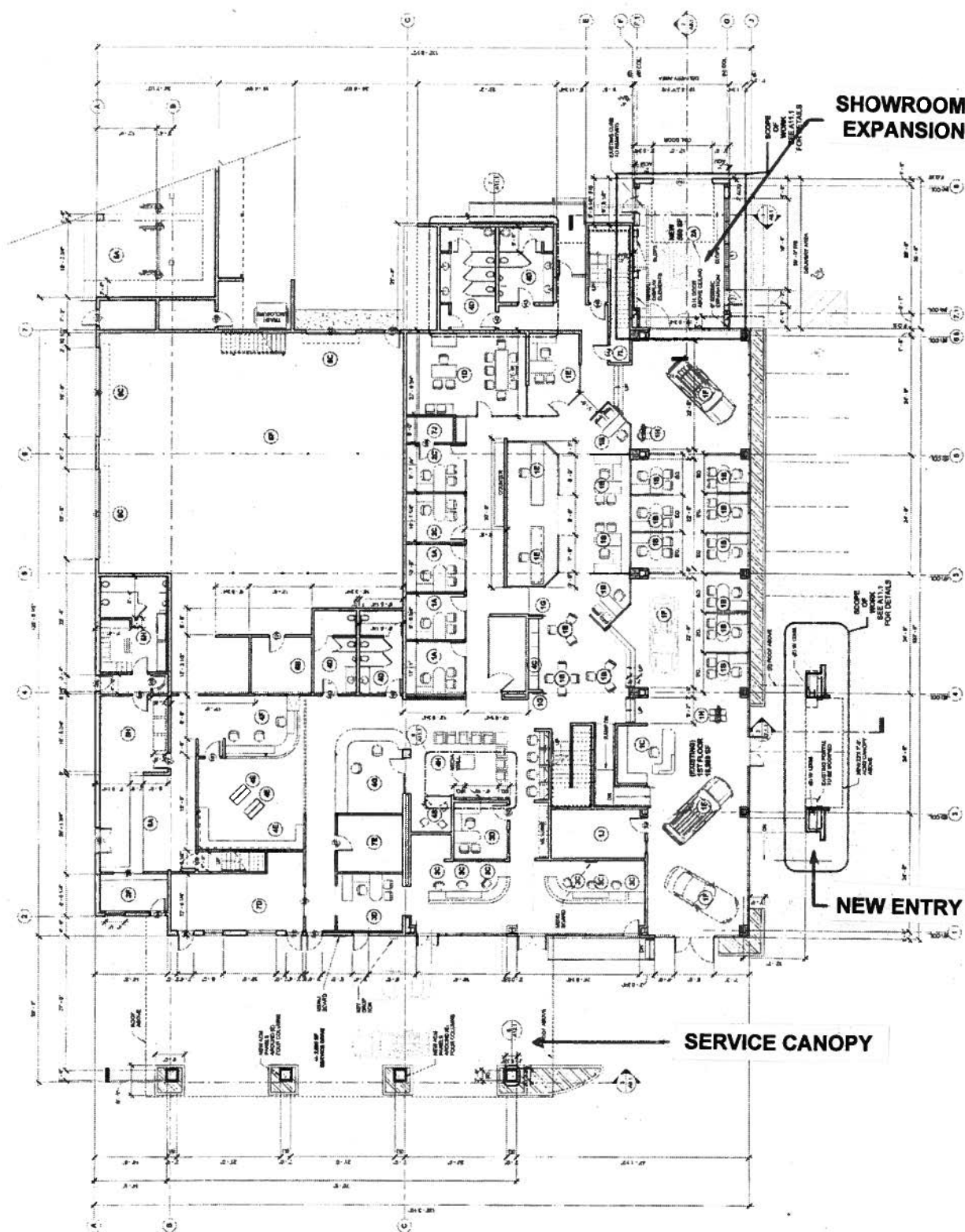


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**PROPOSED PROJECT
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LOCATION/ZONING



FLOOR PLAN SHOWROOM BLDG.

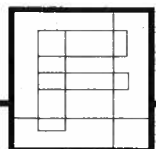
EXISTING SHOWROOM BUILDING

SHOWROOM EXPANSION

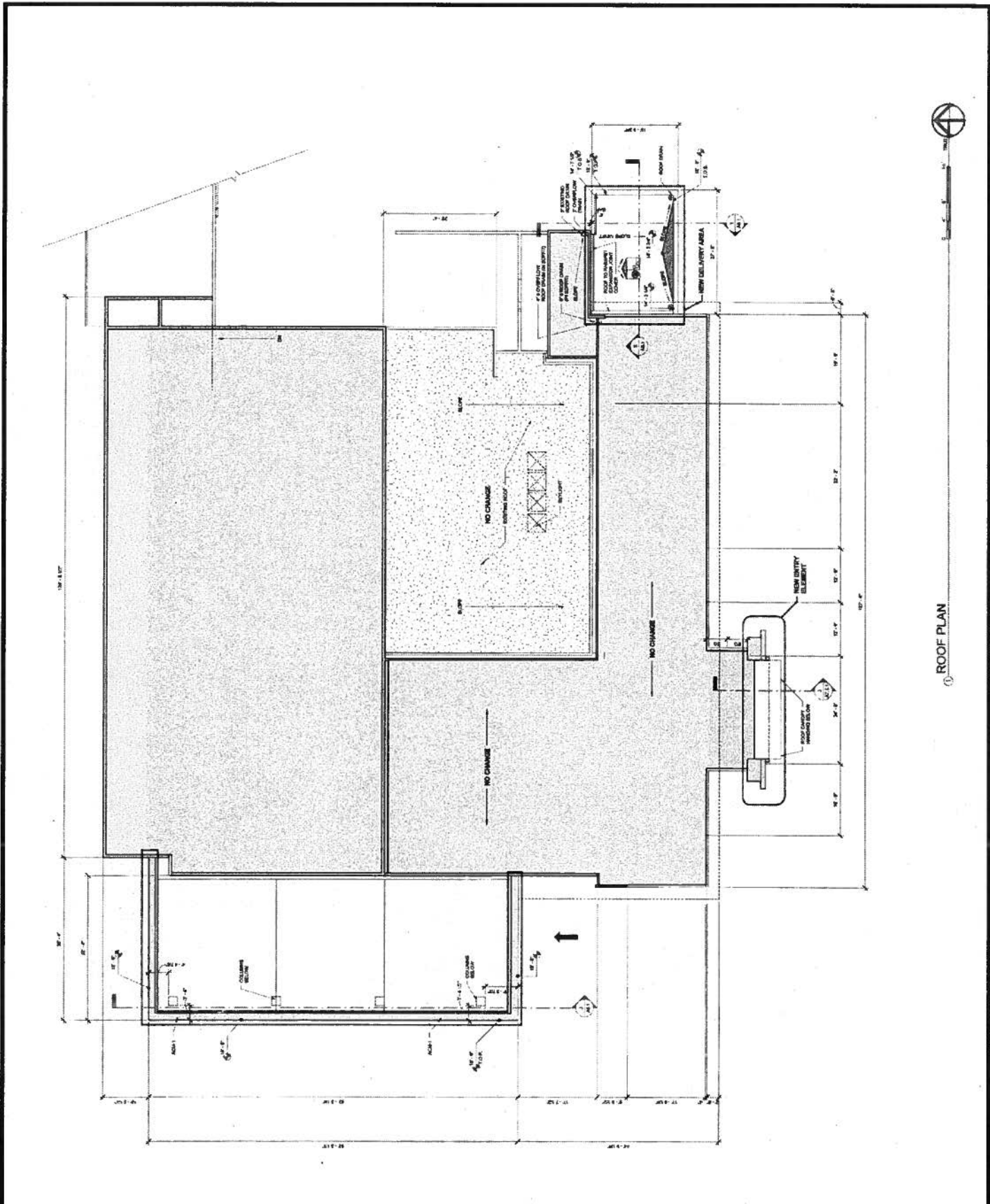
NEW ENTRY FEATURE

SERVICE CANOPY

**PROPOSED PROJECT
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FLOOR PLAN

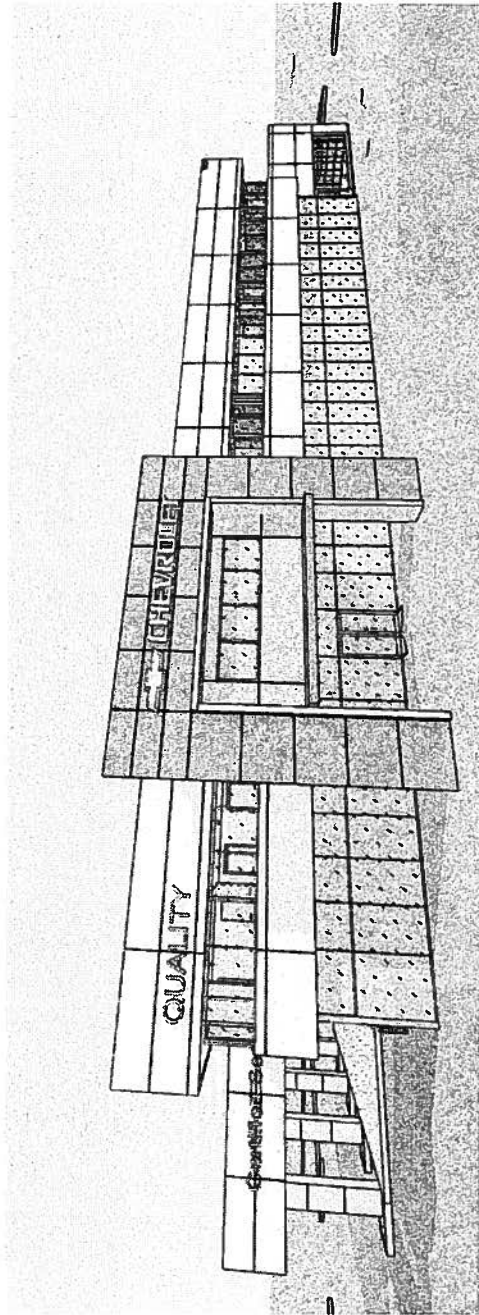


① ROOF PLAN

**PROPOSED PROJECT
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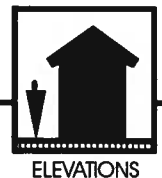


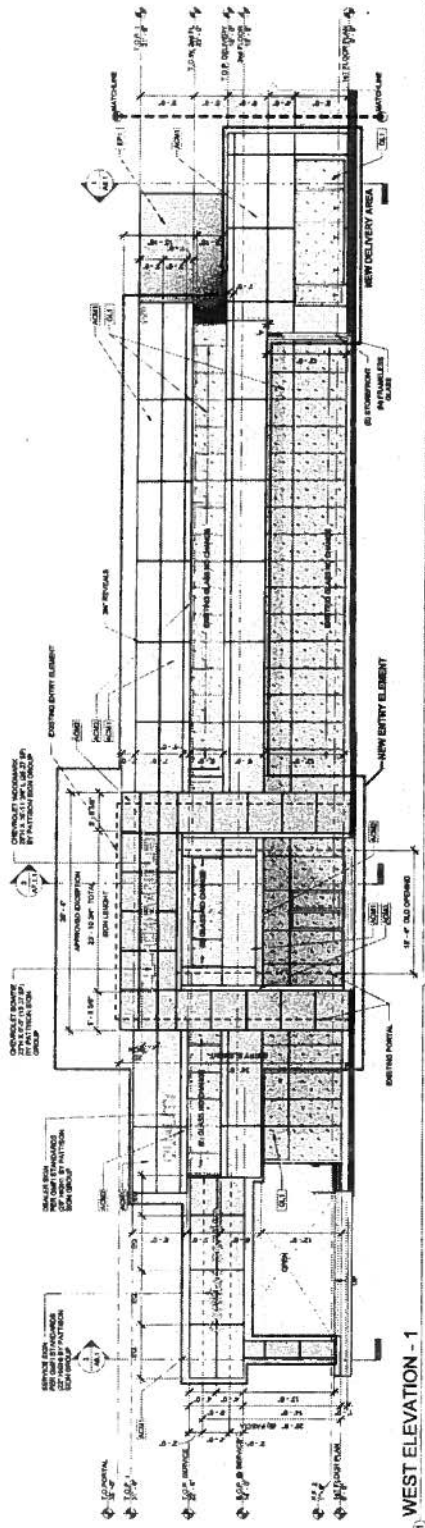
ROOF PLAN



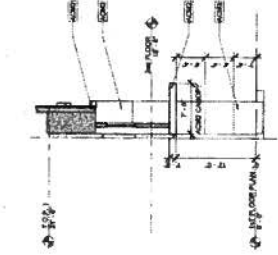
⑤ CHEVROLET FRONT VIEW

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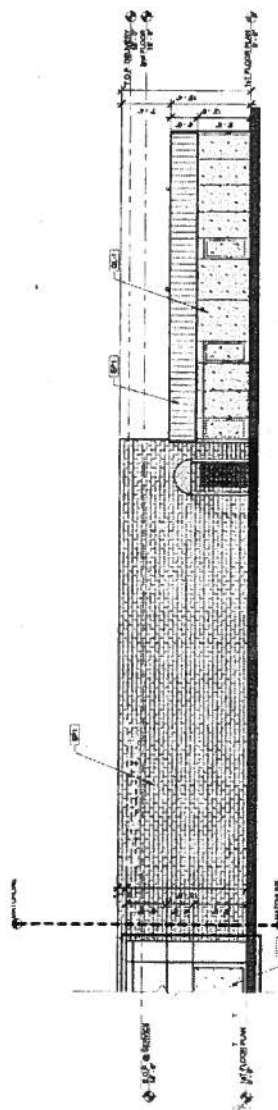




1 WEST ELEVATION - 1



3 PORTAL SECTION VIEW

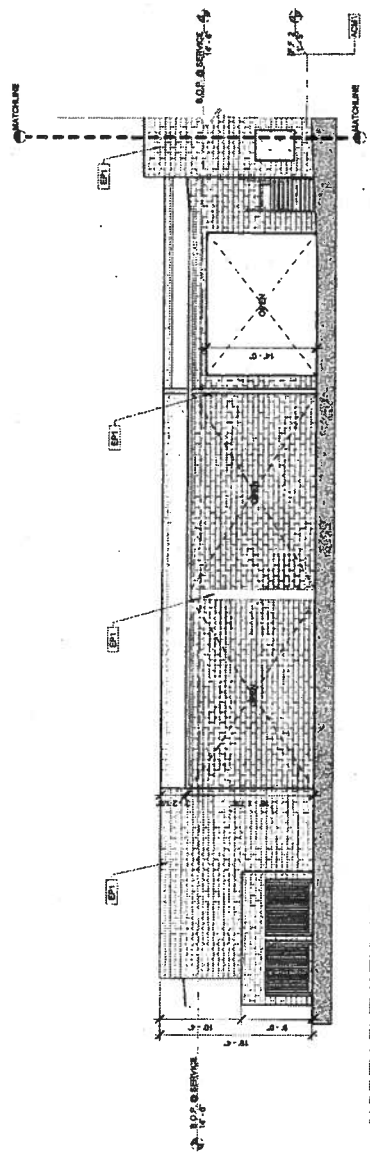


2 WEST ELEVATION - 2

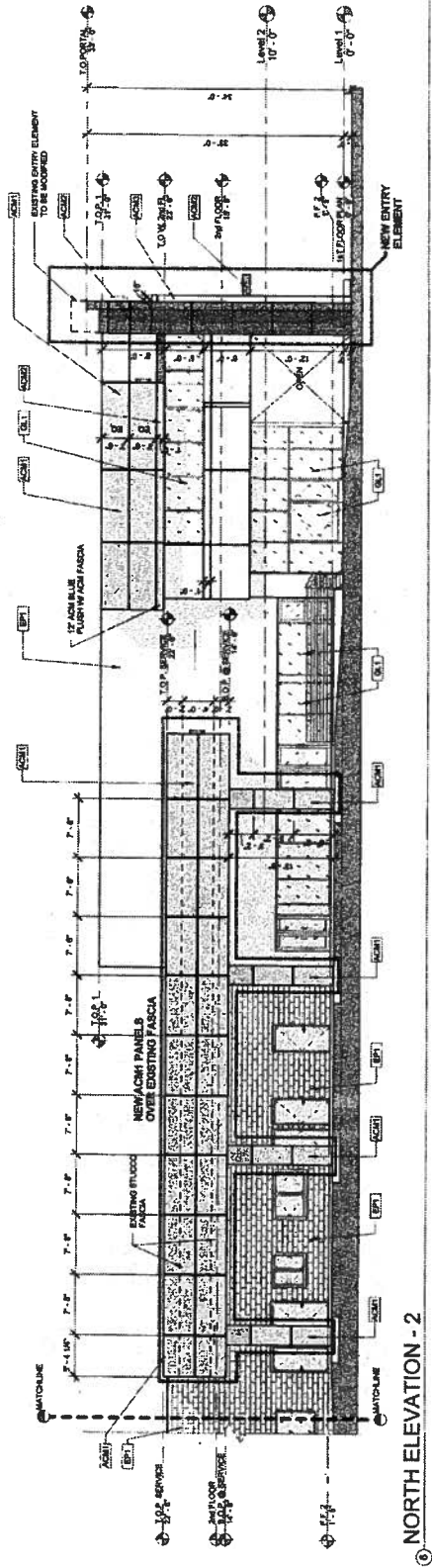
**PROPOSED PROJECT
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ELEVATIONS



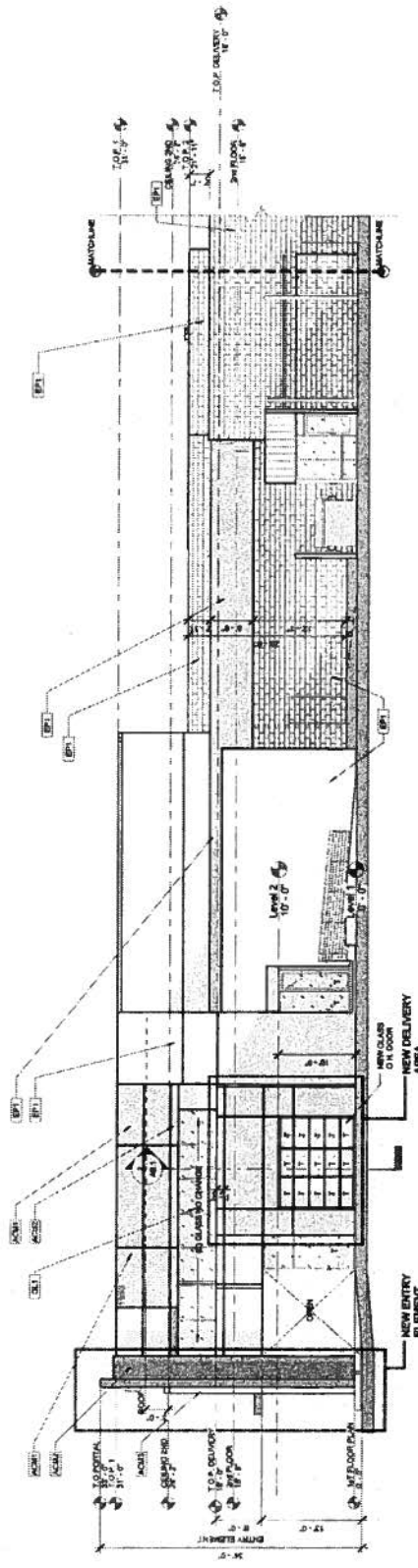
① NORTH ELEVATION - 1



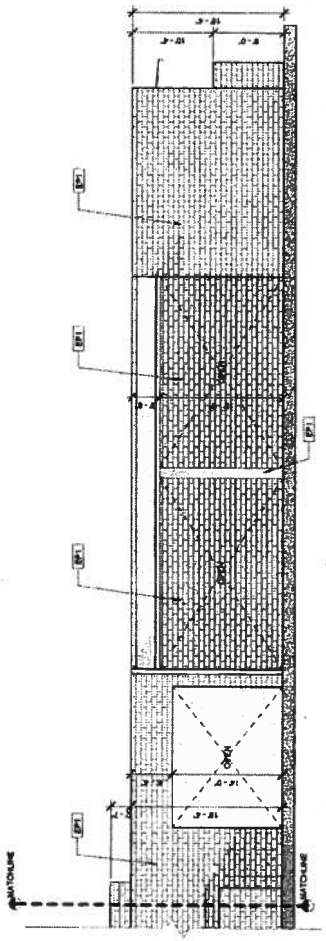
② NORTH ELEVATION - 2

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③ SOUTH ELEVATION - 1

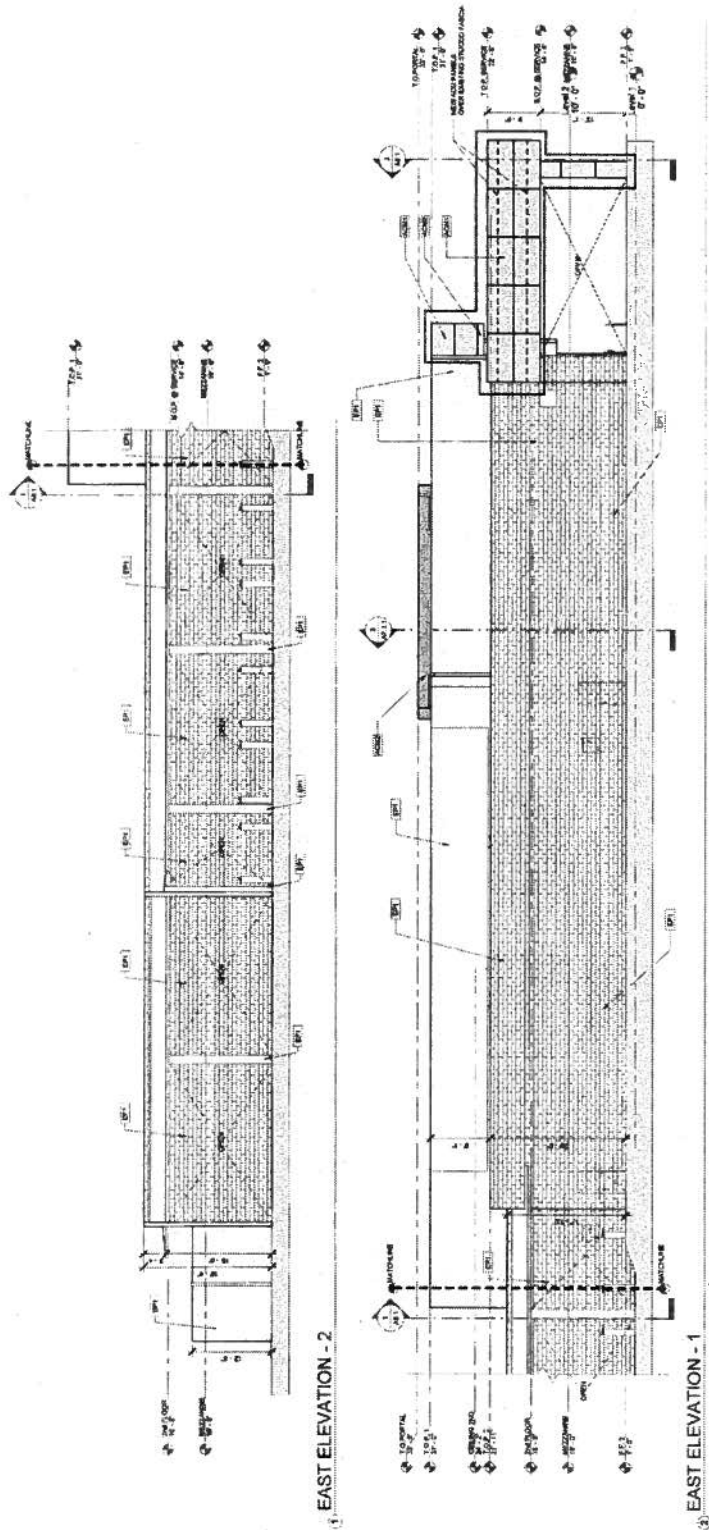


④ SOUTH ELEVATION - 2

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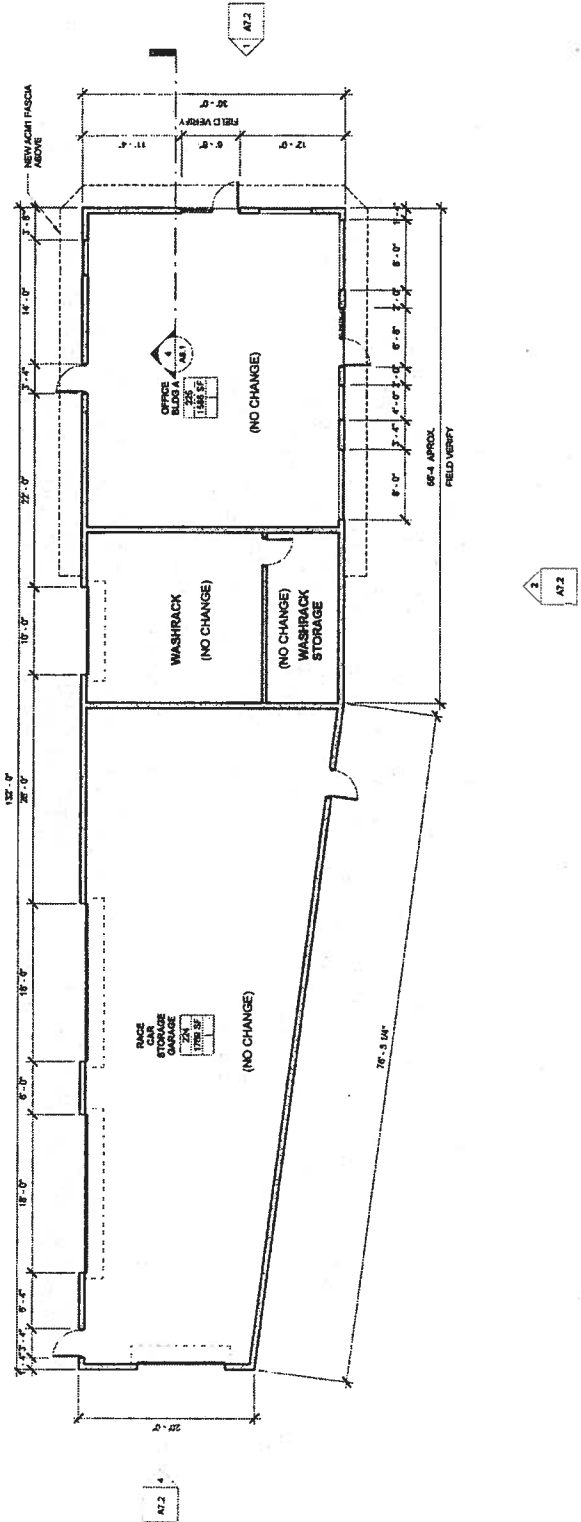
ELEVATIONS



**PROPOSED PROJECT
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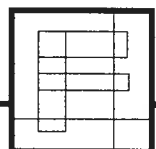


ELEVATIONS

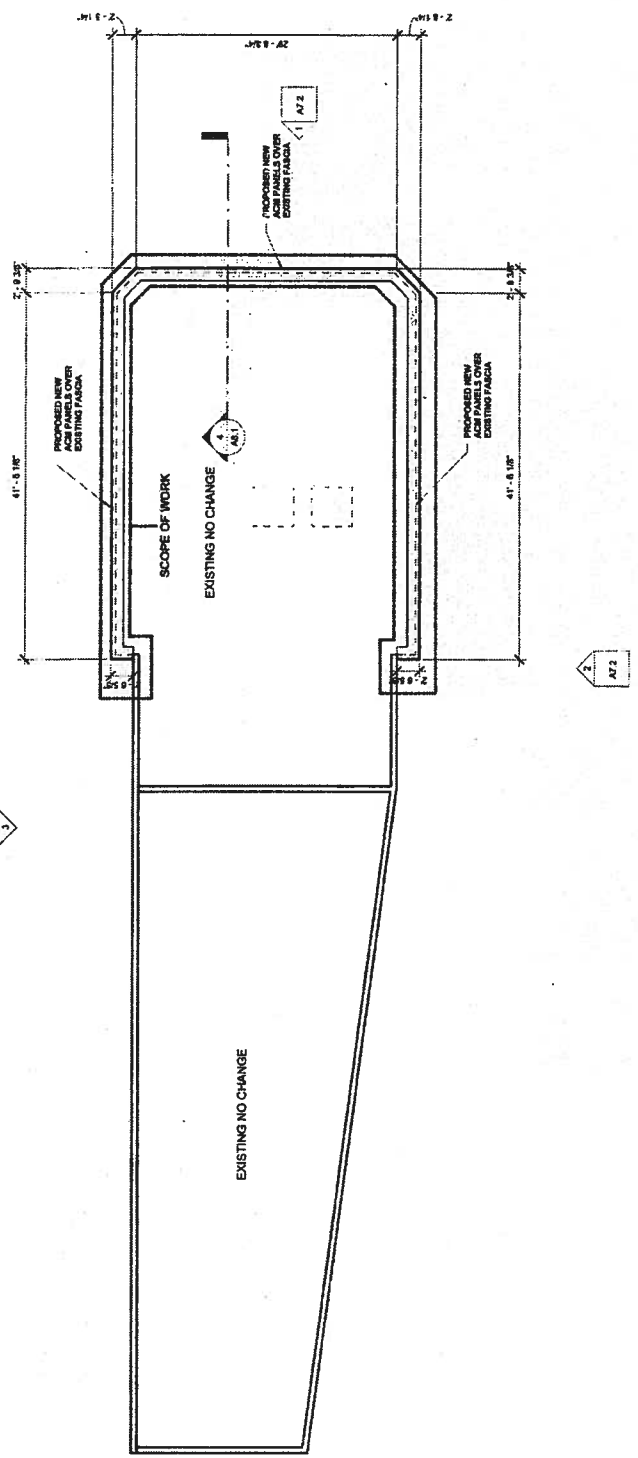


① FLOOR PLAN COMMERCIAL SERVICE (NO ADDITIONAL SF.)

**PROPOSED PROJECT
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FLOOR PLAN



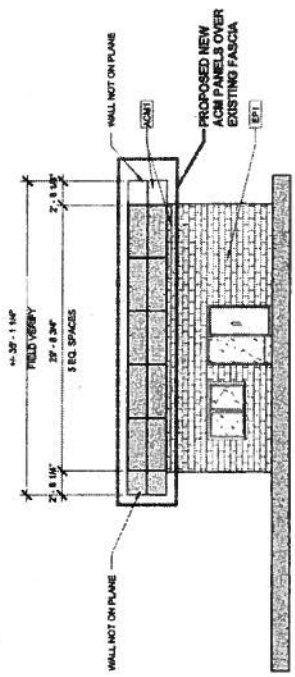
1/8"
0 4 8 16'

② ROOF PLAN COMMERCIAL SERVICE

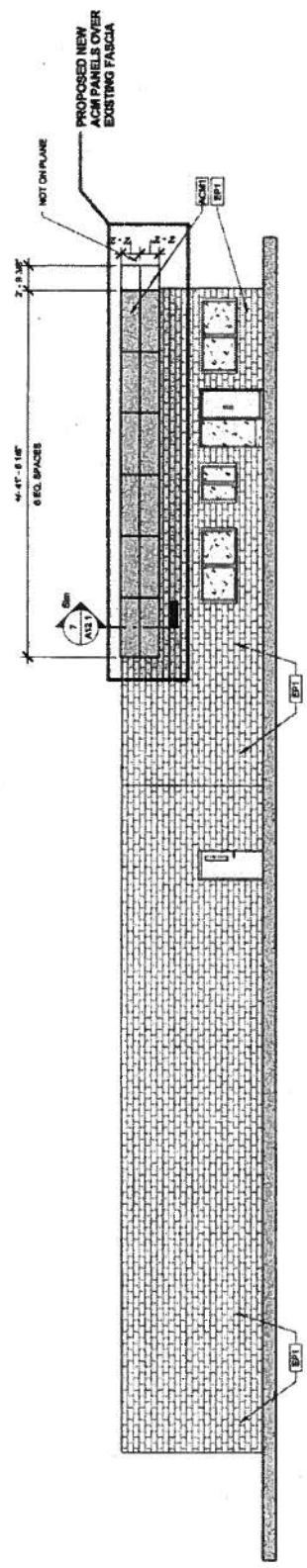
**PROPOSED PROJECT
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ROOF PLAN



① COMMERCIAL SERVICE EAST ELEVATION

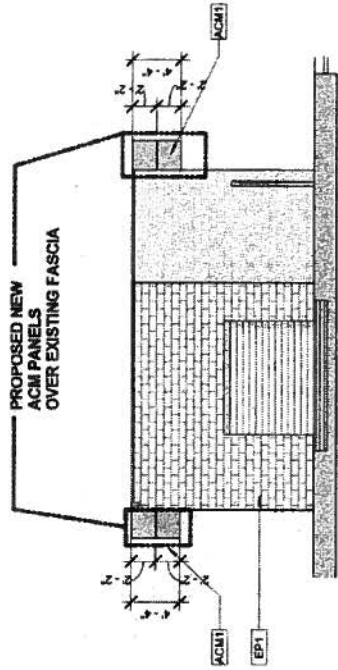


② COMMERCIAL SERVICE SOUTH ELEVATION

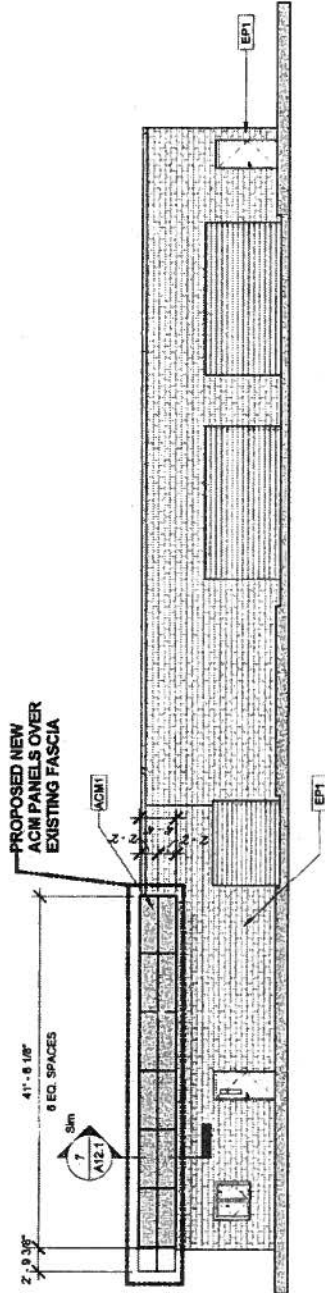
**PROPOSED PROJECT
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ELEVATIONS



④ COMMERCIAL SERVICE WEST ELEVATION



③ COMMERCIAL SERVICE NORTH ELEVATION

**PROPOSED PROJECT
PHG 12-0008**



ELEVATIONS

ANALYSIS

A. LAND USE COMPATIBILITY/SURROUNDING ZONING

NORTH - M-2 zoning (General Industrial) / An automobile body shop for Quality Chevrolet and existing industrial businesses are located north of the existing dealership.

SOUTH - PD-C zoning (Planned Development-Commercial) / Cush Acura dealership is located south of the Chevrolet dealership.

EAST - M-1 (Light Industrial) / A variety of industrial businesses are located to the east across Hale Avenue.

WEST - PD-C zoning (Planned Development-Commercial) / The Mossy Nissan dealership is located to the west.

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 significant additional vehicle trips from the increase in display area square footage. 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 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

Quality Chevrolet is requesting to modify the exterior design of the main dealership building which includes removing the existing metal paneling on the facade of the building and replacing it with new silver metal paneling and blue metal accent paneling. The new metal paneling also would be applied to the existing attached service drive canopy and columns, and to the canopy of the commercial office/service building. The service drive canopy and the commercial services office building still maintain the older design elements from the original building design. Several of the other dealerships throughout the Auto Park have modified their buildings to incorporate a similar type of metal paneling. The existing entry portal feature would be removed and replaced with a slightly larger entry portal that would look similar to the existing architectural feature. The proposed 560 SF addition would be enclosed with storefront glass walls that would match the architectural style and materials of the existing showroom building.

The proposed modifications to the facility 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, with the proposed expanded vehicle entry area would require a total of 160 parking space and up to 161 spaces would be available for customers and employees.

SUPPLEMENT TO STAFF REPORT/DETAILS OF REQUEST

A. PHYSICAL CHARACTERISTICS

The subject property consists of two parcels and 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 west and S. Hale Avenue on the east.

B. SUPPLEMENTAL DETAILS OF REQUEST

1. Property Size: 4.61 acres (Parcel 1)
2.97 acres (Parcel 2)
2. Existing Total Building Area: 42,885 SF (five buildings)
 - Showroom Building: 16,124 SF first floor
7,539 SF second floor
23,663 SF total
 - Service Building A: 8,624 SF (single story)
 - Service Building C: 7,786 SF (single story)
 - Office Building A: 1,800 SF (single story)
 - Car Storage Garage: 1,012 SF (single story)
3. Proposed Addition Showroom: 560 SF
4. Building Colors and Materials: Exterior colors and materials to remain the same. White stucco exterior walls, Aluminum metallic fascia banding, blue trim banding accents and enlarged entry feature, clear anodized storefront trim with tinted glass storefront windows and doors
5. Parking: 160 required and 161 spaces provided. The new addition requires 1 space for every 250 SF of retail/display area, which would require an additional 2 spaces.
6. Landscaping: The project site is currently landscaped. The on-site landscaping will be modified adjacent to the building and proposed showroom addition.
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.

C. CODE COMPLIANCE ANALYSIS

<u>Use</u>	<u>Area</u>	<u>Ratio</u>	<u>Spaces Required</u>
Sales/Office	14,730 SF	1/250	58.92
Display	33,485 SF	1/1000	33.48
Service	13,897	1/250	55.58
Storage	9,635 SF	1/800	12.04
		Total Required:	160
		Total Provided:	161

EXHIBIT "A"

FINDINGS OF FACT PHG 12-0008

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 and industrial uses. 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 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 12-0008

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, 2002-70-PD, 2004-84-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 160 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 view 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. 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: Vanessa Esquivel
 P.O. Box 121750
 San Diego, CA 92112-1750

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

Project Title/Case No.: PHG 12-0008

Project Location - Specific: 1550 Auto Park Way (APN 232-542-26 and -34).

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

Description of Project: A modification to a Master and Precise Development Plan for Quality Chevrolet to remodel the facade of the main showroom building, service drive and detached office building, and add a new 560 SF delivery area attached to the southeastern corner of the existing showroom building.

Name of Public Agency Approving Project: City of Escondido

Name of Person or Agency Carrying Out Project:

Name Quality Chevrolet (Joseph Herold) Telephone (760) 432-6257

Address 1550 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 all sides by other auto dealerships within the Escondido Auto Park and industrial uses. 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.
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:  May 7, 2012

Jay Paul, Associate Planner

Date

Signed by Lead Agency

Date received for filing at OPR: N/A