

**Planning Commission  
Staff Report**

April 9, 2014  
Item 6.a.

- SUBJECT:** PUD-98 and P13-2518
- APPLICANT:** Keith Henderson for CarMax Auto Superstores
- PROPERTY OWNER:** Alameda County Surplus Property Authority
- PURPOSE:** Applications for PUD Development Plan and Sign Design Review to construct an automobile dealership consisting of an approximately 11,783-square-foot sales and presentation building, an approximately 45,000-square-foot service building, an approximately 3,930-square-foot quality control building and non-public car wash, vehicle sales display area, project signage, and related site improvements on approximately 19.66 acres of the Auto Mall site at Staples Ranch.
- GENERAL PLAN:** Retail/Highway/Service Commercial/Business and Professional Offices, Medium Density Residential, High Density Residential, and Parks and Recreation
- SPECIFIC PLAN:** Stoneridge Drive Specific Plan Amendment/Staples Ranch
- ZONING:** Planned Unit Development – Commercial (PUD-C) District
- LOCATION:** Approximately 19.66 acres of the Auto Mall Site at Staples Ranch
- EXHIBITS:**
- A. [Draft Conditions of Approval](#)
  - B. [Proposed Plans, Project Narrative, LEED Checklist, Climate Action Plan Checklist, Plan to Reduce Operational Air Emissions](#)
  - C. [Minutes of the February 12, 2014, Planning Commission Work Session Meeting](#)
  - D. [Addendum to Stoneridge Drive Specific Plan Amendment/Staples Ranch Environmental Impact Report and Supplement to the Environmental Impact Report](#)
  - E. [Location Map and Noticing Map](#)

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**I. BACKGROUND**

CarMax Auto Superstores has submitted for Planned Unit Development (PUD) and Sign Design Review applications for the development of an automobile dealership on approximately 19.66 acres of the 37-acre Auto Mall site at Staples Ranch.

The Stoneridge Drive Specific Plan Amendment/Staples Ranch (Specific Plan) was adopted by City Council on August 24, 2010, and is applicable to the subject site. The Specific Plan contains design standards for properties subject to the Specific Plan, and includes the Mitigation Monitoring and Reporting Program.

The proposed applications are subject to review and approval by the City Council, following review and recommendation by the Planning Commission. The Planning Commission's recommendation on the proposed applications will be forwarded to the City Council for review and final decision.

### **February 12, 2014 Planning Commission Workshop**

The project was reviewed and discussed at a workshop with the Planning Commission held on February 12, 2014. Outlined below are the topics discussed at the workshop (the minutes from the workshop regarding this item are attached to this report at Exhibit C).

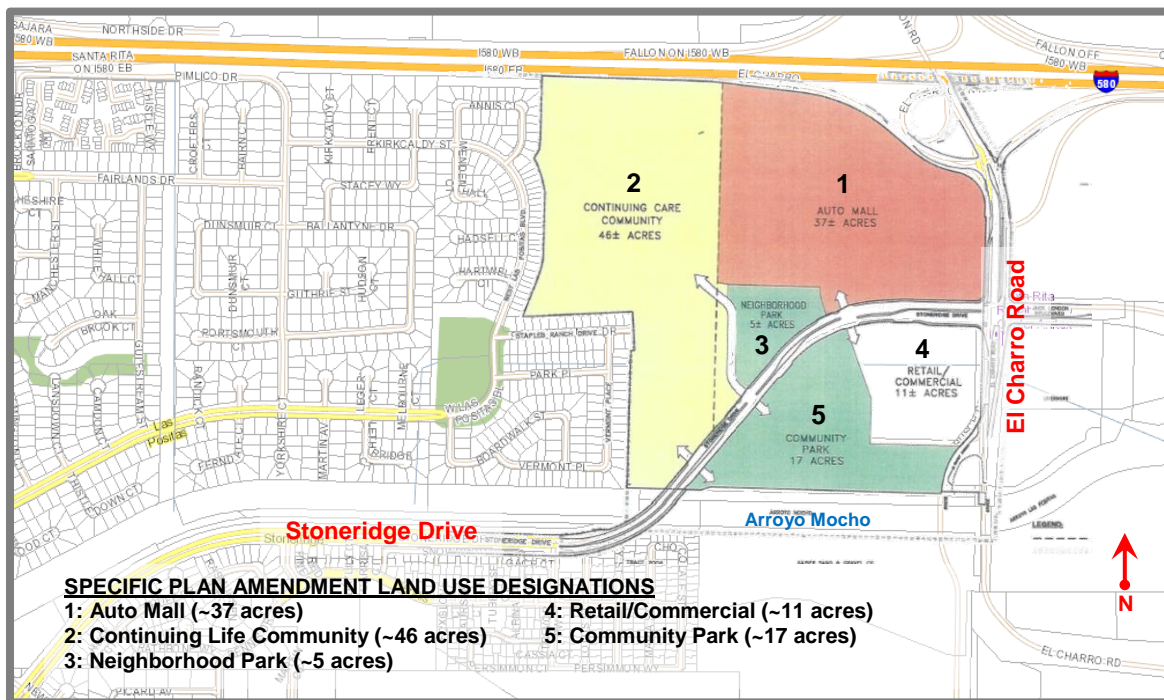
- A. *Are the on-site circulation, parking layout, and positioning of the buildings acceptable?*  
Commissioners Pearce, Allen, Olsen, and Posson indicated they were supportive of the on-site circulation, parking layout, and positioning of buildings. Commissioner O'Connor inquired about the noise associated with the operation of the service building. Commissioner Ritter commented about the noise associated with operation of the car wash, but noted that it appeared to be farther away than the location proposed with the previous proposal on the site. Commissioner Ritter also commented regarding the lighting, and asked staff to ensure that lighting is considered such that light pollution to the neighboring residential use and to the freeway is minimized.
- B. *Are the building designs, colors and materials, and heights for the sales building acceptable?*  
Commissioners Posson, Olson, Allen, and Pearce indicated that the building designs, colors and materials, and height for the sales building were acceptable. Commissioner O'Connor indicated that some of the elevations looked a little plain, but that he would find a lack of windows acceptable if it results in better noise attenuation.
- C. *Are the proposed architecture, architectural detail, and landscape screening for the service building acceptable?*  
Commissioner Olsen indicated he found the proposed architecture, architectural detail, and landscape screening for the service building acceptable. Commissioner Pearce indicated that the architecture is acceptable, but as Commissioners Allen, O'Connor, and Ritter indicated, the building would benefit from landscaping to soften its appearance. Commissioner Posson requested a visual rendering at ground level from the current residential areas looking east.
- D. *Are the proposed signs acceptable?*  
All commissioners agreed the signs are acceptable, but Commissioners Pearce, Allen, and O'Connor indicated they would like to see a single illumination style instead of multiple illumination styles. Commissioner Ritter asked that the placement of the sign be such that it does not obstruct traffic coming in and out of the property.

## Work Session Public Comment

Troy Bourne, representing Stoneridge Creek Continuing Life Communities, commented that the use is consistent with their expectations for an auto-related use, and that CarMax representatives have been very flexible and reasonable with determining what the best way is to buffer the CLC site from the auto-related use.

## II. SITE DESCRIPTION

The approximately 37-acre Auto Mall site is located north of Stoneridge Drive and the Neighborhood Park, south of Interstate-580, east of the Continuing Life Communities (CLC) site, and west of El Charro Road. Of the 37 acres, the applicant proposes to develop approximately 19.66 acres located adjacent to the Continuing Life Communities site. Figure 1 provides a vicinity map of the area.



**FIGURE 1:** Vicinity Map

As noted in Figure 1, the Auto Mall site is one of five designations within the Staples Ranch area. Other land use designations within the Stoneridge Drive Specific Plan Amendment/Staples Ranch include the Continuing Life Community, Neighborhood Park, Retail/Commercial, and Community Park.



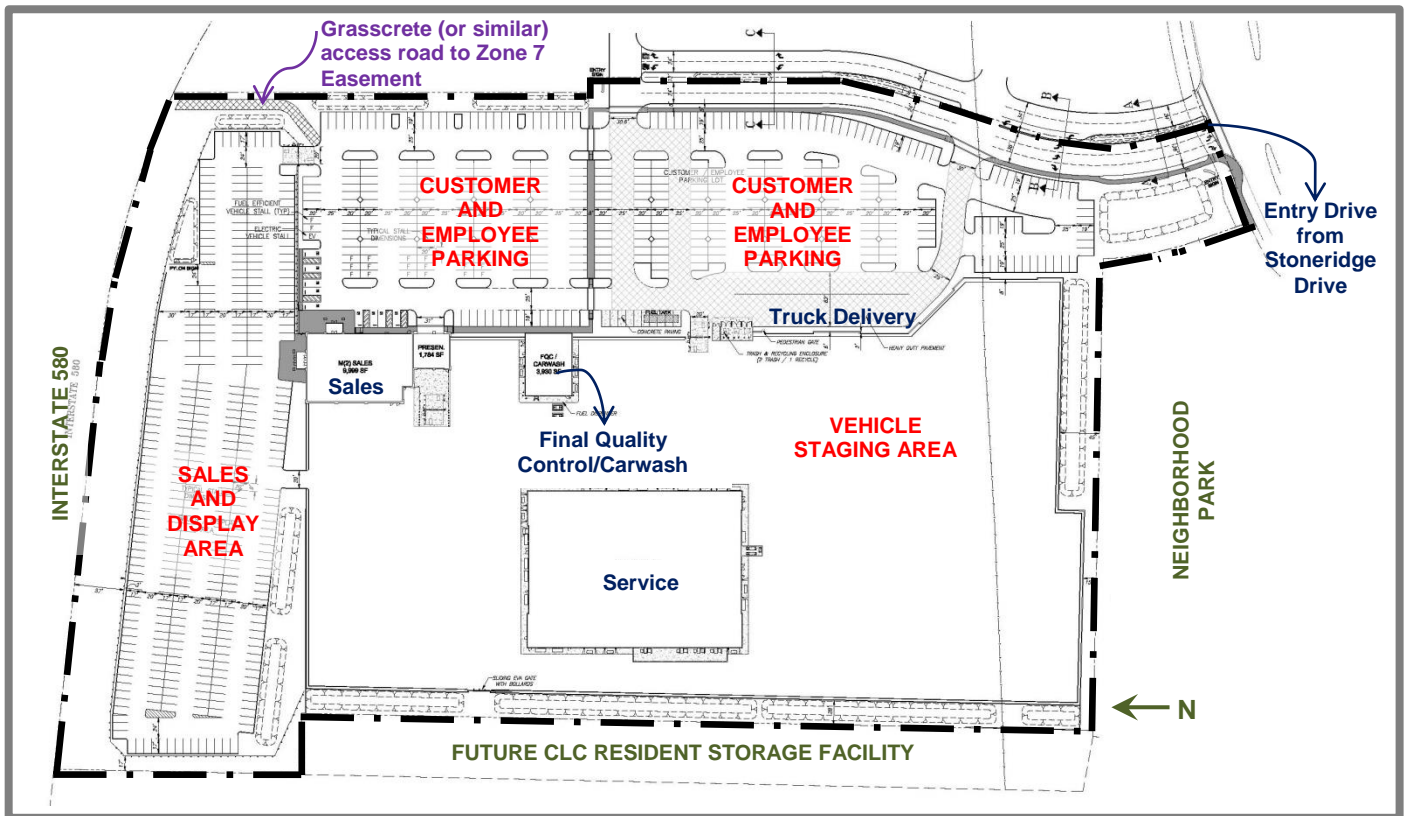
**FIGURE 2:** Aerial Photograph from Google Earth, dated August 2012

The project site is vacant and relatively flat, with elevations ranging from approximately 349.4-feet near the northwestern corner to 351.6 feet near the southeastern corner. Approximately 30,000 cubic yards of stockpiled dirt is located in the middle of the project site. No driveways or entry drives currently provide access to the site, and no mature trees are located on the site. Figure 2 shows an aerial photograph of the site. Since the photograph is from August of 2012, Stoneridge Drive, the CLC site, and the Neighborhood Park site appear as under construction.

### III. PROJECT DESCRIPTION

The applicant proposes to construct a pre-owned automobile dealership consisting of an approximately 11,783-square-foot sales and presentation building, an approximately 45,000-square-foot service building, an approximately 3,930-square-foot quality control building and non-public car wash, vehicle sales display area, project signage, and related site improvements. The project characteristics are outlined below Figure 3.





**FIGURE 3:** Proposed Site Plan

- A. **Site Plan and Project Layout:** The project site is accessed from Stoneridge Drive via an entry drive, and consists of three different areas, inclusive of the vehicle staging area, customer and employee parking area, and the sales and display area.
- a. **Site Access:** The entry drive from Stoneridge Drive has two lanes to enter the project site (or adjacent future development) and three lanes for exiting. A left turn pocket allows access to the project site's southern driveway. The access drive continues further north and ends at a proposed stop sign intersection where in-coming visitors would make a left turn into the subject site (or a right-turn into the future auto dealer's site).
  - b. **Customer and Employee Parking Area:** A total of 431 parking spaces are proposed in the customer and employee parking lot area. Heavy duty pavement is proposed in some of the drive aisles located in southern area of the site (shown with hatched shading on the site plan), but will not appear visually different than the standard asphalt proposed elsewhere on the site. A delivery area for trucks is proposed south of the trash enclosure and tire storage structure and is noted in Figure 3. Parking stalls in this area are proposed to be 20-foot deep by 9-foot wide with 25-foot wide drive aisles [the 20-foot depth exceeds the minimum 19-foot required by the Pleasanton Municipal Code (PMC). The applicant has indicated this facilitates customer viewing of the vehicles. The parking stall and drive aisle widths meet the minimum standards in the PMC].

- c. Sales and Display Area: The sales and display area is where cars for sale are parked. Customers are typically escorted by an employee in this area and only employees are permitted to drive cars within this area (the parking stalls are 9-foot wide by 17-foot deep and the drive aisles are 20-foot wide).
  - d. Vehicle Staging Area: The vehicle staging area is accessible only to employees and functions as a “staging” area for vehicles to be serviced, inspected, or that are otherwise not ready for sale. To facilitate operations and maintain flexibility, the applicant does not propose to stripe any parking stalls in the vehicle staging area (with the exception of the emergency vehicle access easement and the water line easement). To secure the area, a wall is proposed around the vehicle staging area.
- B. **Operations**: The operating hours for sales are anticipated to be 9:00 a.m. to 10:00 p.m., Monday – Saturday, and 12:00 p.m. to 7:00 p.m. on Sunday. The service facility is expected to be open from 7:30 a.m. to 6:00 p.m., Monday – Saturday. The applicant proposes vehicle reconditioning between 5:00 a.m. and 12:00 a.m., seven days a week, however condition of approval #2 in Exhibit A requires the applicant to operate vehicle reconditioning between 7:30 a.m. and 11:00 p.m. (until 9:00 p.m. on Sundays – more on this is discussed in the “Analysis” section of this report). The project description included with this staff report as part of Exhibit B provides details on the operation of the auto dealership.
- C. **Proposed Buildings**: Three buildings are proposed: the sales and presentation building, the final quality control and car wash building, and the service building. Elevation drawings of all buildings are provided in Exhibit B. View perspectives from the entry drive from Stoneridge Drive, the Neighborhood Park, and Interstate-580 have also been included.
- a. Sales and Presentation Building: The approximately 11,783-square foot sales and presentation building is located near the northern area of the site, and is where customers would interact with sales representatives, and obtain access to the sales and display area of the parking lot. Two pedestrian entries are proposed, on the northern and eastern facades, and are visually identified with gabled roofs. The building is single story with a maximum height of 37-feet-3-inches to the peak of the gabled entries, although the majority of the roof line is flat, where the “primary” cornice is 24-foot tall. A roof screen is proposed to be a height of 29 feet. The service lanes have roll-up doors facing east. Exterior materials include a blue standing seam roof on the gable elements, two earth-tone shades of brick, exterior insulation and finish systems (EIFS), and at the base of the building, split-face CMU. Figure 4 shows the east and north elevations of the sales and presentation building.
  - b. Final Quality Control and Car Wash: The final quality control (FQC) and non-public car wash building is located south of the sales and presentation building and is accessible only to employees for final preparation of vehicles. A fuel pump is also proposed adjacent to the FQC building. Materials are similar to the sales and presentation building. The height of the building to the cornice is 21-

feet and the height to the roof screen is 26-feet. Figure 5 shows the east and north elevations of the FQC building.



**FIGURE 4:** East and North Sales Building Elevations



**FIGURE 5:** East and North FQC Building Elevations

- c. **Service Building:** An approximately 45,000-square-foot service building is located within the vehicle staging area. The interior of the building includes service bays and employee areas (locker room, break room, etc.). The materials for the exterior of the building are similar to that of the other two buildings, and the roofline is flat (to a height of 24-feet to the lower parapet and 28-feet to the roof screen). The applicant has added vertical trellises to allow vines to grow. Figure 6 shows the east and west elevations of the proposed service building.



**FIGURE 6:** East and West Elevations of the Service Building



As requested during the February 12, 2014 workshop, a perspective rendering showing the site as viewed from the adjacent Continuing Life Communities site at ground level has been included (shown as Figure 7). The first photograph below is taken from the CLC site looking east, towards the subject CarMax site. The second photograph below is the same as the first one, but includes a rendering showing the proposed CLC storage building on the left, the CarMax service/presentation lanes in the distance, and the roofline of CarMax's service building above the carport on the right.



**FIGURE 7:** Ground-level photograph and perspective of subject site from CLC site



D. **Landscaping:** Landscaping plans inclusive of a plant palette are on Sheets L1.0 and L2.0. Proposed trees (all noted as 24-inch box size on Sheet L2.0) are shown in Figure 8. In addition, a view of the sales building and service buildings at initial planting, 5-year growth, and 10-year growth is part of the project plans, and is shown in Figure 9.

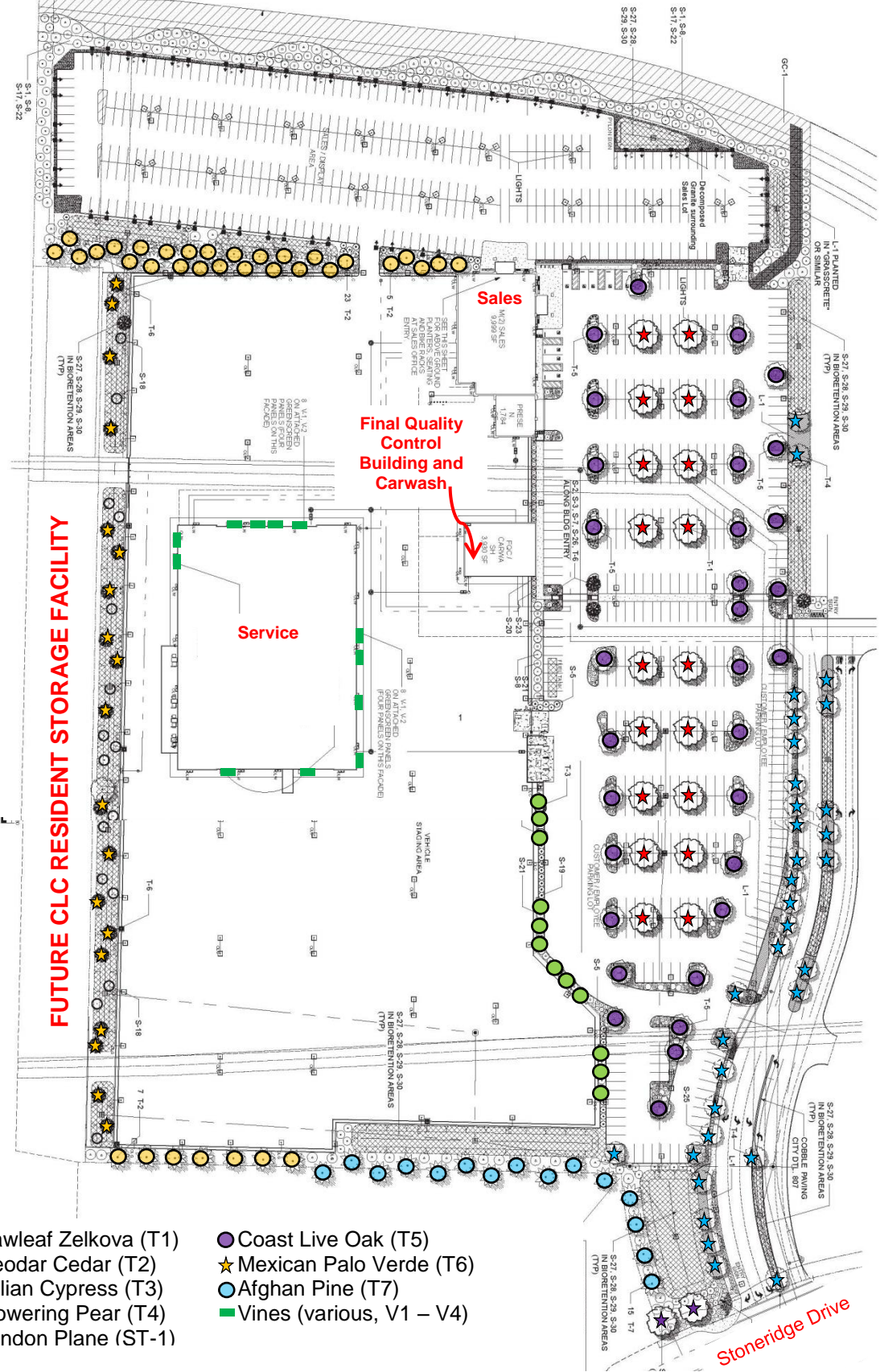
The tree species include:

- Sawleaf Zelkova – identified as “T1” and located in “landscape planter diamonds” in the customer/employee parking lot.
- Deodar cedar – identified as “T2” and located in the planting area between the sales/display area and the northern boundary of the vehicle staging area, and also located in the planting area between the neighborhood park and the southern boundary of the vehicle staging area.
- Italian cypress – identified as “T3” in the planter area south of the tire/trash enclosure and between the vehicle staging area and the customer/employee parking lot.
- Flowering pear – identified as “T4” and located along the proposed eastern property boundary of the project site.
- Coast live oak – identified as “T5” and located in landscape fingers within the customer/employee parking lot.
- Mexican palo verde – identified as “T6” and located in the stormwater treatment area proposed along the western boundary of the subject site (and adjacent to the future C.L.C. resident storage facility).
- Afghan pine – identified as “T7” and located along the southern property boundary, adjacent to the Neighborhood Park.
- London plane – identified as “ST-1” and located along Stoneridge Drive.

Vines are identified as “V1,” “V2,” “V3,” and “V4,” and located on vertical trellises on the service building. A variety of shrubs and ground cover are proposed in various planter areas and bioretention areas. In particular, planter areas are located between the eastern portion of the wall around the vehicle staging area and the customer/employee parking lot. Also, above-ground planters and seating are proposed adjacent to the customer entrances to the sales/presentation building.

**Please see next page for Figure 8.**

**INTERSTATE 580**



- ★ Sawleaf Zelkova (T1)
- Deodar Cedar (T2)
- Italian Cypress (T3)
- ★ Flowering Pear (T4)
- ★ London Plane (ST-1)
- Coast Live Oak (T5)
- ★ Mexican Palo Verde (T6)
- Afghan Pine (T7)
- Vines (various, V1 – V4)



**FIGURE 8:** Proposed Landscaping Plan



**Initial Planting: Approximately 12-foot to 14-foot tall Evergreen Trees**



**5-Year Tree Growth: Approximately 18-foot to 20-foot tall Evergreen Trees**



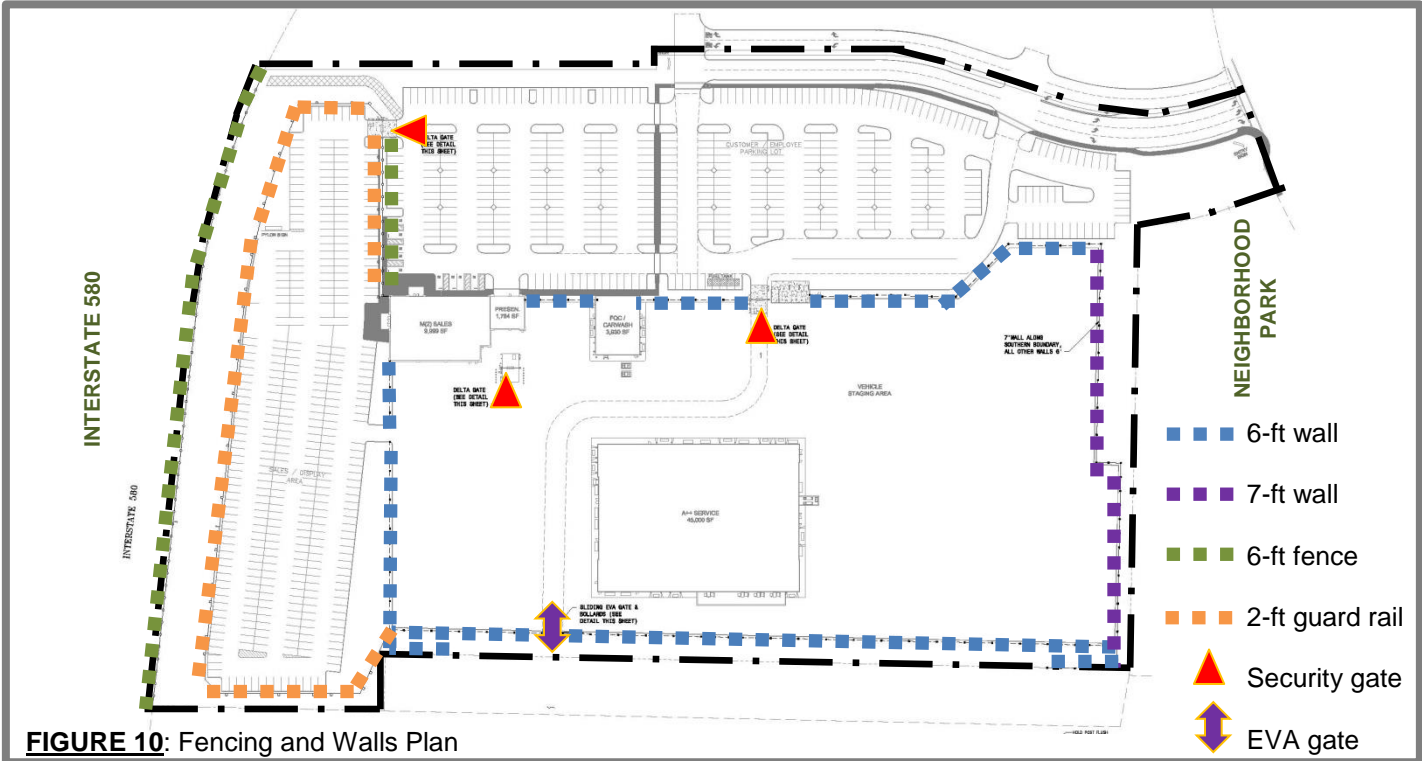
**10-Year Tree Growth: Approximately 25-foot tall Evergreen Trees**

**FIGURE 9:** Photographic Rendering as Viewed from I-580 Showing Landscaping at Initial Planting, 5-yrs, and 10-yrs



E. **Fencing and Walls:** A “fencing and walls” plan is included in the plans, and shown in Figure 10 of this report.

- **Wall Around Vehicle Staging Area** – A 6-foot tall (7-foot tall along the southern boundary of the vehicle staging area, adjacent to the Neighborhood Park) stucco wall is proposed around the vehicle staging area (blue and purple in Figure 10). The wall is proposed to extend to the property line to secure the biorentention area located adjacent to the western property line. The wall will consist of stucco veneer with a light earthtone color on the “top half” and a dark earth tone color on the “bottom half,” with a 6-inch tall white cap along the top of the wall and top of the pilasters. The wall “jogs” in and out where it abuts the customer/employee parking lot to decrease the appearance of a single plane.
- **Ornamental Fence** – A 6-foot tall black ornamental fence is proposed along the property boundary adjacent to Interstate-580, and between the sales/display and customer/employee parking lot (shown in green in Figure 10).
- **Guard Rail** – An approximately 2-foot tall guard rail is proposed around the sales/display parking area (shown in orange in Figure 10).
- **EVA Gate** – A sliding gate made of tube steel framing and infill panels and removable bollards are proposed at the emergency vehicle access easement opening at the western property line of the project site (purple arrow).
- **Security Gate** – A total of 3 security gates (identified as “delta gate” on the project plans) are proposed (red triangles in Figure 10). Two of the three security gates will be visible to customers, as one is proposed north the trash/tire enclosure and the other is proposed between the sales/display area and the customer/employee parking lot (the third is within the vehicle staging area). The security gate is described as an embassy-style security gate in the project description, and is controlled by employees with a key-card.



F. **Lighting:** Sheet LO-116745-1 of the project plans identifies lighting during operational hours and Sheet LO-116745-10 identifies after-hours lighting. Pole-mounted lighting at a height of 25-feet with “shoebox-style” fixtures are proposed along the access drive, in both the sales/inventory and customer/employee parking lots, and the vehicle staging area. Wall sconces are also proposed on all three buildings. The foot-candle levels at grade are shown in a chart on the lighting plans and are summarized below.

The lighting levels during operational and non-operational hours are summarized in Table 1. As noted, the maximum foot-candle level during operational hours is 28.2, and the maximum foot-candle level during non-operational hours is 15.7.

**Table 1:** Proposed Lighting Levels During Operational and Non-Operational Hours, in foot-candles

	<b>Maximum</b>
Operational Hours	28.2
Non-Operational Hours	15.7

The maximum lighting levels for the subject site in the Mitigation Monitoring and Reporting Program (MMRP) are indicated in Table 2. As noted, the MMRP also requires that during *non-operational* hours, all exterior parking lot lighting levels be designed such that they do not exceed 10 foot-candles.

**Table 2:** Lighting maximums for project site per the MMRP, in foot-candles

<b>Area</b>	<b>Maximum Lighting Level</b>
First row of lighting by northern property boundary	50
First row of lighting by eastern and southern property boundaries	35
Designated display areas	30
Remainder of auto mall site	10
Maximum spill-over from auto mall site to CLC site	1
All exterior parking lot lighting levels during non-operational hours	10

The maximum heights for pole lighting as required by the MMRP are listed in Table 3.

**Table 3:** Maximum lighting pole heights, in feet

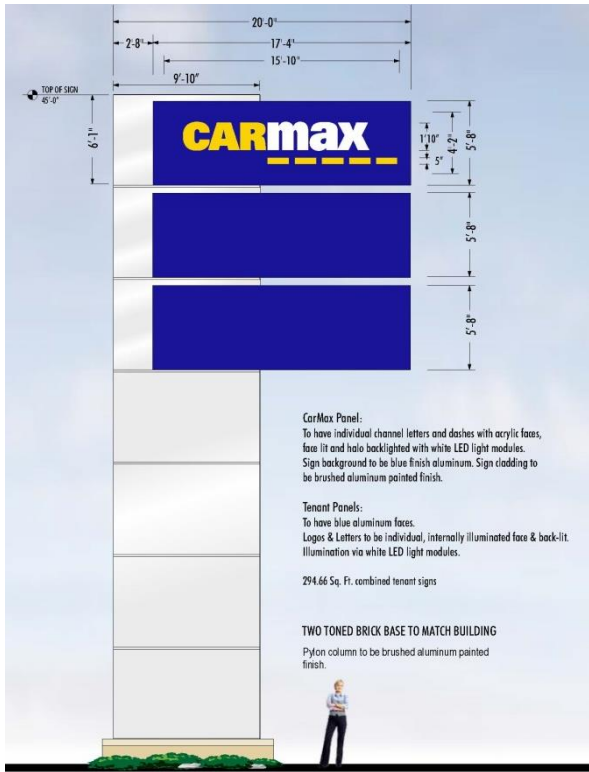
<b>Area</b>	<b>Maximum Height</b>
Sales and Service Lot	25
Fixtures Adjacent to CLC site	14

G. **Signage:** The signage proposal included with the application materials consists of a freeway-oriented pylon sign and a sign at the entry drive to the project site. A nighttime view of both of these signs is also part of Exhibit B. Building-mounted signage on the north and east facades of the sales/presentation building and above the presentation lanes are also anticipated, but is not part of the Exhibit B plans. Therefore, a condition of approval requires detailed plans to be submitted for review and approval by the Director of Community Development prior to issuance of sign permits. Figure 11 shows the proposed pylon sign and the monument sign proposed at the entry drive.

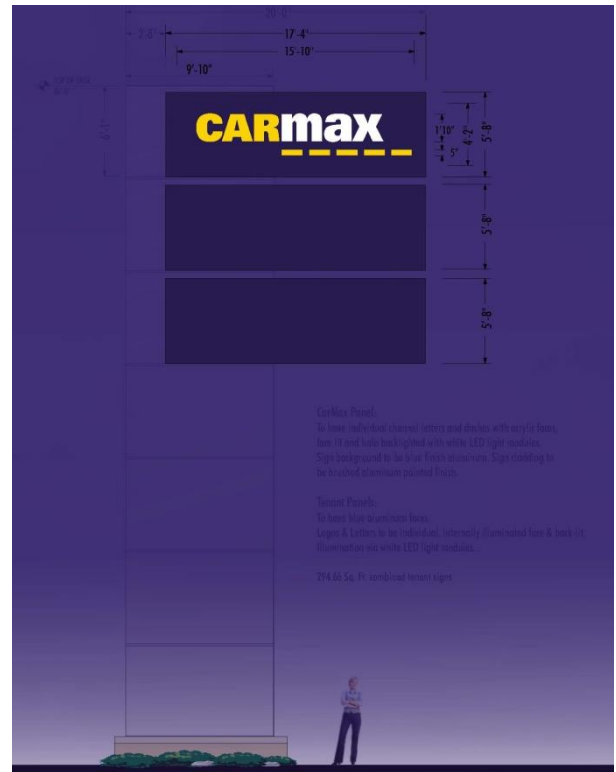
- **Freeway-Oriented Pylon Sign:** The pylon sign has an overall width of 20-feet and height of 45-feet. The “CARmax” copy and dashes consist yellow and white individual channel letters/dashes, within a blue aluminum cabinet proposed to be 17-feet-4-inches wide by 5-feet-8-inches tall. The plans in Exhibit B indicated the letters and dashes will be both face lit and halo backlit, but a condition of approval requires the applicant to choose only one type of illumination. To allow for future auto dealerships to have freeway oriented identification, additional cabinets with the same measurements as the CarMax cabinet are shown underneath the “CARmax” cabinet. The cabinets are proposed to have the same type of lettering (e.g. channel letters) and illumination as the CarMax cabinet, and are also shown with a blue aluminum background. A condition of approval requires that the type of lettering and illumination be consistent with the other cabinets, but also allows for a future auto dealer to have a different cabinet color.
- **Monument Sign at Entry Drive:** The monument sign has an overall height and width of 6-feet by 15-feet-2-inches wide, respectively. The sign is slightly curved, and will also have yellow and white individual channel letters. The plans show they copy and dashes will be both face lit and halo lit, but as with the pylon sign, a condition of approval requires that only one type of illumination be used. The background is proposed to be blue finish aluminum, which will be 3-feet-11-inches tall by 14-feet wide.

As mentioned previously, building-mounted signage is anticipated, but is not part of the Exhibit B plans. As conditioned, approval would be granted by the Director of Community Development. Two identical signs are expected, one each on the north and east facades of the sales and presentation building. The sign copy would read, “CARmax,” and would consist of yellow and white internally illuminated individual channel letters, measuring approximately 2-feet-2.25-inches tall by 16-feet-6.5-inches wide, and would be located on an approximately 8-foot-3.5-inch tall by 16-foot-8-inch wide blue wall panel above the pedestrian entries to the building. White internally illuminated channel letters with copy reading “service” is expected above the larger of two roll-up doors that secure the presentation lanes (measuring 1-foot-8-inches tall by 10-feet-4-inches wide). All three of these signs are conceptually shown on the east and north elevation drawings of the sales/presentation building.

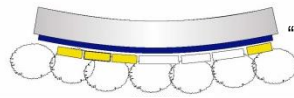




Freeway-oriented pylon sign (Daytime view)

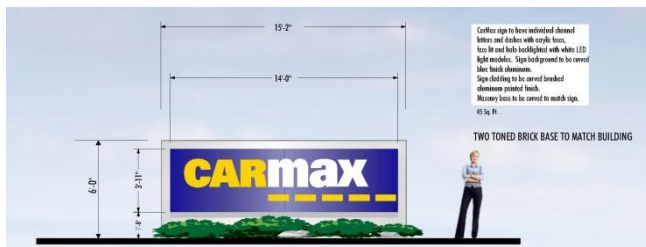


Freeway-oriented pylon sign (Nighttime view)



"PLAN" VIEW OF MONUMENT SIGN

Monument sign at entry drive (Daytime view)



Monument sign at entry drive (Nighttime view)



**FIGURE 11:** Proposed Pylon Sign and Monument Sign at Entry Drive

H. **Parcel Map and Easements:** Subsequent to PUD review by City Council, the applicant would apply to subdivide the subject Auto Mall site such that the CarMax property (Lot 1, approximately 19.66 acres) is independent of the remaining 16.10 acres (Lot 2). As shown on Sheet C3.0 of the project plans, a 60-foot wide public access easement (PAE) and public services easement (PSE) is proposed between lots 1 and 2. The 28-foot wide maintenance access easement (MAE) that runs north-south is proposed to be abandoned. Portions of the emergency vehicle access easement (EVAE) and water line easement (WLE) on the subject property are proposed to be abandoned and relocated. Easements to remain in their entirety include:

- Pacific Telephone and Telegraph's (PT&T, now AT&T) 20-foot wide easement that crosses east-west through the southern portion of the site. No buildings can be located within this easement;
- Zone 7's 25-foot wide water transmission line easement that crosses through the site along the northern property line; and
- PG&E's 30-foot wide gas pipeline easement that crosses through the site along the northern property line.

To allow access to Zone 7's easement, the applicant proposes an access road to be grasscrete (or similar) from the customer/employee parking lot to the easement (identified on the site plan and in Figure 3).

- I. **Grading and Drainage**: Sheet C5.0 shows the preliminary grading and drainage plan. The site would be graded such that finished grades would vary between 350 feet and 354 feet. No dirt would have to be hauled off-site, as whatever dirt that is cut would be used for fill in various areas of the site.

#### IV. ANALYSIS

##### Land Use

##### Conformance with General Plan

The General Plan land use designations of the subject property are "Retail/Highway/Service Commercial/Business and Professional Offices, Medium Density Residential, High Density Residential, and Parks and Recreation." The proposed commercial use is consistent with these land use designations. Below are some of the General Plan Goals, Programs, and Policies that the project is consistent with or would promote:

- Land Use Element Program 2.2: Encourage the reuse of vacant and underutilized parcels and buildings within existing urban areas.
- Land Use Element Policy 4: Allow development consistent with the General Plan Land Use Map.
- Land Use Element Policy 13: Ensure that neighborhood, community, and regional commercial centers provide goods and services needed by residents and businesses of Pleasanton and its market area.
- Economic and Fiscal Element Goal 2: Sustain the community's quality of life with a vigorous and diverse economy.
- Economic and Fiscal Element Policy 5: Focus City efforts on supporting and assisting Pleasanton businesses success.

The project is consistent with these goals, policies, and programs in that the auto-dealer use on the site is consistent with the land use designation. The site is located within the Stoneridge Drive Specific Plan Amendment/Staples Ranch Specific Plan (Specific Plan Amendment) as part of the Auto Mall site. It is currently vacant and the development of the

automobile dealership and service center is consistent with the intended land use of the site, and would provide an additional option for interested car buyers in Pleasanton. Due to the site's location adjacent to Interstate-580, the dealership will have enhanced visibility, potentially increasing the customer base in the Tri-Valley region and the San Francisco Bay Area.

Stoneridge Drive Specific Plan Amendment/Staples Ranch Specific Plan

The subject site has a Specific Plan Amendment designation of Auto Mall. The Specific Plan Amendment identifies design standards pertinent to overall site design, circulation, and landscaping, signage, lighting, and operation. The proposal meets these design standards, either as shown on Exhibit B, or as part of a condition of approval.

Zoning and Uses

The subject site is zoned Planned Unit Development – Commercial (PUD-C). Automobile dealerships are permitted uses in the subject zoning designation.

**Site Plan**

The site plan has been designed to allow access to the site via an entry road from Stoneridge Drive. The entry drive has two lanes to enter the project site (or adjacent future development) and three lanes for exiting. A left turn pocket allows access to the project site's southern driveway. The access drive continues further north and ends at a proposed stop sign intersection where in-coming visitors would make a left turn into the subject site (or a right-turn into the future auto dealer's site). Generally, staff finds the site plan acceptable.

**Floor-Area-Ratio**

The proposed has a floor-area-ratio (FAR) of approximately 0.07, or 7%. There is no maximum FAR ratio for the subject site, and the project is well below the 35% FAR threshold identified by the Mitigation Monitoring and Reporting Plan (MMRP). Commercial projects that exceed a 35% FAR are required to provide additional amenities, such as enhancements to a park or enhancement of trails with the project area.

**Parking and Circulation**

Parking on the site is divided into three areas: customer/employee, display area, and vehicle staging area. Parking stalls and drive aisles within the customer/employee meet or exceed minimum dimensions required by the PMC, whereas parking stalls and drive aisles within the display area are substandard, but are only accessible by employees. A total of 431 spaces are proposed within the customer/employee parking lot. Staff believes this is more than adequate parking for customers and employees.

As mentioned previously, circulation on the site is facilitated by two driveways from the entry drive. Drive aisles in the customer/employee parking lot meet the minimum standards in the PMC. Areas not accessible to customers include the display area and the vehicle staging area. Since only employees will be able to drive cars within these areas, staff finds the circulation acceptable.



## **Operation**

As previously mentioned, the project description included with this staff report as part of Exhibit B provides details on the operation of the auto dealership, including service facility functions, wholesale auctions, and site access. The applicant proposes vehicle reconditioning hours to be from 5:00 a.m. to 12:00 a.m. However, in the interest of the CLC residents directly to the west, but to also allow some operational flexibility for the applicant, staff would be willing to consider vehicle reconditioning hours between 7:30 a.m. and 11:00 p.m., Monday-Saturday, and 7:30 a.m. to 9:00 p.m. on Sundays (but not the hours as proposed by the applicant). Therefore, condition of approval #2 in Exhibit A requires the vehicle reconditioning operation to adhere to these hours.

## **Noise**

The subject site is located adjacent and across the street from residential uses located to the west and across Stoneridge Drive to the southwest. Existing conditions around the site, such as traffic on Stoneridge Drive and Interstate-580, contribute to the ambient noise level. The operation of the use will be required to meet the City's noise ordinance, which stipulates that the business not be allowed to produce a noise level in excess of 70 dBA at any point outside of the property plane.

As stipulated in the MMRP, prior to issuance of building permits, the applicant will be required to provide a noise analysis prepared by a qualified acoustical consultant that all structures will meet City interior noise level standards (45 dBA peak hour Leq that would allow the conduct of normal business activities). Additionally, prior to issuance of building permits, a noise analysis will be required to demonstrate that the proposed car wash and vacuuming areas have been located and designed such that noise does not exceed 60 dBA at any habitable structure (the closest habitable structure is on the CLC site).

Adjacent and nearby residences could be temporarily impacted by noise during construction of the facilities. Since the project is adjacent to and in proximity of residential uses, staff proposes the "standard" construction hours of 8:00 a.m. to 5:00 p.m., Monday-Saturday (which are also consistent with those referenced in the MMRP). Earlier "start times" or later "stop times" would also be subject to review and approval by the Director of Community Development. Construction equipment would be required to meet Department of Motor Vehicle noise standards and be equipped with muffling devices.

## **Grading and Drainage**

As mentioned previously, the site is relatively flat, and the proposed project will not substantially change the existing topography. A preliminary topographic survey is included as part of Exhibit B as Sheet C2.0.

The preliminary grading and drainage plan (Sheet C5.0) indicates that several best-management practices are proposed for purposes of storm water quality control. Bio-retention planters are proposed in the parking area and along the boundaries of the property.

The City Engineering Division has reviewed the preliminary grading and drainage plan and finds it to be generally acceptable. A condition of approval requires the project to meet the

requirements of current Municipal Regional Stormwater NPDES Permit. Separate conditions of approval require that the proposed trash enclosure be covered and that an area drain below the enclosure be connected to the City sanitary sewer system, and that the wastewater from the car wash drain into the sanitary sewer system. Trash capture devices will also be required within the project's storm drain inlets or storm drain piping.

## **Architecture and Design**

### *Architecture*

The design and architecture of the proposed showroom and service facility incorporate current CarMax corporate standards. The blue gabled roof elements on the sales/presentation building are characteristic of CarMax's corporate identity. The columns and glazing on the sales and presentation building help to break up its massing.

The service building is designed similarly to the sales and presentation building (but does not have gabled peak elements). Since the Workshop with the Planning Commission on February 12, 2014, the applicant has added vertical trellises to each of the four facades of the service building to allow for the growth of vines. Additionally, a 24-foot tall metal screen wall is proposed on the west façade to screen ground mounted equipment.

The FQC building also appears similar to the sales and presentation building, except it too does not have gabled peak elements. Since the east façade is visible to the public (it faces the customer/employee parking lot), the applicant incorporated some windows on the façade to break up massing. A condition of approval requires that in addition to the windows, horizontal trellises or a similar feature be added to this façade.

### *Colors and Materials*

Colors and materials for the project are depicted on color renderings provided by the applicant and samples of the colors and materials will be provided at the hearing for the Planning Commission's review.

The exterior of the sales and presentation building consists of a blue standing seam roof on the gable elements, two earth-tone shades of brick, exterior insulation and finish systems (EIFS), and at the base of the building, split-face CMU. Materials for the service and FQC building are similar to those of the sales and presentation building. A condition of approval requires the applicant to provide a sample of the "smoke-colored" spandrel glazing proposed in the gable peak elements of the sales and presentation building for approval by the Director of Community Development prior to issuance of building permits.

Overall, staff finds the colors and materials to be acceptable.

## **Signage**

The elevation drawings and color renderings for the project show the location and general style of wall-mounted signage on the proposed facility. These are conceptual and detailed drawings are required for the review and approval by the Director of Community Development prior to issuance of building permits.

Two ground-mounted signs are part of the Exhibit B plans for the Planning Commission's review: the freeway-oriented pylon sign and the monument sign at the entry drive. Given the conformance to the pylon sign's height maximum in the Specific Plan Amendment, staff is supportive of the sign as long as only one type of illumination is used, the background of the cabinets remains opaque (such that only sign copy or logos illuminate), and future dealers submit their cabinet proposal subject to review by the Director of Community Development prior to permit issuance. Staff also acknowledges that while the applicant has shown the future cabinets to be blue on Exhibit B plans, future auto dealers will likely want to incorporate their own corporate color for the sign background, and thus the cabinets will not have the same blue background as depicted. Overall, staff finds both the pylon sign and the proposed monument sign to be acceptable.

### **Lighting**

Lighting maximums are prescribed by the MMRP. The photometric plans provided within Exhibit B identify three different display areas (Gate 1, Gate 2, and Display Area), and a fourth area identified as "Other." The lighting levels noted on the plan sheet are within maximums, with a few exceptions being the areas near the security gates and some areas of the parking lot where instead of a maximum of 10 foot-candles, lighting levels of 14 to 17 foot-candles are proposed. Staff would be supportive of a modest increase beyond 10 foot-candles near gates for security purposes. However, staff would expect the non-operational lighting levels to be reduced to 10 foot-candles instead of a maximum of 15.7 foot-candles as shown in the display area during non-operational hours. The lighting pole heights are also limited to 25-feet (14-feet adjacent to CLC), which will be required by condition of approval.

### **Green Building**

As required by the City's Green Building Ordinance, commercial projects with 20,000 square feet or more of conditioned space must meet a minimum LEED™ "certified" rating, attaining at least 40 points on a project scorecard. The applicant has provided a preliminary project scorecard that outlines the green building measures proposed for the project, which has been included as part of Exhibit B to this staff report. Some of the green building measures proposed with the project include: use of recycled content materials, use of regional materials, use of low-emitting materials such as adhesives and sealants, paints and coatings, and floor systems; water efficient landscaping and reduction of water use. With these measures in place, the project qualifies for 43 points, therefore meeting the minimum required points.

### **Climate Action Plan**

On February 7, 2012, the City of Pleasanton adopted a Climate Action Plan (CAP). The CAP was reviewed by the Bay Area Quality Management District and was deemed a "Qualified Greenhouse Gas Reduction Strategy" in accordance with the District's CEQA guidelines. Implementation of the CAP will occur over several years and will consist of amendments to regulations and policies related to Land Use and Transportation, Energy, Solid Waste, and Water and Wastewater, which will result in reductions in greenhouse gas emissions in compliance with the targets set by AB 32 California's Global Warming Solutions Act. The CAP is fully implemented as it relates to this project, either by the applicant agreeing to measures or by conditions of approval. A condition of approval requires that at such time LAVTA establishes service to the subject site, the applicant provide transit passes or other transit use incentives for a period of one year to establish transit use for employees. Another condition



requires that the applicant or responsible party ensure that drivers of diesel vehicles on the subject site do not idle their vehicles.

### **Landscaping**

Since there are no trees on the subject site, none will be removed. The landscaping plans provided as part of Exhibit B include a preliminary planting plan that incorporates both evergreen and deciduous tree species. Various types of shrubs and groundcover are located within bioretention areas and parking lot planter islands. According to the preliminary plant schedule, all trees are proposed to be 24-inch box size. Since the February 12, 2014, Workshop with the Planning Commission, the applicant has increased the number of Deodar cedar trees located within the planter area directly north of the vehicle staging area to further screen the service building, modified the tree species in the landscape planter diamonds to Sawleaf Zelkova instead of Arizona Ash, and identified the two street trees shown as London Plane. Staff believes that the species, quantities, and sizes of the proposed landscaping for the site are adequate.

### **Development Agreement**

The subject property is part of an existing 10-year Development Agreement entered into by the City of Pleasanton and Alameda County Surplus Property Authority (SPA) on September 21, 2010. The Development Agreement identifies that the agreement is applicable to successors of the Auto Mall (and CLC property) within the Staples Ranch development area and as such, no amendments are contemplated for the CarMax project. The most significant benefit that the City received for entering into the Development Agreement is the 17-acre parcel to be developed in the future as a Community Park. The most significant benefit that the project developers obtained by entering into the Development Agreement is that the General Plan, Specific Plan Amendment, and zoning regulations that apply to the site cannot be changed unilaterally by the City, either by the City Council or through a voter-sponsored initiative. The site is also subject to the Funding and Improvement Agreement (Staples Ranch Neighborhood Park/Detention Basin) including a proportional contribution to ongoing maintenance of the detention basin.

## **V. PUD CONSIDERATIONS**

The Zoning Ordinance of the Municipal Code sets forth purposes of the Planned Unit Development District and "considerations" to be addressed in reviewing a PUD development plan; these purposes and considerations are discussed in this section.

### **1. Whether the plan is in the best interests of the public health, safety, and general welfare:**

The proposed project, as conditioned, meets all applicable City standards concerning public health, safety, and welfare. The subject development would include the installation of all required on-site utilities with connections to municipal systems in order to serve the new development. The structures would be designed to meet the requirements of the Uniform Building Code, Fire Code, and other applicable City codes. A minimum of two emergency vehicle access points will be provided. The proposed development is compatible with the General Plan, Specific Plan Amendment, and

zoning designations for the site, and would be consistent with the existing scale and character of the area.

Therefore, staff believes that the proposed PUD development plan is in the best interests of the public health, safety, and general welfare, and that this finding can be made.

**2. Whether the plan is consistent with the City's General Plan and any applicable specific plan:**

The site's General Plan Land Use Designations of "Retail/Highway/Service Commercial/Business and Professional Offices, Medium Density Residential, High Density Residential, and Parks and Recreation" allows for a varied mix of uses within the Specific Plan Amendment area and allows the proposed auto-dealer use. Development of the proposed project will further the implementation of the Stoneridge Drive Specific Plan Amendment/Staples Ranch, as approved by the City Council on August 24, 2010. The Specific Plan Amendment anticipates approximately 37 acres to be dedicated to automobile sales uses, and the subject project would be developing approximately 20 of the 37 acres. As conditioned, the project would adhere to the design parameters of the Specific Plan Amendment.

Staff concludes that the proposed development plan is consistent with the City's General Plan, and staff believes that this finding can be made.

**3. Whether the plan is compatible with previously developed properties in the vicinity and the natural, topographic features of the site:**

The project site is currently vacant. The Stoneridge Creek Continuing Life Communities site has recently been completed to the west, and the Stoneridge Creek Neighborhood Park is located to the south. The project developer would in the future apply to subdivide the subject 37-acre parcel into two parcels, leaving the remaining approximately 16-acres for a future auto developer. As conditioned, the project developer will be required to minimize impacts on the senior continuing care community and neighborhood park. Some of these measures are as follows:

- Noise from the carwash will be limited to 60 dBA (Lmax) at the closest habitable structure on the CLC project site;
- Downward facing and shielded light fixtures;
- Exterior parking lot lighting levels to be designed such that they do not exceed 10 footcandles during non-operational evening hours;
- The use of exterior loud speakers will be prohibited;
- The project will be required to adhere to the City's standard noise requirements.

Therefore, staff believes that this finding can be made.

**4. Whether grading takes into account environmental characteristics and is designed in keeping with the best engineering practices to avoid erosion, slides, or flooding to have as minimal an effect upon the environment as possible:**

The site is relatively level with minimum changes in grades proposed. Erosion control and dust suppression measures will be documented in the improvement plans and will

be administered by the City's Building and Public Works Divisions. City building code requirements would ensure that building foundations, on-site driveways, and parking areas are constructed on properly prepared surfaces. On-site stormwater will be treated and directed into the stormwater flow control basin within the Stoneridge Creek Neighborhood Park before being released into the Arroyo Mocho. The site is not located within an Alquist-Priolo Earthquake Fault Zone.

Therefore, staff believes that this finding can be made.

**5. Whether streets and buildings have been designed and located to complement the natural terrain and landscape:**

As mentioned previously, minimal changes to the natural terrain are proposed. Development of the site complements the natural terrain by making only minor changes as necessary to the site's existing relatively flat topography. The proposed buildings will be compatible in size and scale with surrounding structures.

Therefore, staff believes that this PUD finding can be made.

**6. Whether adequate public safety measures have been incorporated into the design of the plan:**

The public improvements associated with this project would be consistent with City design standards. The driveway entrances are located and configured to provide adequate line-of-sight viewing distance and to facilitate efficient ingress/egress to and from the project site. Adequate access would be provided to all structures for police, fire, and other emergency vehicles. Buildings would be required to meet the requirements of the Uniform Building Code, Fire Code, other applicable City codes, and State of California energy and accessibility requirements. The buildings would be equipped with automatic fire suppression systems (sprinklers).

Therefore, staff believes that this finding can be made.

**7. Whether the plan conforms to the purposes of the PUD District:**

The proposed PUD development plan conforms to the purposes of the PUD district. The primary purpose of the PUD district is to allow flexibility in the development of projects that the City determines are in its best interest. Staff believes that the proposed project implements a key component of the Specific Plan Amendment approved by City Council on August 24, 2010. The project is also consistent with the General Plan. Moreover, input from the adjacent property owners and tenants has been sought and obtained through a Planning Commission work session; further opportunity for public comment will occur at the Planning Commission and City Council hearings.

Therefore, staff believes that this finding can be made.

## **VI. PUBLIC NOTICE**

Notice of this public hearing was sent to all property owners in Pleasanton that are within 1,000 feet of the Auto Mall site in preparation for the March 26, 2014 Planning Commission hearing. Since this project was continued to April 9, 2014 (a date certain), new notification cards were not distributed. Staff has not received any comments as of the publication of this report, and will forward to the Commission any public comments received after publication of this report.

## **VII. ENVIRONMENTAL ASSESSMENT**

On August 24, 2010, the City Council certified a Supplemental Environmental Impact Report (SEIR) and adopted the CEQA Findings and a Statement of Overriding Considerations for the Stoneridge Drive Specific Plan Amendment/Staples Ranch. This SEIR was a supplement to the EIR prepared for the Stoneridge Drive Specific Plan Amendment/Staples Ranch Project which was certified on February 24, 2009.

The California Environmental Quality Act states that a lead agency shall prepare an addendum to a previously certified EIR if some changes or additions are necessary, but none of the conditions in Section 15162 calling for the preparation of a subsequent EIR have occurred. Staff believed that none of the conditions described in Section 15162 occurred. Therefore, an addendum to the SEIR was prepared for this project.

The analysis in the attached Addendum to the SEIR (Exhibit D) confirmed that the proposed project will not trigger any new or more severe significant environmental impacts as compared to those analyzed in the context of the SEIR and that none of the conditions described in Section 15162 occurred. Therefore, the previously prepared SEIR and Addendum to the SEIR, taken together, are determined to be adequate to serve as the environmental documentation for this project and satisfy all the requirements of CEQA.

The SEIR included some mitigation measures that needed to be addressed prior to issuance of a building permit for a project (e.g., noise analysis). These mitigation measures have been addressed in the draft conditions of approval for this project.

## **VIII. CONCLUSION**

The subject project would allow the development of an automobile dealership on approximately 20 of the 37-acre Auto Mall site within the Staples Ranch development. Staff finds the use consistent with the General Plan, the Stoneridge Drive Specific Plan Amendment/Staples Ranch, and the Planned Unit Development – Commercial zoning designation for the site. The facility would provide another option for purchasers of cars within Pleasanton, the Tri-Valley region, and the San Francisco Bay Area.

## **IX. STAFF RECOMMENDATION**

Staff recommends that the Planning Commission take the following actions:

1. Find that the conditions described in CEQA Guidelines Section 15162 have not occurred as described in the Addendum to the EIR and SEIR and find that the previously prepared EIR and SEIR, including the adopted CEQA Findings and Statement of Overriding Considerations, and the Addendum to the EIR and SEIR are adequate to serve as the environmental documentation for this project and satisfy all the requirements of CEQA;
2. Find that the proposed PUD development plan is consistent with the General Plan;
3. Make the PUD findings for the proposed development plan as listed in the staff report;
4. Adopt resolutions recommending approval of: (1) Case PUD-98, PUD Development Plan, subject to the conditions of approval listed in Exhibit A; and (2) Case P13-2518 (Sign Design Review) for the project, and forward the applications to the City Council for public hearing and review.

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