

Planning Commission Staff Report

June 28, 2017
Item 6.a.

- SUBJECT:** Work Session for PUD-123
- APPLICANT/
PROPERTY
OWNER:** Mathew Zaheri
- PURPOSE:** Work Session to review and receive comments on an application for a Planned Unit Development (PUD) development plan to construct a 201-stall parking lot for vehicle display/inventory to be shared by Stoneridge Chrysler-Jeep-Dodge-Ram and a future auto dealership
- 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 - Auto Mall
- ZONING:** Planned Unit Development – Commercial (PUD-C) District
- LOCATION:** 2694 Stoneridge Drive, part of the Auto Mall Site at Staples Ranch
- EXHIBITS:**
- A. [Planning Commission Work Session Topics](#)
 - B. [Project Plans](#)
 - C. [Public Comments](#)
 - D. [Location and Notification Map](#)

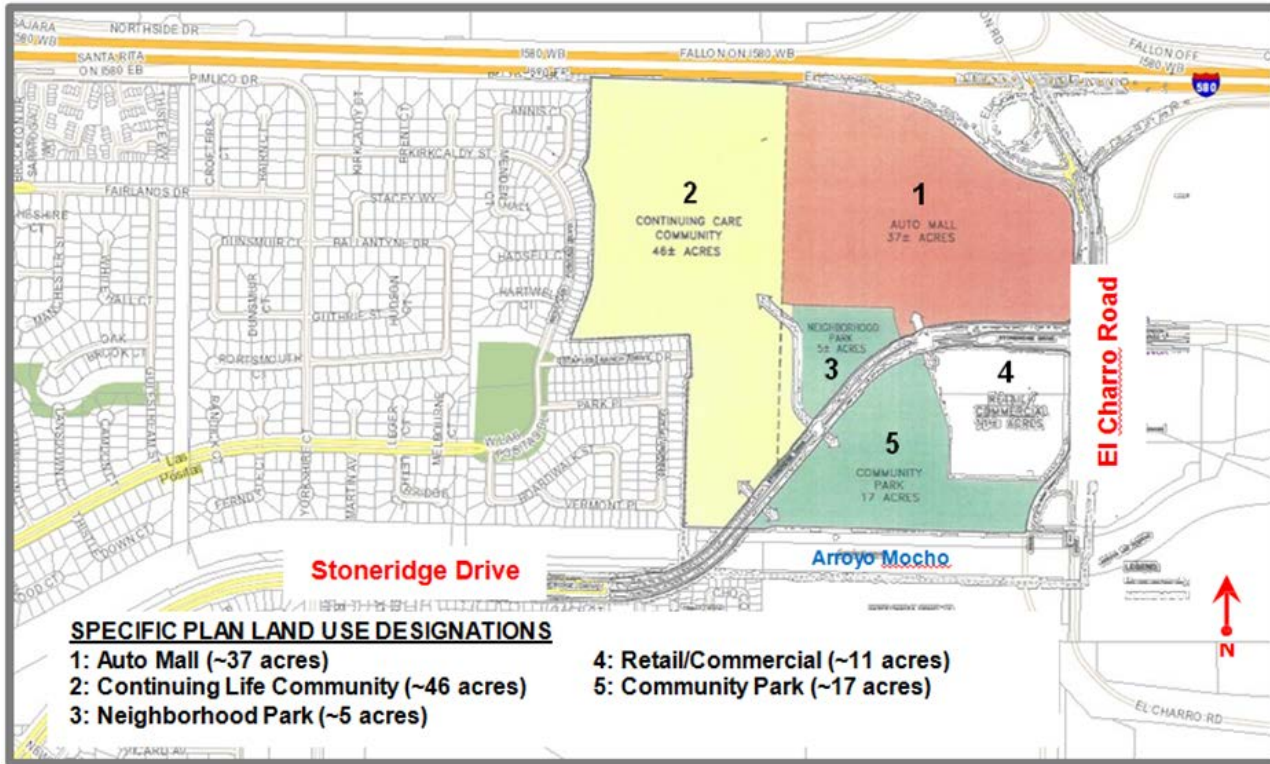
BACKGROUND

Mathew Zaheri, on behalf of Stoneridge Chrysler-Jeep-Dodge-Ram (Chrysler), has submitted a Planned Unit Development (PUD) development plan application for the construction of a 201-stall parking lot to be shared by Chrysler and a future automobile dealership at the Auto Mall site at Staples Ranch within the Stoneridge Drive Specific Plan/Staples Ranch (Specific Plan).

The Specific Plan, which was adopted by City Council on August 24, 2010, contains design standards for properties within the Specific Plan area and includes a Mitigation Monitoring and Reporting Program (MMRP), which allows for implementation and monitoring of mitigation measures identified in the Supplemental Environmental Impact Report prepared for the Specific Plan. The subject property is located within the Auto Mall land use designation as shown the Figure 1. 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. The Auto Mall consists of four sites, two of which are currently

developed. The applicant owns three of the parcels, totaling approximately 16 acres, east of Auto Mall Way.

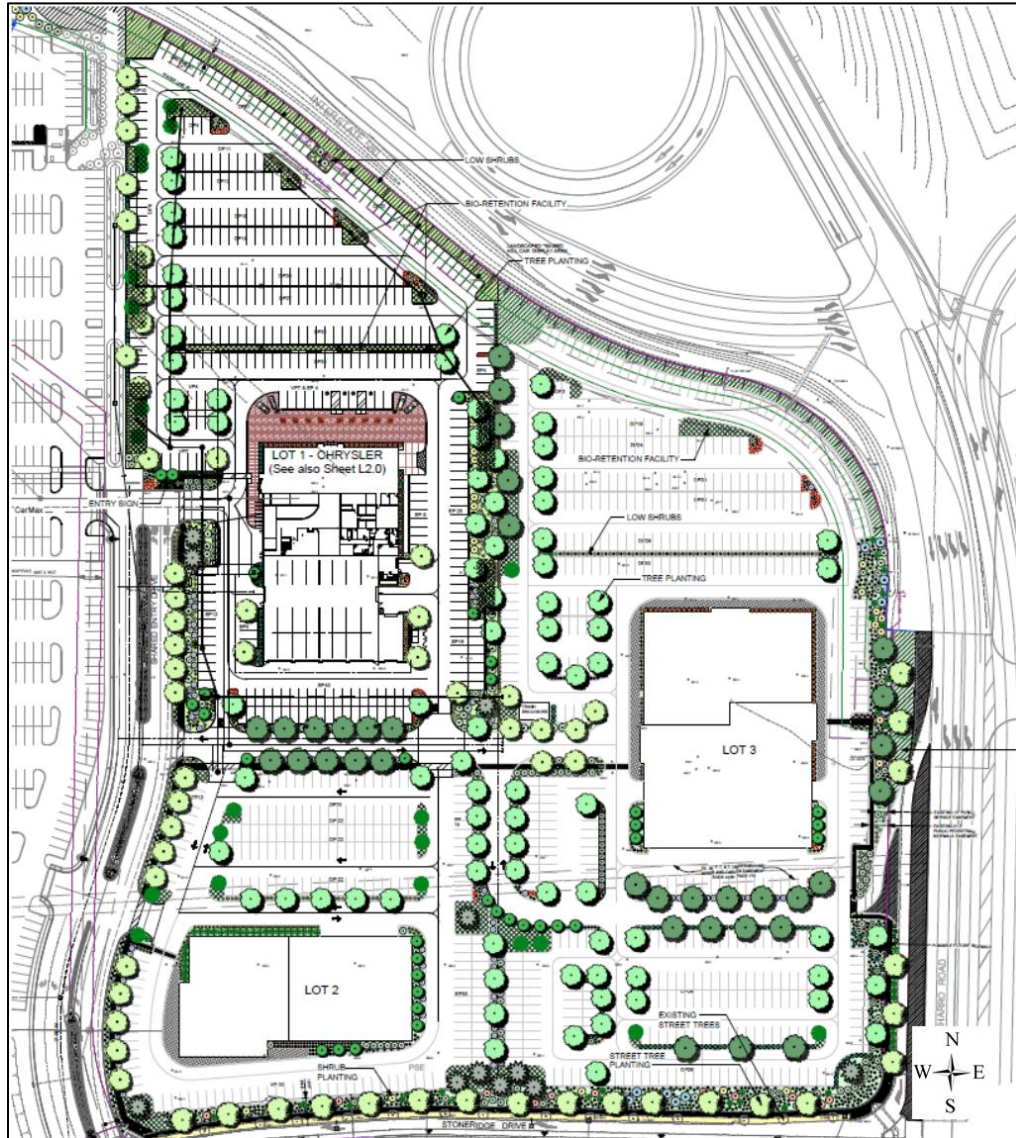
Figure 1: Vicinity Map



On May 20, 2014, the City Council approved PUD-98, allowing CarMax to construct an auto dealership consisting of an 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. Construction of the CarMax dealership was completed in approximately January 2017.

On September 16, 2014, the City Council approved PUD-106 for Chrysler to construct an auto dealership consisting of an approximately 31,792-square-foot building with a 2,175-square-foot service canopy and 1,250-square-foot non-public car wash, and related site improvements on approximately 5 acres of the Auto Mall site at Staples Ranch. PUD-106 also included a conceptual master plan for the development of the entire 16-acre site east of Auto Mall Way with three tentative dealerships. The originally submitted conceptual master plan is shown in Figure 2. Construction of the Chrysler dealership on the 5-acre site was completed in 2016.

Figure 2: PUD-106 Conceptual Master Plan



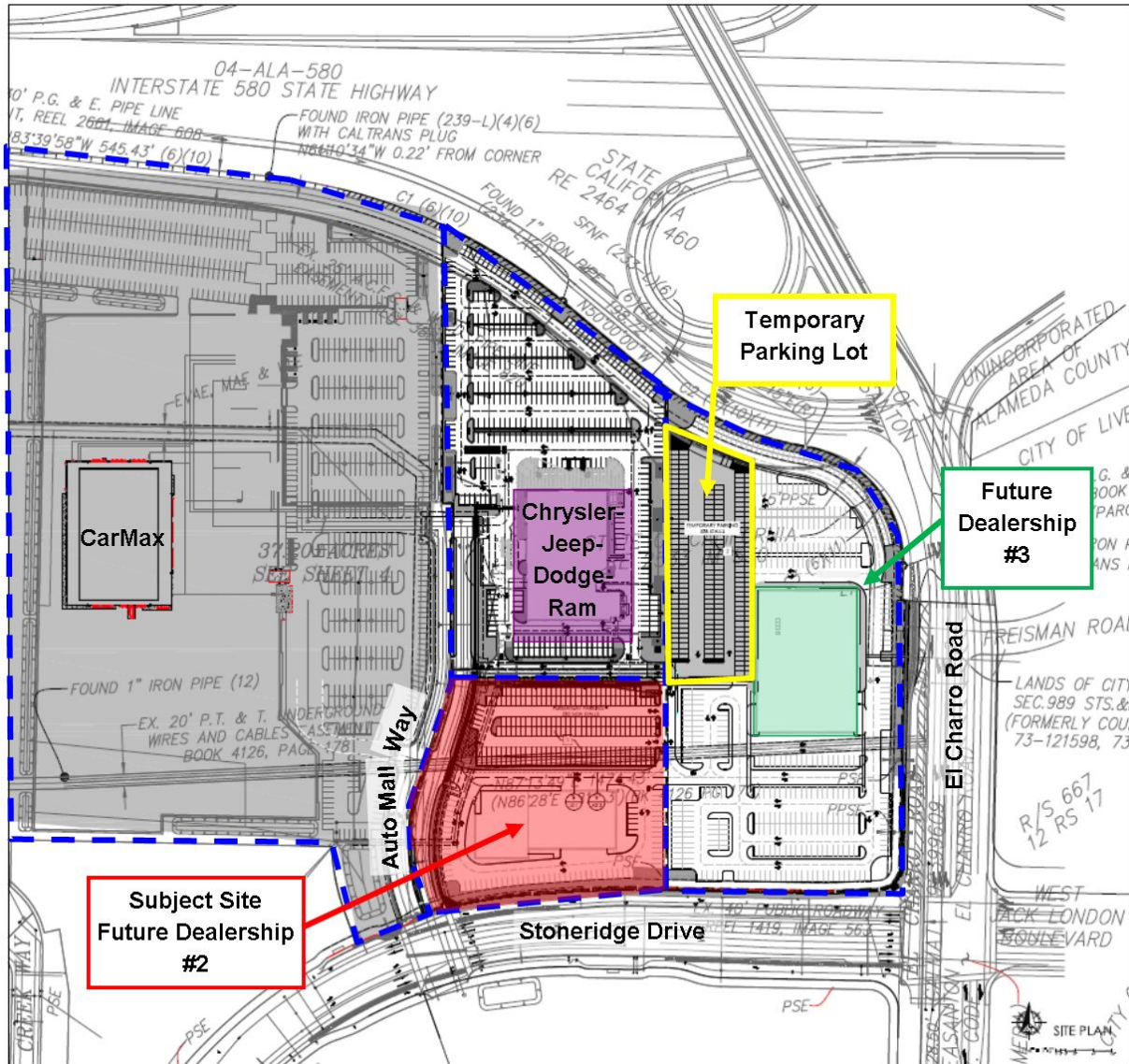
On October 20, 2016, a Minor Modification to PUD-106 and Design Review applications were approved to allow for the development of an approximately 244-space temporary parking lot for employee parking and for storage of new and used vehicle inventory on vacant land immediately east of the Chrysler dealership. The temporary parking lot was approved for up to six months, with up to two, six-month extensions if the Director of Community Development determines that the extension would not have any adverse impacts on the surrounding neighbors or the City in general. The applicant has received the first of two allowable extensions, which allows parking up to November 10, 2017. One additional 6-month extension could be permitted at that time.

The purpose of the workshop is to receive comments from the Commission and public regarding the project, which involves the construction of a 201-stall parking lot to be shared by Chrysler and a future automobile dealership. No action on the project will be made at the work session. The project will, however, ultimately require Planning Commission action and final decision by City Council. A list of discussion topics and questions are included in the body of this report and in Exhibit A.

SITE DESCRIPTION

The approximately 3.6-acre project site is currently vacant and is located at 2694 Stoneridge Drive at the northeast corner of Stoneridge Drive and Auto Mall Way, on the south side of the overall Auto Mall site. Figure 3 shows the proposed revised master plan of the Auto Mall site at Staples Ranch with the temporary 244-space parking lot on Lot 3. The CarMax Auto Superstore is located on the western 20 acres of the Auto Mall site. The Chrysler dealership is in the north-central portion of the site and is bordered to the south by the subject site and to the east by the future dealership.

Figure 3: Auto Mall Site Plan

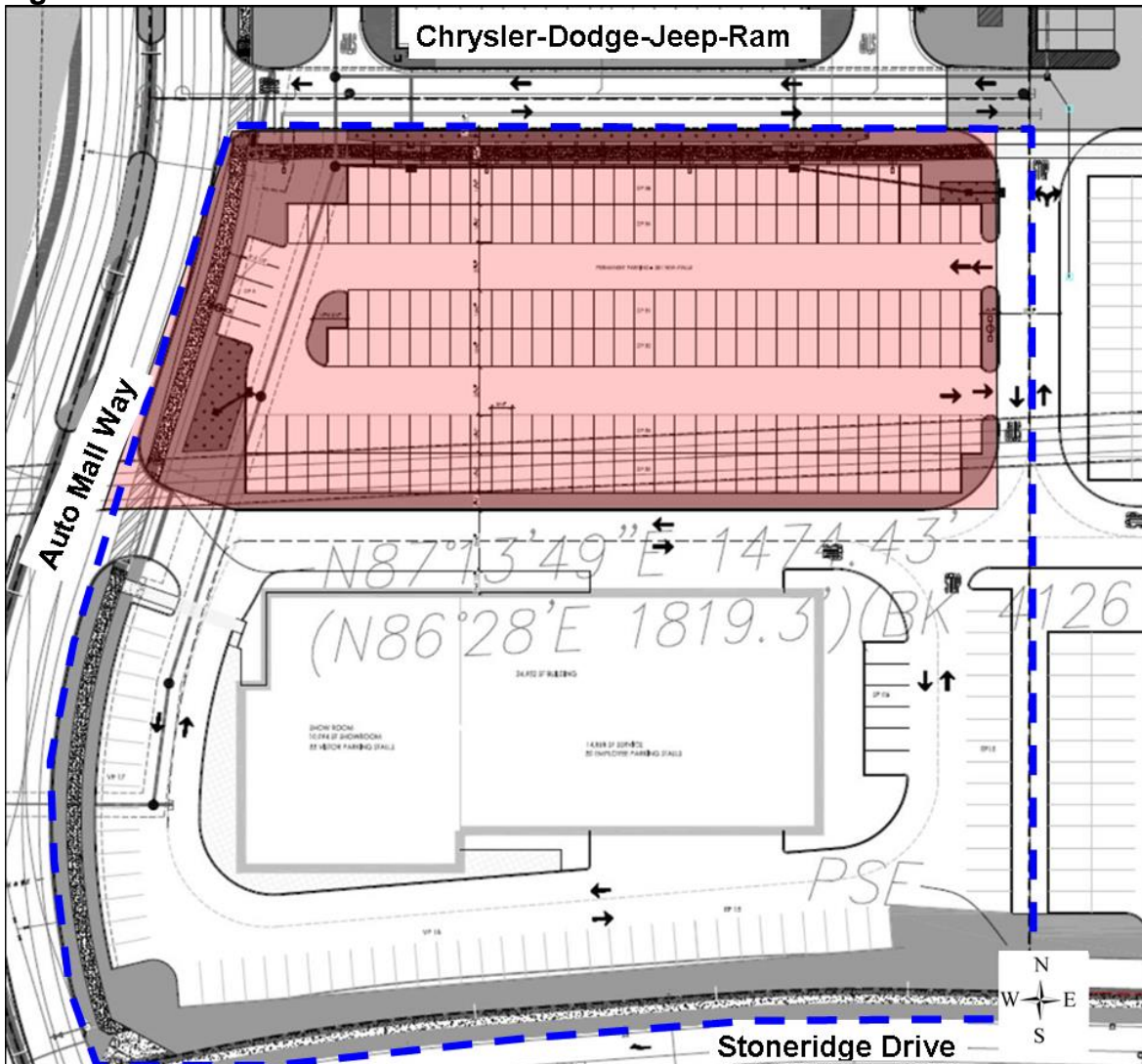


The subject parcel is vacant and relatively flat. Two driveways along Auto Mall Way currently provide access to the Chrysler dealership. No future access to any of the dealerships will be provided from Stoneridge Drive. No mature trees are located on the site.

PROJECT DESCRIPTION

The applicant proposes to construct a 201-stall parking lot for display/inventory parking to be shared between Chrysler and the future automobile dealership as shown previously in Figure 3. The new parking lot will be on the northern 1.25-acre portion of the subject parcel within the Auto Mall site highlighted in Figure 4 in pink. All 201 parking spaces would be used by Chrysler until the future dealership is constructed on the subject parcel. Once the future dealership on the subject parcel is developed, the parking area would be shared between Chrysler (130 stalls) and the future dealership (71 stalls). The project characteristics are described below; project plans are included as Exhibit B.

Figure 4: Site Plan



Site Layout & Access

The applicant currently owns the entire 16-acre site, comprising three separate parcels, and operates the Chrysler dealership immediately to the north of the subject parcel. There are no immediate plans to develop the remainder of the subject parcel beyond the proposed parking lot improvements. The applicant has provided a revised conceptual master plan that includes the entire 16-acre site to ensure that the on-site circulation system, including fire truck access, areas for unloading of vehicles, and other related items, are designed comprehensively in a way that is acceptable to the City.

The 16-acre project site is accessed from Stoneridge Drive via an entry drive, Auto Mall Way, which is shared with CarMax Auto Superstore. The entry drive contains two lanes to enter the project site and three lanes for exiting. The access drive continues further north and ends at a T-intersection where incoming visitors would make a right turn into the Chrysler site. One additional access point is proposed from Auto Mall Way into the subject parcel once the future dealership is developed. Chrysler is currently utilizing a temporary gravel parking lot to the east of its current dealership for employee/inventory parking. Once the proposed parking lot is constructed, the applicant will remove the temporary gravel lot and move inventory parking to the subject parcel. At this time, the proposed parking lot will only be accessed from the Chrysler parcel. The dimensions of proposed parking stalls within the display and service areas are 8 feet 6 inches wide by 16 feet deep, with 20-foot drive aisles. Tandem parking is proposed for some of the spaces.

Landscaping

Landscaping along the street frontages, between the street and the sidewalk, was planted with the development of the Chrysler parcel. A conceptual landscaping plan has been submitted illustrating the proposed parking lot landscaping. New landscaping will be installed along the project frontage behind the sidewalk as well as along the southern parking lot perimeter planter and within parking end-cap landscape planters. Proposed tree species (all are proposed to be 24-inch box size) for the parking lot landscaping include: flowering pear and coast live oak. A variety of shrubs and ground cover are proposed in the planters and bio-retention areas. The proposed landscaping plan has been designed to match the existing development.

Lighting

The proposed lighting plan for the proposed parking lot will be consistent with the lighting currently on the Chrysler site and is included within the project plans. The remainder of the site will not have lighting at this time. Pole-mounted lighting at a height of 25 feet above finished grade is proposed in the parking lot area, consistent with the 25-foot maximum height allowed by the Specific Plan. Approved "designated display areas" are allowed by the Specific Plan to have a maximum footcandle level of 30 during operating hours. The applicant's lighting plan indicates the entire new parking lot will be a display area. The proposed lighting plan indicates a maximum level of 36.4 footcandles. The applicant will need to revise the lighting plan to comply with the 30 foot candle maximum. A separate plan for lighting levels during non-operational hours has not been shown, but in accordance with the MMRP, all exterior parking lot lighting levels during non-operational hours must be designed to not exceed 10 foot candles. Plans submitted for final approval will need to be revised to meet MMRP requirements during both operational and non-operational hours.

Dealership Operations

The Chrysler dealership includes an approximately 31,792-square-foot building with a 2,175-square-foot service canopy and 1,250-square-foot car wash with 46 visitor stalls, 248 display stalls, 55 service vehicle stalls, and 36 employee stalls for a total of 385 stalls. In addition, Chrysler is currently utilizing 244 temporary stalls on the eastern parcel. Once the new parking lot is complete, Chrysler will move all cars from the temporary lot and utilize the 201 new stalls until the development of the future dealership, at which time the parking will be shared and Chrysler's parking will be reduced to 130 stalls within the lot for a total of 515 stalls.

The application narrative indicates that the future dealership on the subject site is planned to be approximately 14,200 square feet, which would include a 10,000-square-foot two-story showroom/office and a 4,200-square-foot service department. The site would include a total of 200 parking spaces including: 17 visitor stalls, 165 display/service stalls, and 18 employee stalls. However, the narrative is not consistent with the submitted plans, which include a revised Landscape Sheet L0.1 showing a 14,200 square-foot building with new site layout, internal access, and circulation and a total of 214 parking stalls. In addition, the submitted civil plans indicate that the future dealership will be approximately 25,000 square feet and would include 35 visitor stalls, 6 service stalls, 71 display stalls and 30 employee stalls for a total of 142 parking spaces. The discrepancy between the narrative and plans will need to be corrected prior to moving forward with the project. The original PUD conceptual master plan included a 27,500-square-foot dealership with parking for 33 visitors, 44 employees, 30 service stalls, and 105 display stalls for a total of 212 parking stalls. The future dealership building and site improvements would require future approval through the PUD Development Plan process (Planning Commission and City Council review).

CONSIDERATIONS FOR THE WORKSHOP

The following section provides potential discussion topics and analysis of key issues related to the project. This workshop will allow the Planning Commission to provide direction to the applicant and staff regarding any issues it wishes to be addressed before the project formally returns to the Planning Commission for a recommendation to the City Council. The areas noted below are where staff would find the Commission's input most helpful. A list of these discussion topics and specific questions regarding the proposal are attached to this report as Exhibit A for the Planning Commission's consideration and discussion.

Site Plan

The site plan has been designed to provide access and circulation to and from Stoneridge Drive via the shared access drive at Auto Mall Way. The new parking lot will be accessible only from the Chrysler site until the future dealership is constructed. The parking lot would be used strictly for vehicle inventory and display and would not be accessed by the public unless on foot. The parking lot would face Stoneridge Drive and would be visible until the landscaping to the south of the lot matures, and the future dealership is developed. The proposed dimensions of the display/inventory parking stalls for the new lot are 8 feet 6 inches wide by 16 feet deep, with 20-foot drive aisles, which staff finds acceptable since the parking lot will be accessed by employees only. The proposed lot will meet Livermore-Pleasanton Fire Department requirements. Tandem parking is proposed for some of the spaces, consistent with City approvals granted to other dealerships in order to maximize the amount of inventory parking.

Discussion Point #1

Are the on-site circulation and parking layout acceptable?

Conceptual Dealership Master Plan

The entire 16-acre portion of the Auto Mall is anticipated to eventually include a total of three dealerships. The proposed parking lot will be the first phase of the second dealership. The submitted narrative indicates that the future dealership on the subject site is planned to be approximately 14,200 square feet, comprising an approximately 4,200-square-foot service department and approximately 10,000-square-foot office/showroom, and would include a total of 200 parking spaces including: 17 visitor stalls, 165 display/service stalls, and 18 employee stalls. The proposed dealership on the subject lot is smaller in size than what was originally

envisioned and shown in the conceptual master plan submitted with PUD-106. The proposed dealership would be reduced in size from approximately 27,500 square-feet to 14,200 square feet, with parking reduced from 212 to 200 spaces. In previous correspondence with the applicant, staff has asked for data to support the applicant's claim that a smaller dealership on the site would be viable. This information has yet to be provided, and staff believes it would be useful when this application returns to the Planning Commission for consideration of approval.

Discussion Point #2

Are the proposed parking lot improvements and overall conceptual master plan, with a smaller dealership on Lot 2 acceptable?

PUBLIC NOTICE

Notice of this workshop was sent to all property owners in Pleasanton within 1,000 feet of the site as shown in Exhibit D. At the time of the report publication, Staff received one email, included in Exhibit C, with concerns regarding the appearance of the site and existing landscaping along Stoneridge Drive. Any public comments received after publication of this report will be forwarded to the Commission.

ENVIRONMENTAL ASSESSMENT

Since the Planning Commission will take no formal action on the project at the work session, no environmental document accompanies this work session report. Environmental documentation will be provided in conjunction with the Planning Commission's formal review of the PUD application. On August 24, 2010, the City Council certified a Supplemental Environmental Impact Report (SEIR) and adopted the California Environmental Quality Act (CEQA) Findings and a Statement of Overriding Considerations for the Stoneridge Drive Specific Plan Amendment/Staples Ranch. The scope of the subject development falls within the development envelope assumed in the SEIR and is therefore within its scope of review.

STAFF RECOMMENDATION

Staff recommends that the Planning Commission review the attached material, take public testimony, and make suggestions/comments to the applicant and staff regarding the development of the site.

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