

## Planning Commission Staff Report

June 13, 2012

Item 5.a.

**SUBJECT:** PUD-85-08-13D and P12-0763

**APPLICANT:** Ware Malcomb for Mercedes Benz of Pleasanton

**PROPERTY OWNER:** USW Limited Partnership

**PURPOSE:** Application for PUD Design Review and Conditional Use Permit approval for the demolition of the three existing buildings and construction and operation of an approximately 112,345 square foot automobile showroom and service facility for Mercedes-Benz of Pleasanton.

**GENERAL PLAN:** Business Park (Industrial, Commercial, and Office) and Mixed Use

**ZONING:** Planned Unit Development – Industrial/Commercial-Office District

**LOCATION:** 5871, 5877, and 5885 Owens Drive

**EXHIBITS:**

- A: Draft Conditions of Approval
- B: Project Plans, Narrative, and Green Point Checklist
- C: Hacienda Owners Association Approval
- D: Draft Initial Study and Negative Declaration
- E: Climate Action Plan Checklist
- F: Traffic Impact Analysis, dated May 4, 2012
- G: HortScience Report, dated May 18, 2012
- H: Staff Reports, Resolutions, Ordinance, and Minutes for PUD-85-08-02M, PUD-85-08-02D, and PCUP-106/PDR-349
- I: Location Map
- J: Noticing Map

## **BACKGROUND**

The project architects, Ware Malcomb, on behalf of the property owner, propose an approximately 72,151<sup>1</sup> square-foot automobile showroom and service facility for Mercedes-Benz of Pleasanton at 5871, 5877, and 5885 Owens Drive, within Hacienda Business Park.

The automobile dealership currently located at 5885 Owens Drive was originally approved by the City Council on October 28, 1986, with applications for Major Modification (PUD-85-08-02M) and PUD Design Review (PUD-85-08-02D). The Major Modification application changed the Hacienda Business Park land use designation of the subject property from *General Office Planning District (OPD)* to *Retail/Commercial and Financial Planning District (CPD)* and the PUD Design Review application granted approval to construct the subject automobile dealership. The Planning Commission approved PUD Design Review application PUD-85-08-02D-03M on December 14, 2011, for the remodel of the existing showroom and service facility and the construction of an approximately 170,065 square foot, five-story automobile service facility and parking garage.

The Mercedes-Benz Pre-Owned car dealership is located at 5871 Owens Drive, which is to the east of Chevys Fresh Mex restaurant. The approval of the Certified Pre-owned dealership was granted with Design Review (PDR-349) and Conditional Use Permit (PCUP-106) applications (the underlying zoning of the site, Commercial-Freeway, requires automobile sales and service uses to obtain a conditional use permit) at the February 11, 2004 Planning Commission meeting. A PUD-Minor-Modification application for the Certified Pre-owned car dealership was approved on December 2, 2011. The scope of the PUD Minor Modification application entailed remodel of the existing facility, construction of a new trash enclosure, and construction of a new car wash facility.

Since December of 2011, Mercedes-Benz acquired the parcel where the Chevy's Fresh Mex restaurant is located (the restaurant has recently ceased operation and closed). The purchase of the Chevy's Fresh Mex site has allowed the Mercedes-Benz dealership to revise their expansion plan; the current proposal entails a single facility to incorporate their new and pre-owned vehicle sales and inventory in addition to service operations. The previous applications (consisting of a parking garage with service facility at 5885 Owens Drive and the PUD Minor Modification at 5871 Owens Drive) will not be pursued.

Therefore, the PUD-Design-Review and Conditional Use Permit applications that are before the Planning Commission entail development on the property that will be the result of merging the three parcels located at 5871, 5877, and 5885 Owens Drive. The scope consists of construction and operation of an approximately 72,151 square foot automobile showroom and service facility. The Planning Commission has final authority to approve PUD-Design Review applications within Hacienda Business Park and Conditional Use Permit applications. The applicant has also applied for a PUD Minor Modification to deviate from a few of the requirements in the Hacienda Design Guidelines (please see the "Analysis" section of this report for further discussion). The Director of Community

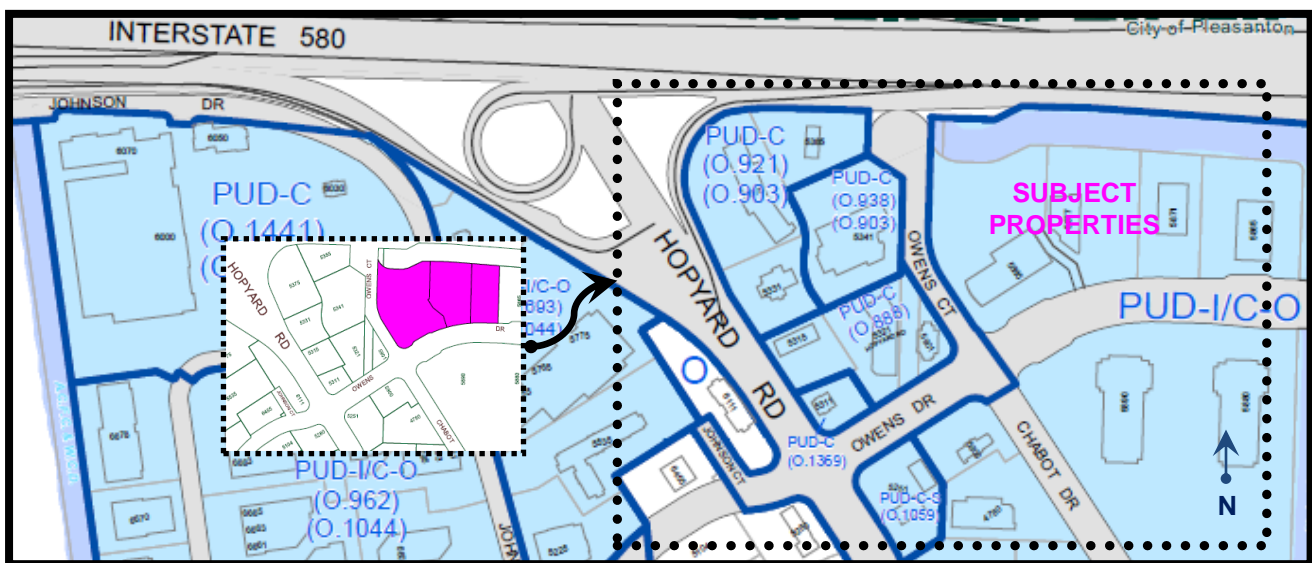
---

<sup>1</sup> The applicant listed the building size as 112,345 square feet by calculating the "footprints" of each floor. However, the floor area of the building is 72,151 square feet based on definitions in the Hacienda Business Park Design Guidelines and the Pleasanton Municipal Code.

Development takes action on PUD Minor Modification requests and both the Planning Commission and City Council are notified of the action. Action by the Planning Commission is not necessary unless the Commission has concerns with the request. Lot Line Adjustment applications are subject to review and approval by the Zoning Administrator.

### SITE DESCRIPTION

The subject sites are located in Hacienda Business Park at 5871, 5877, and 5885 Owens Drive. The site at 5871 Owens Drive is developed with a Mercedes-Benz showroom and quick-serve department for pre-owned vehicles and is approximately 12,250 square feet in size. The remainder of the site is used for inventory, customer, and employee parking. The approximately 1.93 acre site at 5877 Owens Drive is currently occupied with Chevys Fresh Mex restaurant building, approximately 8,537 square feet in size, with the remainder of the site used as parking. A two-story, approximately 30,723 square foot building that consists of a Mercedes-Benz showroom and service facility is currently located on the approximately 3.17 acre (138,086 square feet) parcel located at 5885 Owens Drive. The remainder of this site is used as parking areas for customer, employee, and inventory vehicles. Figure 1 shows a vicinity map with an insert highlighting the subject properties.



**FIGURE 1:** Vicinity Map

Surrounding land uses consist mainly of commercial and offices uses. The sites are bounded by Interstate 580 and a drainage canal to the north, Dahlin Group offices directly to the east, office and commercial uses across Owens Drive to the south, and commercial uses across Owens Court to the west.

Figure 2 provides an aerial overview of the subject properties and surrounding land uses (the orange arrows in the aerial photograph correspond to the photographs shown below the aerial picture).



**FIGURE 2:** Aerial photograph and photographs of existing buildings

The three properties in aggregate are approximately 6.33 acres (3.17, 1.93, and 1.23 acres between 5885, 5877, and 5871 Owens Drive, respectively) and are generally flat, with elevations ranging from approximately 326 feet near Owens Drive to approximately 328 feet near the northern portions of the sites. A landscaping berm surrounds the western perimeter of the property at 5885 Owens Drive and along the southern perimeter of the properties along Owens Drive. Additional landscaping is provided in planter areas around the buildings, in the planter located along the northern property line adjacent to Interstate-580, and within the parking lot.

As shown in Figure 2, access to the 5885 Owens Drive is currently provided from a driveway off of Owens Drive and a separate driveway from Owens Court. The driveway from Owens Court facilitates access to a parking area directly to the north of the showroom facility and the driveway from Owens Drive facilitates vehicular access to the parking area in front of the showroom facility and a drive aisle along the east side of the building that accesses the rear parking lot. Access to 5877 and 5871 Owens Drive is provided from two driveways, one of which is located along the western side of the property at 5877 Owens Drive and another driveway along the eastern side of 5871 Owens Drive. The driveway along the eastern side of 5871 Owens Drive also provides access to the property to the east, 5865 Owens Drive, which is currently occupied by Dahlin Group.

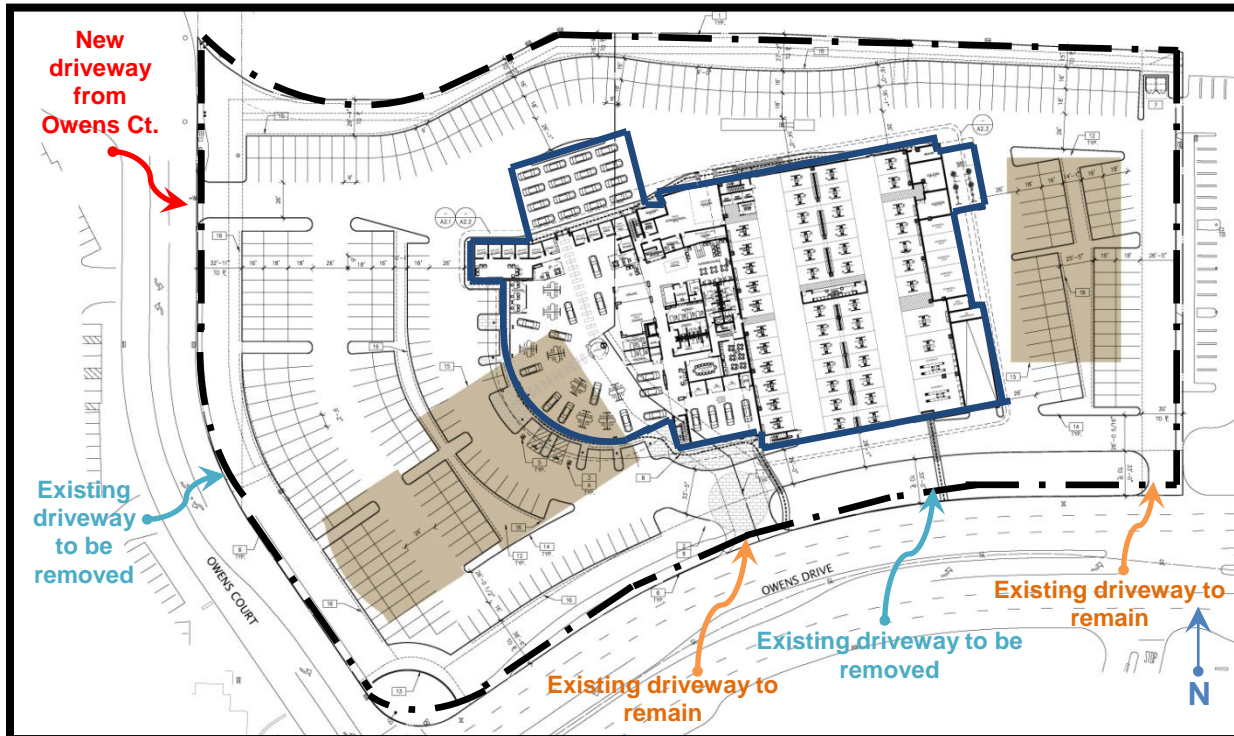
## **PROJECT DESCRIPTION**

The project proposal consists of the demolition of the three buildings located at 5871, 5877, and 5885 Owens Drive and construction of an approximately 72,151 square foot showroom and service facility. The two driveways on Owens Drive will be replaced with a single driveway that provides access to the facility. The eastern driveway on Owens Drive will remain. The site plan in Figure 3 provides details regarding the location of the proposed showroom and service facility. In order to facilitate continuous operation of the showroom and service facilities, portions of the existing Mercedes-Benz buildings will be retained during the construction process and the three buildings on each site will be demolished in phases (the Chevy's Fresh Mex Restaurant will be completely demolished first). Upon completion of construction, the existing showroom and service facilities will be completely demolished. The tan colored building footprints shown in Figure 3 are the existing two dealership buildings to be demolished. Figure 4 shows the floor plans for the first, second, and third floors of the showroom and service facility.

The first floor of the new building will consist of a showroom, customer lounge, office areas, restroom facilities, a boutique for vehicle accessory sales, areas for service advisors, and a café area for complimentary coffee, pastries, and other similar snacks. A total of 48 service bays are proposed. A drive-through car-wash and wash and detail areas are proposed along the eastern side of the building. The interior space of the second floor of the building will consist of general offices and employee facilities. The parts storage area has a vaulted ceiling and will be three stories tall, for a height of 43-feet-2-inches.

The square footage of the first, second, and third floor of the showroom and service facility will be approximately 60,502, 10,497, and 1,152 square feet, respectively, for a total of 72,151 square feet [the existing dealership at 5885 Owens Drive is 30,723 square feet (combined between a first floor of approximately 20,979 square feet and a second floor of

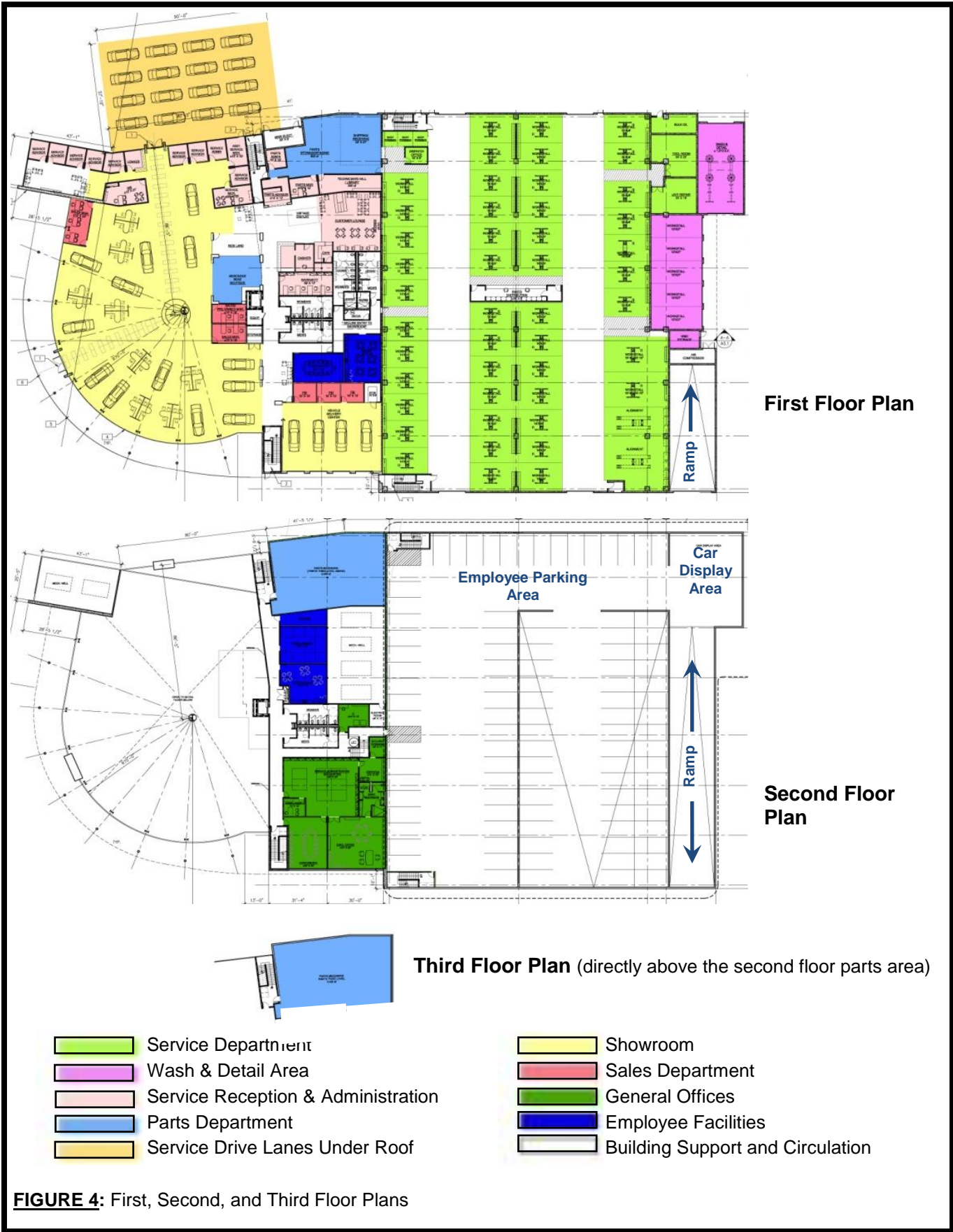
approximately 9,744 square feet), and the existing Certified Pre-owned dealership is approximately 12,250 square feet].



**FIGURE 3:** Proposed Site Plan

Customers delivering their vehicles for servicing will pull into the service drive lanes located at the northern side of the facility where a service advisor will review the customer’s request and a dealership employee will drive the vehicle into the service area. Once the servicing is complete, an employee will park the vehicle in one of the “service parking” stalls until the customer comes in to pick-up his/her vehicle. Once the customer arrives, an employee will bring the vehicle to the service drive lanes for customer pick-up (if the customer is waiting in the lounge, the vehicle will be brought directly to the service drive lanes area instead of being parked in the parking lot). A vehicle delivery area is proposed on the southern façade of the building, which consists of four parking stalls (with a curtain wall system with clear glazing should the area need to be secured) where customers may pick-up newly purchased vehicles.

The parking area of the second floor is primarily for employee parking and is accessed from a ramp on the southern façade. An area for vehicle display for four cars is also located at the northeast corner on the second floor of the facility. A lighting plan for the site including the proposed lighting for the second floor parking area of the facility will be provided at the time of submittal for permits to the Building and Safety Division. The intent for the lighting of the second-story parking deck is to project light onto the display cars from a wall-mounted light-source that is inconspicuous from public view. A condition requires that ground-mounted lighting be directed downwards and shielded to avoid glare to the maximum extent feasible.



**FIGURE 4:** First, Second, and Third Floor Plans

The design and architecture of the proposed showroom and service facility incorporates current Mercedes-Benz corporate standards. Color renderings and elevations are part of the project plans, Exhibit B, and are attached to this staff report. A color/materials board will be available at the hearing for the Planning Commission's review.

The southern façade faces Owens Drive and features a view of the showroom facility, the vehicle delivery area, vehicular entrances to the service facility, and the ramp to the second floor parking area. The majority of the western facade consists of the showroom, with the service drive canopy on the northern side. The northern façade faces Interstate-580 and features the side of the showroom, the parts storage area, vehicular entrances to the service facility, car wash, and the second floor vehicle display area. The second floor vehicle display area is also visible from the eastern side, which also features the wash/detail bays and ramp to the second floor parking area. As previously mentioned in this report, the parts storage area is the tallest portion of the building at approximately 43-feet 2-inches. An accent wall proposed to project from the southern façade is approximately 41-feet 6-inches tall and another accent wall proposed to project from the western façade is approximately 39-feet tall. The parts storage area and accent walls are approximately 10 to 15-feet taller than other portions of the building. Figures 5 and 6 provide three-dimensional simulations of the proposed facility.

The facades are detailed with various finishes and architectural accents such as framed doorways and canopies. The building walls are also articulated to avoid "flat" wall planes. The walls of the showroom consist almost exclusively of clear glazing and are oriented in a semi-circular shape and are accented with a metal clad canopy and aluminum clad columns. Other portions of the exterior will consist of a combination of blue, silver and white colors. Portions of the exterior wall material will consist of Alucobond (an aluminum composite material that consists of a polyethylene core bonded between two aluminum sheets, therefore yielding a metal panel exterior finish). The colors of Alucobond proposed for the exterior of the building consist of "Deep Blue Cool" for the accent walls shown on the southern and northwestern facades, "Cadet Grey Cool" for the metal canopy, "Silver Metallic Cool" for the exposed metal canopy above glazing areas, and "Alabaster Cool," a matte off-white color for the building exterior.

A total of 574 parking spaces are proposed on the site including the spaces for the service and wash/detail bays. The parking spaces are broken down as follows: 48 spaces for service bays, 174 spaces for vehicles waiting for or have completed servicing, 5 spaces for wash and detail, 36 spaces for customers, 199 spaces for inventory vehicles, 4 display spaces, and 108 spaces for employee parking. All parking spaces are standard size (no compact size spaces are proposed).

The hours of operation will remain the same as existing and will consist of 8:00 a.m. to 8:00 p.m. for sales and 7:30 a.m. to 5:00 p.m. for service, Monday through Friday. On Saturdays, the sales department will be open from 9:30 a.m. to 6:00 p.m. and the service department will be open from 8:00 a.m. to 4:00 p.m. Sales will be open from 11:00 a.m. to 6:00 p.m. on Sundays (the service department will be closed). Currently, the dealership has a total of 93 employees. The number of employees at the dealership is not expected to increase dramatically with the expansion since the administrative staff is expected to



remain as currently staffed. The proposed 108 employee parking spaces have factored in the projected growth in employees of the dealership.



**FIGURE 5:** Rendering depicting northwest corner of facility



**FIGURE 6:** Rendering depicting western façade (showroom entrance) of facility

## **ANALYSIS**

The following sections serve to evaluate the proposed project with respect to land use, development standards, and other considerations such as parking, grading and drainage, and architectural design. Additionally, automobile dealerships are conditionally permitted uses in this planning district. Therefore, a Conditional Use Permit must be granted. Conditional uses are those uses which, by their nature require special consideration so that they may be located properly with respect to the objectives of the Municipal Code and with respect to their effects on surrounding properties. In order to achieve these purposes, the Planning Commission is empowered to approve, conditionally approve, or deny applications for use permits.

## Land Use

### *General Plan Consistency*

The subject parcels are designated Business Park (Industrial, Commercial, and Office) and Mixed Use by the Land Use map in the General Plan. This land use designation allows for commercial uses and therefore the use of the subject property as an automobile dealership is consistent with this land use designation. Additionally, the project is consistent with the following goals, policies, and programs of the Land Use Element and the Economic and Fiscal Element of the General Plan:

- L.U. Program 2.2: Encourage the reuse of vacant and underutilized parcels and buildings within existing urban areas.
- L.U. Policy 4: Allow development consistent with the General Plan Land Use Map.
- E.F. Goal 2: Sustain the community's quality of life with a vigorous and diverse economy.
- E.F. Policy 5: Focus City efforts on supporting and assisting Pleasanton businesses success.

The project is consistent with these goals, policies, and programs in that two of the three sites are currently occupied by Mercedes-Benz and the proposed project will expand the existing uses on the sites. As mentioned previously, the automobile use on the site is consistent with the land use designation. The proposed showroom and service facility will be located in the center of all three existing sites, which allows for on-site off-loading of new vehicles and for additional inventory cars to be parked on the subject site, making the operation of the dealership more efficient. Additionally, the expansion of the showroom area and additional service bays will provide customers with more efficient service and will also contribute to the economic vitality of the city. The proposed project will further the operational goals of the existing Mercedes Benz dealership and contribute towards the success of the business in Pleasanton. Furthermore, the dealership's presence will be enhanced in the Hacienda Business Park, particularly as viewed from Owens Drive and Interstate-580, potentially increasing the customer base in the Tri-Valley region and the San Francisco Bay Area.

### *Zoning*

The subject properties are zoned Planned Unit Development – Industrial/Commercial-Office (PUD-I/C-O) and are sites 51A, 51E, and 51F of the Hacienda Business Park, with a Hacienda land use designation of Retail/Commercial and Financial Planning District (CPD). Automobile dealerships are conditionally permitted uses in this planning district and thus one of the applications for review by the Planning Commission with this application is a Conditional Use Permit.

### Site Plan

The site plan for the proposed project is provided on Sheet A1.1 of the project plans and shows the showroom and service facility. The location, orientation, and position of the

building are such that customers seeking servicing on their vehicle may pull into service lanes from the new driveway proposed on Owens Court. Other customers who are looking to purchase a vehicle may access the site from the driveway on Owens Drive and park in one of the parking stalls adjacent to the showroom entrance or opposite those adjacent to the showroom entrance. These parking spaces will be apparent to customers as “customer parking” since they will be empty and will not have any inventory vehicles parked in these spaces. Service related activities, including the car wash and detail bays are located on the eastern side of the building. The location of the building in the center of the three sites also allows for the off-loading of inventory vehicles on the subject property (instead of on either Owens Court or Owens Drive). The proposed landscaping plan (discussed in further detail in a subsequent section of this report) will enhance the site with a variety of trees, shrubs, and groundcover. Therefore, staff finds the site plan is appropriate overall.

Development Standards

Since the proposed development is within the Hacienda Business Park, it must comply with the requirements of the Hacienda Design Guidelines.

*Setbacks*

The setback requirements for the property and how the project complies with these requirements are shown in Table 1. Since all three parcels will be combined into one, the required setback from the southern, western, and northern yard areas are considered “front” yards per the Hacienda Design Guidelines and the eastern yard area is a “side” yard.

As noted in Table 1, the proposed project meets the setback requirements of the Hacienda Business Park Design Guidelines.

**TABLE 1:** Setback Chart

	<b>SETBACK REQUIREMENT</b>	<b>SHOWROOM AND SERVICE FACILITY</b>
<b>Front (South)</b>	50-feet	59-feet 1-inch
<b>Left Side (West)</b>	50-feet	204-feet 7-inches
<b>Right Side (East)</b>	25-feet	135-feet 2-inches
<b>Rear (North)</b>	50-feet	74-feet 11-inches

*Floor-Area-Ratio*

The maximum F.A.R. for buildings in the CPD District varies by the use. For specialized commercial land uses such as automobile sales locations, the Guidelines indicate that the F.A.R. is subject to review on a case-by-case basis. Therefore, the proposed F.A.R. is subject to review and approval by the Planning Commission.

Table 2 provides a summary of the areas counted towards the F.A.R. and the total proposed F.A.R.. The Hacienda Business Park Guidelines exempt the area of single or multiple level parking structures from the F.A.R. calculation. Therefore, the areas counted towards the maximum F.A.R. include the entire first floor of the building, the entire second floor, excluding the exterior vehicle display area and parking area, and the third floor mezzanine (the parts area).

**TABLE 2:** Floor Area Ratio Summary

EXISTING NEW CAR DEALERSHIP	30,723 square feet (3.17 acre site)
EXISTING CERTIFIED PRE-OWNED DEALERSHIP	12,250 square feet (1.23 acre site)
PROPOSED FIRST FLOOR	60,502 square feet
PROPOSED SECOND FLOOR	10,497 square feet
PROPOSED THIRD FLOOR	1,152 square feet
TOTAL PROPOSED SQUARE FOOTAGE	72,151 square feet
SITE AREA	Approximately 6.33 acres (275,784 square feet)
EXISTING F.A.R. FOR NEW CAR DEALERSHIP	22.25%
EXISTING F.A.R. FOR CERTIFIED PRE-OWNED DEALERSHIP	22.86%
<b>PROPOSED F.A.R.</b>	<b>26.16%</b>

The calculation shown in Table 2 yields a proposed F.A.R. of 26.16%. As stated above, the F.A.R. limit for properties with the CPD Hacienda Business Park land use designation varies by use and for specialized land uses such as automobile sales, the F.A.R. is determined on a case-by-case basis and is thus subject to review and approval by the Planning Commission. Maximum F.A.R. permitted for other types of land uses in CPD zoning district vary between 12.5% for restaurant uses to 40% or 60% for hotel/motel uses. The F.A.R. for the previously approved Mercedes-Benz expansion was 51.64%.

Staff finds the proposed F.A.R. to be acceptable given that the use is specialized and the proposed project is well-articulated with architectural details and a variety of high-quality materials to reduce its perceived massing.

*Building Height*

The tallest portion of the proposed building is the parts storage area at 43-feet 2-inches, which is within the 55-foot maximum permitted height allowed for the subject parcels.

*Minor Modification to Hacienda Business Park Design Guidelines*

The project as proposed requires a few modifications to the requirements of the Hacienda Business Park Design Guidelines. These modifications are as follows:

1. provide less than the required 15-feet of landscaping adjacent to a building;
2. reduce portions of the drive aisle width to 20-feet; and
3. provide a higher finished grade for a portion of the on-site parking area than the adjacent public street top of curb.

The Guidelines require a minimum of a 15-foot landscaping buffer adjacent to the building and the Hacienda Design Guidelines allow walkways to be included in the minimum required landscaping ratio. Landscaping around the building perimeter has been incorporated where feasible, ranging from a depth of 5-feet to 9-feet. Given that the subject use is an automobile dealership, the showroom and entry drives for the service facility make it challenging to meet this requirement in all portions of the building. Enhanced landscaping on the southern façade (facing Owens Drive) resulted in the second modification by reducing the aisle width from the required 26-foot requirement to 20-feet. The 20-foot width will provide adequate width for circulation and life-safety needs. Portions of the western side of the site are approximately 0.30 to 2.4 feet higher in elevation than the top of curb on Owens Court. This is attributed to storm water treatment and to avoid impacts to street frontage landscaping. Staff does not believe that this discrepancy will substantially increase the visibility of parked vehicles as viewed from Owens Court. A notice for a Minor Modification regarding these modifications was sent to property owners within a 1,000-foot radius of the subject sites. As of the writing of this staff report, staff has not received any comments regarding the notice.

#### Landscaping, Tree Removal, and Tree Mitigation

Sheets L-1 and L-2 of the project plans provides a plan for the proposed landscaping on the site. The side of the property facing Owens Court currently has a berm that assists in the screening of the surface parking currently used to park inventory vehicles. Portions of this area will be further landscaped with a variety of trees and shrubs including holly oak trees. The existing shrubs and hedges along Owens Court are proposed to remain and will assist in screening the parked cars. This will further mitigate the parking lot being higher than the street curb on Owens Court. Additionally, sites adjacent to Interstate 580 are required to maintain landscaping in a landscape strip along the freeway. The site currently has existing oak trees and deodar cedars in this area which are proposed to remain and be supplemented by new landscaping.

The landscaping strips located in the western side of the parking area will include shrubs such as wild lilac and evergreen daylily, and dwarf Indian Hawthorne. The landscaping strips located on the eastern side of the parking area will include shrubs in addition to 24-inch box size Grecian laurel and 36-inch box size crape myrtle trees. Areas surrounding the building will be landscaped with various shrubs and ground cover as noted on the landscape plans. Additionally, a wall-mounted “green screen” (a galvanized steel screen that is painted dark green with a trained landscape vine) will be located on the eastern building façade to soften the appearance of the ramp that leads to the second floor parking deck.

The project requires removal of a total of 65 ornamental trees that were installed with the prior development of the sites. The species of trees to be removed include: deodar cedar, crape myrtle, sweetgum, Canary Island pine, London plane, Bradford pear, evergreen pear, and African sumac. Of the 65 trees to be removed, 2 are in poor condition, 19 are in fair condition, 37 are in good condition, and 7 are in excellent condition. Only 2 of the 65 trees are heritage trees as defined by the City tree ordinance. The City Landscape Architect, with the assistance of arborist firm HortScience Inc, evaluated the value of the trees to be removed based on size, species, condition, and location. Based on these factors, the value

of the trees to be removed is \$66,500. Since the value of the trees to be planted (approximately \$15,000) is less than this amount, staff recommends the applicant pay the difference in value into the City's Urban Forestry Fund.

The Hacienda Business Park Design Guidelines address landscaping on the entire property. The proposed landscaping plan meets these requirements for the proposed trees, shrubs, and groundcover. Overall, staff finds that the proposed landscaping is appropriate for the site, particularly given that the size of the trees to be planted is of adequate size (24-inch to 36-inch box).

## Design and Architecture

### *Architecture*

The design and architecture of the proposed showroom and service facility incorporate current Mercedes Benz corporate standards. The facades of the showroom facility are well-detailed with various finishes and architectural accents such as framed doorways and canopies. The building walls are also articulated to avoid "flat" wall planes. The showroom has a significant amount of clear glazing, reducing the perceived mass of the structures while adding architectural interest and variation to the building facades.

### *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 showroom facility will consist of a combination of blue, silver and white colors. Portions of the exterior wall material will be painted white stucco and Alucobond. As noted previously, the colors of Alucobond proposed for the exterior of the building consist of "Deep Blue Cool" for the accent walls shown on the southern and northwestern facades, "Cadet Grey Cool" for the metal canopy, "Silver Metallic Cool" for the exposed metal canopy above glazing areas, and "Alabaster Cool," a matte off-white color for the building exterior.

The architectural accent frames around doorways will be painted mid-tone blue color (Sherwin Williams "Scandia SW6529"). Other portions of the metal canopy will be painted a charcoal gray color (Sherwin Williams "Iron Ore SW7069") which will compliment the silver metallic finish on the top of the aluminum clad columns. Clear anodized aluminum mullions are proposed as part of the glazing areas.

Overall, staff finds the colors and materials to be visually appealing and complimentary to each other, resulting in a very attractive design and color palette.

### *Lighting*

As mentioned in the "Project Description" section of this staff report, the lighting for the display area of the second floor parking area is intended to spotlight the display cars as viewed from Interstate 580. Details and specifications for this lighting and other lighting, such as wall-mounted lighting and ground-mounted lighting around the site has not yet been finalized. A condition requires that specifications for such lighting be provided in

conjunction with plans submitted to the Building and Safety Division for permits and are subject to the review and approval of the Director of Community Development.

Parking, Traffic, and Circulation

*Parking*

The total number of surface parking spaces currently on the new car dealership site is 208 and the total number of surface parking spaces currently on the certified pre-owned dealership is 56. The proposed project would result in a total of 574 parking spaces which consists of 97 roof-top employee parking spaces, 4 roof-top display spaces, 48 service stalls, 5 wash and detail bays, and the remaining 420 surface parking spaces for customer parking (36 spaces), vehicle inventory (199 spaces), additional employee parking (11 spaces), and service parking (174 spaces). If the 48 service bays on the first floor and 5 wash/details bay spaces were excluded from the on-site parking count, the number of off-street parking spaces is 521, yielding a net gain of 257 parking spaces on the site from the existing number of parking spaces combined between the two dealership sites.

The minimum parking ratio for buildings in the CPD District varies by the use. For specialized land uses such automobile dealerships, the Guidelines indicate that the parking requirement is subject to case-by-case evaluation. Therefore, the number of parking spaces proposed on the site is subject to review and approval by the Planning Commission.

Table 3 indicates the number of parking spaces for various functions of the dealership.

**TABLE 3:** Parking Count

	NUMBER OF PARKING SPACES
<b>SERVICE BAYS</b>	48
<b>WASH AND DETAIL BAYS</b>	5
<b>CUSTOMER PARKING</b>	36
<b>SERVICE PARKING</b>	174
<b>INVENTORY PARKING</b>	199
<b>EMPLOYEE PARKING</b>	108
<b>DISPLAY VEHICLES</b>	4
<b>TOTAL</b>	<b>574</b>

As shown by Table 3, a total of 36 spaces are dedicated to customer parking. However, customers who visit the facility for servicing will instead pull into the service lane area, from where their cars would be driven into the service bays. Vehicles that are ready for customer pick-up are parked on-site and brought to the service lane area by an employee when the customer comes in to pick-up the vehicles, and therefore, the majority of the 36 spaces are available to customers that may be shopping for a new car or are visiting the dealership for purposes other than servicing, and are expected to be more than adequate. Additionally, the site will have adequate parking for employees. Overall, staff finds the number of parking spaces on the site to be adequate.

### *Traffic*

A traffic impact analysis dated May 4, 2012, was prepared by W-Trans, Whitlock & Weinberger Transportation, Inc. for the purpose of identifying the potential traffic impacts of the proposed project. The analysis indicates that the project is expected to generate an average of 229 trips during the a.m. peak hour and 223 trips during the p.m. peak hour. After factoring in the existing development on the sites (including the Chevys Fresh Mex restaurant), this results in a net increase in trip generation of approximately 47 trips during the a.m. peak hour and 29 trips during the p.m. peak hour. The traffic analysis was based on the 112,345 square footage figure and thus the number of trips and traffic impacts will be less for the proposed 72,151 square foot building.

The significance criteria used to measure the impact of the proposed project were:

1. Reduction in the level-of-service (LOS) of a signalized intersection from an existing LOS D (or better) to LOS E or F; or
2. The project adds ten or more trips to an intersection projected to operate at LOS E or F prior to the addition of project traffic.

Project trip distribution was completed by the City Traffic Division. The distribution indicated that four intersections should be included in the traffic analysis: Dougherty Road/I-580 WB Off-ramp, Hopyard Road/I-580 EB Off-ramp, Hopyard Road/Owens Drive, and Owens Drive/Chabot Drive-Owens Court. Six different conditions were evaluated in the study: existing, existing plus project, near-term (existing plus approved projects), near-term plus project (existing plus approved projects plus project), build-out (no project), build-out plus project.

The “existing” and “existing plus project” scenarios did not result in exceeding either of the two thresholds identified in the significance criteria above and the intersections would continue to operate at a LOS of D or better.

The analysis for “near-term” (existing plus approved projects) and the “near term plus project” scenario indicates that the intersection at Hopyard Road and Owens Drive is expected to operate at an unacceptable level LOS E in both situations. The project is expected to add more than ten trips during the p.m. peak hour, therefore exceeding one of the two thresholds identified by the significance criteria.

The analysis for the “build-out” (no project) and “build-out plus project” scenario indicates that the addition of project-generated trips would result in the Hopyard Road/I-580 East Bound Off-Ramp reduction in LOS from “D” to “E.”

The traffic analysis indicates that in order to improve upon the impacts caused by the potential project, two mitigation measures should be implemented:

1. At the Hopyard Road/Owens Drive intersection: Widen the westbound approach from one left-turn lane, one shared through/right-turn lane, and one right-turn lane by adding a westbound through lane creating a revised lane configuration of: one left-turn lane, one through lane, one shared through/right lane, and one right-turn lane.

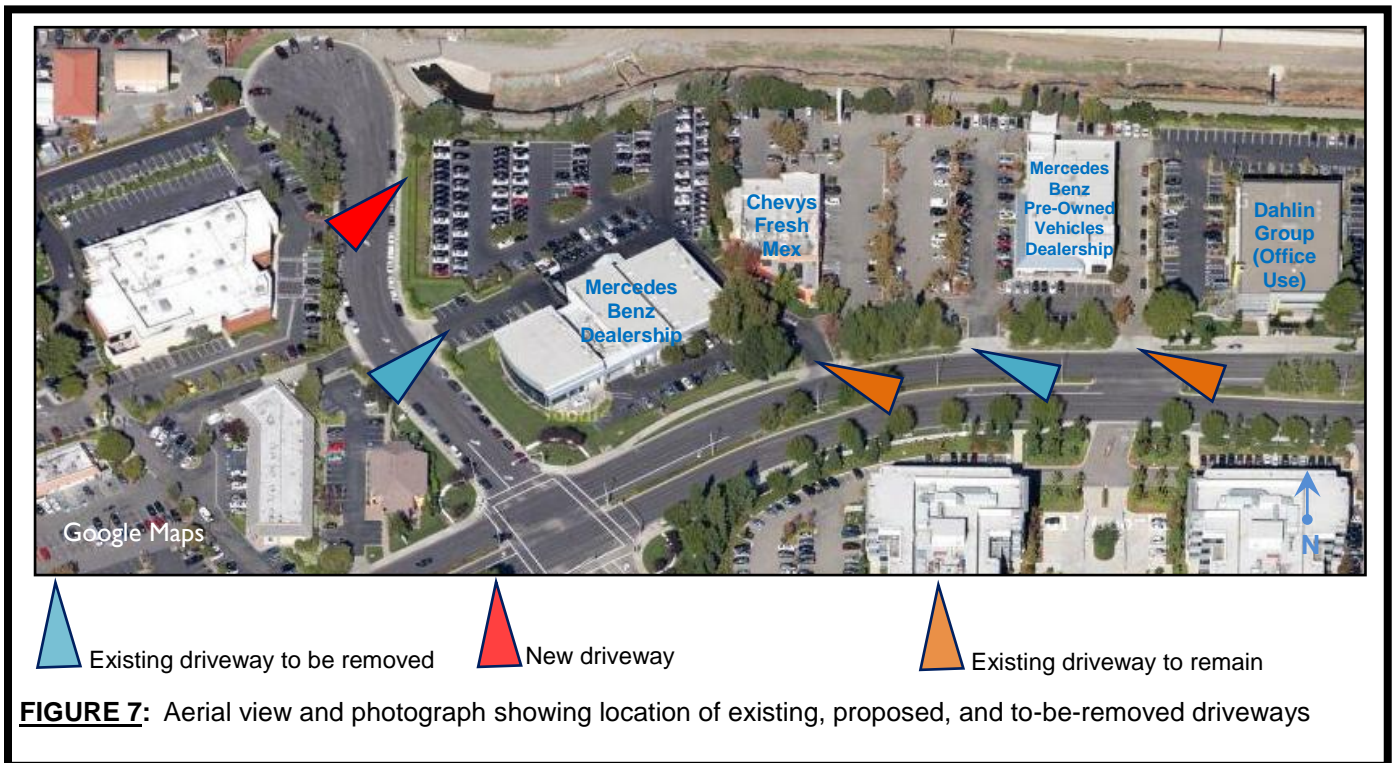


2. At the Hopyard Road/I-580 Eastbound Off-ramp: Modify the roadway striping on the off-ramp from two left-turn lanes and two right-turn lanes into one left-turn lane, one shared left-turn/right-turn lane, and two right-turn lanes.

Both of these mitigations have been identified as future projects in the Pleasanton Traffic Impact Fee (TIF) and the applicant will be required to pay the TIF. The project's payment of TIF will mitigate its contribution to the increase in traffic and help pay for mitigations already identified in the traffic impact fee report and General Plan.

*Circulation*

As noted previously in this staff report, the circulation on the site is expected to be adequate and the unloading of vehicle inventory is expected to be improved since there is adequate space on the subject site. The new driveway proposed on Owens Court near the end of the cul-de-sac and is thus not expected to create conflicts with through-traffic. Figure 9 consists an aerial photograph showing the area of Owens Court where the additional driveway is proposed and the locations of existing driveways to remain (two on Owens Drive) and existing driveways to be removed (one on Owens Drive and one on Owens Court). These locations are also shown on the site plan (Sheet A.1.1 of the project plans or Figure 3 of this report).



**FIGURE 7:** Aerial view and photograph showing location of existing, proposed, and to-be-removed driveways

Noise

The subject site is located adjacent and across the street from other commercial and office uses and is not in close vicinity to land uses particularly sensitive to noise such as residential uses. Existing conditions on and around the site contribute to the ambient noise level. These conditions include traffic on Owens Drive, Owens Court, Interstate 580, and loading and unloading of delivery trucks on the subject and adjacent properties. The noise

level on the site is not expected to be greater than the current operation, which has not resulted in any noise complaints to the City. 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.

Adjacent and nearby business could be temporarily impacted by noise during construction and remodeling of the facilities. For other projects in the Hacienda Business Park that were not near existing residences, the construction hours had earlier start times and later stop times. Since the site is not near existing residences, staff recommends that the same standards apply. Therefore, a condition of approval related to construction hours allows construction between 7:00 a.m. and 6:00 p.m., Monday – Saturday, with interior construction allowed to exceed these hours subject to approval by the Director of Community Development. Earlier “start times” or later “stop times” for exterior construction 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 in the “Site Description” section of this staff report, the site is relatively flat, ranging in elevations 326 feet to 328 feet, and the proposed project will not substantially change the existing topography. An area near the western property line will be slightly higher (0.30 to 2.4 feet) than the top of street curb along Owens Court to assist in management of stormwater runoff. A preliminary topographic survey is included as part of Exhibit B as Sheet C1.

The preliminary grading and drainage plan (Sheet C2) 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 northern boundary of the property. Vegetated swales are also proposed in various locations to help intercept and treat runoff from paved areas.

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.

#### 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 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 40 points, therefore meeting the minimum required points.

#### Climate Action Plan

Staff has completed an analysis of how the project is consistent with applicable measures outlined in the City of Pleasanton's Climate Action Plan. The project sites are currently urbanized, developed properties and the proposed facility serves to replace the existing buildings located on the existing sites. The project will incorporate bicycle racks and showers for employees that utilize alternative commutes. The parking areas on the site also identify parking spaces for commuters who carpool or vanpool. Additionally, the site is located in close proximity (approximately 0.2 miles) to the Dublin-Pleasanton BART station. The project sites are located within the Hacienda Business Park, which incorporates several transit-related programs, including providing employees within the park with an ECO-pass that entitles the bearer to use the Wheels bus system at no cost. The project will be required to incorporate green building and energy efficiency measures. Additionally, the building's roof leaders are internal and will day-light at the face of curb for sheet floor into the landscaping areas. The project architect is still in the process of finalizing how to incorporate on-site renewable energy into the project scope. A condition of approval requires that plans and supporting materials submitted to the Building and Safety Division for permits showing how the project meets this requirement.

#### Signage

The elevation drawings and color renderings for the project show the location and general style of conceptual signage on the proposed facility. Wall signs consisting of the business name and logos are shown on the project plans. The Hacienda Business Park Design Guidelines outline parameters for commercial signage. Upon submittal of further details, the signage will be reviewed by staff for conformance with the parameters outlined in the Design Guidelines. Sign proposals that meet the Hacienda Business Park Design Guidelines for signage are approved over-the-counter.

### **PUBLIC NOTICE**

Notices regarding the proposed PUD-Design Review and Conditional Use Permit applications and related public hearing were mailed to the surrounding property owners and tenants within a 1,000-foot radius of the project site. A map showing the noticing area is attached to this report. The public notice was also published in *The Valley Times*. Staff has not received any other comments as of the writing of this staff report.

### **FINDINGS**

The Planning Commission must make the following findings prior to granting the use permit:

- A. That the proposed location of the conditional use is in accordance with the objectives of the zoning ordinances and the purpose of the district in which the site is located.**

The objectives of the Zoning Ordinance include fostering a harmonious, convenient, workable relationship among land uses, protecting land uses from inharmonious influences and harmful intrusions, promoting a safe, effective traffic circulation

system, and ensuring that public and private lands ultimately are used for the purposes which are most appropriate and beneficial to the City as a whole.

Staff believes the proposed use as conditioned would be consistent with the zoning ordinance objectives in that it would provide a more efficient service to customers and would result in a consolidated dealership operation. The operation will be improved in that the location of the proposed building will facilitate unloading of inventory vehicles on the subject site instead of public streets. The hours of operation of the dealership will not change from the existing operation. Also, adequate parking on the site will allow for employees to park on the subject property. The use is surrounded by commercial and offices uses and thus will not impact residential uses. The use as conditioned will not result in an impact to parking, noise, or other objectionable influences. Staff believes that this finding may be made.

**B. That the proposed location of the conditional use and the conditions under which it would be operated or maintained will not be detrimental to the public health, safety, or welfare, or materially injurious to the properties or improvements in the vicinity.**

Vehicle servicing and repair will take place inside the proposed facility. The hours of operation of both the sales and service departments are consistent with the current operation and have not generated negative comments. The site is not located near residential uses and thus the operation of the showroom and service facility will not impact residences in terms of parking, noise, and other objectionable influences. An adequate number of employee and customer parking spaces and adequate on-site space for unloading inventory vehicles has been provided on the site. Further, the conditions of approval require the applicant to mitigate potential nuisances that may arise with the proposed use. Staff believes that this finding may be made.

**C. That the proposed conditional use will comply with each of the applicable provisions of the Municipal Code which apply to Conditional Uses.**

The PUD zoning of the subject site permits the establishment of automobile dealerships subject to conditional use permit approval. The proposed use, as conditioned, would comply with applicable provisions of the governing PUD and zoning ordinance. Granting a conditional use permit to the applicant would be consistent with the City's ability to regulate zoning as listed in the Municipal Code. Therefore, staff believes that this finding may be made.

## **ENVIRONMENTAL ASSESSMENT**

A draft Initial Study and Negative Declaration has been prepared for the proposed project. Based on the analysis in the assessment, the proposal would not have any significant adverse impact on the environment. If the Planning Commission concurs with the environmental assessment, it must make the finding that the Negative Declaration can be issued in conformance with the California Environmental Quality Act (CEQA). As of the

writing of this report, staff has not received any comments regarding the draft Initial Study and Negative Declaration.

## **CONCLUSION**

The subject application will allow the consolidation and expansion of the existing Mercedes Benz dealership in Pleasanton. The operation will be expanded to allow for additional service bays and inventory vehicles on the subject site. Staff finds that the project proposal will result in a better facility for residents of the Tri-Valley region and the greater San Francisco Bay Area. The design, colors, and materials of the proposed project are very attractive and well-suited for the use.

## **STAFF RECOMMENDATION**

Staff recommends that the Planning Commission:

1. Find that the project would not have a significant effect on the environment and adopt a resolution approving the attached draft Initial Study and Negative Declaration;
2. Make the Conditional Use Permit findings as listed in the staff report; and
3. Approve Cases PUD-85-08-13D and P12-0763 subject to the conditions listed in "Exhibit A."

*Staff Planner: Shweta Bonn; (925) 931-5611, [sbonn@ci.pleasanton.ca.us](mailto:sbonn@ci.pleasanton.ca.us)*