

**CITY OF ALBANY
PLANNING AND ZONING AGENDA
STAFF REPORT**

Agenda date: 11/08/11
Prepared by: ALH

ITEM: 7a

SUBJECT: The applicant is seeking preliminary feedback for a proposed boutique auto salon at 1035 Eastshore Freeway (next to Target). The applicant has filed for a Conditional Use Permit and Design Review. Additionally, signage size and locations are included for preliminary review. The operation is proposed to be a new 7,850 sq. ft. building which will house an auto sales operation. The sales operator will be determined at a later date.

APPLICANT: Tim Southwick, President of Toyota of Berkeley

SITE: 1035 Eastshore Freeway

STAFF RECOMMENDATION

Staff recommends that the Planning and Zoning Commission receive the memo for the proposed auto salon at 1035 Eastshore Freeway and provide the following feedback:

1. Determine if there is Commission support for auto sales use at this location.
2. Determine if there is Commission support for auto service at this location.
3. The Planning & Zoning Commission may identify and request additional materials and exhibits to be submitted as part of application completeness.

Since this is a preliminary study session review, no action on the application is being requested as this time.

BACKGROUND

As part of the master plan for the Target site approved in 2003, the adjacent pad site was originally designated for a 6,000 sq. ft. flex site that was intended to be either a sit-down restaurant or retail space. A user such as Applebee's or Chili's restaurant was anticipated to operate at this site. However, no buildings were ever constructed on the parcel and the remained in Target's ownership. The parking provided for this pad site was calculated based on restaurant use requirements. The parking was substantially constructed at the site and has been used as overflow parking for Target.

In September 2011, the pad site located adjacent to Target was listed on the market for sale. The applicant signed a Letter of Intent with Target on September 26, 2011 and is currently in contract on the property. The applicant would like to operate a "boutique auto salon" on the

property. This would include small auto dealership building, approximately, 7,850 sq. ft., at the site. This includes a sales area of 2,750 sq. ft. and a 5,100 sq. ft. service shop area. Since a user has not yet been identified and the site is considered small by auto sales industry standards, the applicant has referred to the site as a “boutique auto salon” in order to market the site to smaller operators.

SITE LOCATION



ANALYSIS

The applicant has filed concurrent application requests for Design Review for a new 7,850 sq. ft. building and a use permit to have auto sales on site. The site plan shows a building footprint with a sales area of 2,750 sq. ft. and 5,100 sq. ft. for a service shop area.

Design Review

Commission feedback is sought on the preliminary design submittal. The applicant has provided a preliminary site plan and elevation details. The service shop area is proposed to have a maximum building height of 17 ft. and clad in what appears to be corrugated steel, though the material is not specified on the plans. The sales area is shown at 20 ft. in height and will be entirely glass steel beams and framing. The preliminary plans show a "Ford" sign and "VW." These signs are merely included for illustrative purposes only and do not represent models to be sold.

Use Permit

Section 20.12.040 of the Albany Municipal Code requires a Conditional Use Permit for both auto service and sales. The proposed hours of operation are 7:30 am-7pm, seven (7) days a week. The operation will have nine (9) full-time employees.

Parking Requirements

Parking requirements: Auto sales 1 space/1,000 square feet
Auto repair 1 space/300 square feet

For the proposed business this creates a total of three (3) parking spaces for auto sales and seventeen (17) spaces for auto repair, twenty (20) parking spaces total. There are sixty-four (64) parking spaces shown on the proposed plans. Site access will be shared with the Target from the existing entrance on Eastshore Freeway.

Sign Location

The applicant indicated that he would like to have a preferred signage location identified by the Planning & Zoning Commission. He indicated that having a preliminary location will help to market the site to potential users. As such, he has identified three potential locations on site to have a monument sign preliminary plan:

1. Close to the existing Target monument sign facing Eastshore Freeway
2. At the far end of the property, adjacent to the existing Toyota Service Center
3. Farther away on the pad site

Conceptual signage and site plan with the preferred location is expected to be received from the applicant prior to the hearing and will be distributed to the Commission.

CEQA

In 1998, an Environmental Impact Report prepared for the Cleveland/Eastshore Redevelopment Plan Area. When Target applied for a new facility at 1050/1057 Eastshore Freeway in 2003, they tiered off of the original environmental document and prepared with the assumption that a 6,000 sq. ft. restaurant use would be on-site. A 7,850 sq. ft. auto dealership

was not identified as an alternative use at the site. As a result, an initial study will need to be prepared to account for this proposed change in land use. Environmental factors including noise, air quality, greenhouse gas emissions, and water quality will have to be reviewed further to determine if there are project related impacts which may require mitigation. Next steps include retaining a consultant for environmental review, preparation of the document, and the public review period prior to any Commission action.

Attachments

1. Target Letter of Authorization
2. Applicant Statement
3. Planning Application
4. Preliminary Project Plans
5. Original Site Plan from Target approval