

January 6, 2005

**Honorable Chairman and Members of the
Hermosa Beach Planning Commission**

**Regular Meeting of
January 18, 2005**

SUBJECT: CONDITIONAL USE PERMIT 04-8, PRECISED DEVELOPMENT PLAN 04-27

LOCATION: 2775 PACIFIC COAST HIGHWAY

APPLICANT: LOTUS SOUTH BAY
 HITCHCOCK AUTOMOTIVE RESOURCES
 17340 E. GALE AVENUE
 CITY OF INDUSTRY, CA 91748

REQUEST: CONDITIONAL USE PERMIT AND PRECISE DEVELOPMENT PLAN FOR MOTOR
 VEHICLE SALES AND MOTOR VEHICLE REPAIR

Recommendation

To approve the request subject to the conditions as contained in the attached resolution.

Background

ZONING:	C-3
GENERAL PLAN:	General Commercial
LOT SIZE:	20,960 square feet
BUILDING AREA:	5,874 square feet
PARKING REQUIRED:	21 spaces
PARKING PROVIDED:	23 spaces
ENVIRONMENTAL DETERMINATION:	Categorically Exempt

The subject property is located on the west side of Pacific Coast Highway in the middle of the block between Artesia Boulevard and 30th Street, and is currently vacated. A vehicle sales and service business is the previous occupant of the site. The property is separated from residential uses to the west by a “dead-end” service alley. Several of the residential lots have built substantial block walls (8-14 feet high) that serve as a buffer from the commercial uses along P.C.H, although one existing lot and another under construction use the alley to access their garages.

The site represents only the southerly most portion of the former Vasek Polak dealership franchises that have previously occupied the properties from 2775 – 3001 P.C.H. These properties were operating under the terms of a Master Conditional Use Permit originally granted in 1989, and most recently amended in 1992.

At their meeting of December 16, 2004 the Staff Environmental Review Committee considered the environmental impacts of the project, and recommended an Environmental Negative Declaration. The site will be required to provide storm water management plans for the construction and post construction phases. This will include the provision a filter in the catch basin to filter pollutants from entering the storm drain system.

Analysis

The applicant proposes a two phased development program on approximately 1/3 of the former Vasak Polak BMW dealership and affiliated sites. In the first phase, the applicant plans to operate a Lotus sports car franchise on the site as currently developed, with a limited number of new cars for sale, and also sell a limited number of used vehicles and conduct auto repairs for BMW and Lotus. In the second phase, the existing sales building will be demolished and replaced with a new 3,977 square foot showroom and office facility. These uses are consistent with the prior use of the property as both a new and used cars sales and service business. Phase 2 includes construction of the new showroom, regrading and resurfacing of the parking and display areas and utilization of the existing auto repair bays in the rear of the site. Pursuant to Section 17.26.030 of the Zoning Ordinance, a Conditional Use Permit is required for this new motor vehicle sales and motor vehicle repair business in the C-3 zone. A Precise Development Plan is required for the second phase of the project which involves the construction of a new showroom.

Based on the number of parking spaces required for various commercial uses as specified in Section 17.44.030 of the Zoning Ordinance, the proposed motor vehicle sales use requires 21 parking spaces (1 space for every 1000 square feet of lot area). The plans show striping for 23 parking spaces, including 1 handicapped accessible space. In addition to the showroom, the plans also indicate an area on the site for vehicle storage and display, which does not interfere with the required parking.

The existing service bays are oriented to the side (south-facing) direction, and the applicants does not propose to change this orientation. While it might be preferable to have the bays oriented towards P.C.H. away from the residences to the east, the applicant is proposing to use the existing structure and keep the bays oriented to the south. The service bay and repair area is separated from the residential properties by an alley, and as noted some residences already have existing block walls. Also, this side orientation is aesthetically more desirable when viewed from P.C.H.

Access to the site is available from both Pacific Coast Highway and the service alley to the rear. Given the proximity of the service alley to nearby residences, and that it directs traffic to residential streets (if using the alley, a vehicle must exit westbound on Gould), staff believes the primary access to the site should be from P.C.H. Since some tow trucks and/or delivery vehicles may not be able to turn around on site, these vehicles will have to exit the site along the service alley. To minimize noise and traffic impacts in the residential area, however, staff is recommending that only one gate access be retained, and its use be controlled and limited for employee and delivery vehicles exiting the site, and not for customer or general ingress or egress. Also, to alleviate potential noise concerns related to the service bays that are located at the rear of the site, staff is recommending a condition that a 10-foot high block wall, and solid gate be installed at the rear of the property.

Staff is recommending standard conditions of approval to mitigate possible negative impacts the proposed use could have on the adjacent residential properties as previously approved in Conditional Use Permits for motor vehicle sales and service businesses at this location and other locations within the city. These conditions include the following

1. Parking areas shall be striped and used pursuant to submitted plans and signs provided designating spaces for customer parking and employee parking.
2. All vehicle service shall be conducted inside the building. Outdoor work on vehicles is prohibited.
3. Display of vehicles for sale shall be limited to the designated areas and shall not block the entry/exit onto Pacific Coast Highway.
4. Public right-of-way shall not be used for the parking or storing of vehicles that are intended for sale.
5. No storage of trucks, tractors, trailers and RV's in the parking and vehicle display areas or any other location on the premises.
6. Parking or stopping on the service alley for the delivery of vehicles to the site shall be prohibited. Deliveries shall occur on the premises, or in the case of large delivery trucks, along the curb within the P.C.H. right-of-way.
7. The operating hours of the sales business shall be limited to between 8:00 A.M. and 9:00 P.M. Monday through Friday and 10:00 A.M. and 9:00 P.M. Saturday and Sunday, and the auto repair shall cease at 7:00 P.M.
8. There shall be no outside bells, buzzers, public announcement system, or similar apparatus audible beyond the property lines.
9. No outdoor storage of derelict vehicles, auto parts, or other materials.
10. Any new signs for the limited auto sales portion of the business will require the submittal and approval of a comprehensive sign program for all the buildings on the property.
11. Noise emanating from the property shall be within the limitations prescribed by the City's noise ordinance, Chapter 8.24 of the Hermosa Beach Municipal Code.
12. All exterior lights shall be located and oriented in a manner to insure that neighboring residential properties and public right-of-way shall not be adversely affected.
13. The exterior of all the premises shall be maintained in a neat and clean manner, and maintained free of graffiti at all times.

Also specific conditions for this site include:

1. If new and used car sales are to commence prior to the construction of the new building and regrading of the site, a phase 1 or interim site plan must be submitted showing the location of required customer employee parking, vehicle display areas, and the property shall be re-striped accordingly.
2. The primary entry and exit to the site shall be at Pacific Coast Highway, and shall be maintained clear for two-way ingress and egress at all times.
3. Only one gated access shall be permitted at the service alley and shall be controlled to prevent use of the service alley for customers or test-driving. The use of the gate shall be for exiting vehicles only, limited to employees and service personnel and as necessary for delivery vehicle or tow trucks to exit the site.
4. Provide a minimum 5-foot landscaping strip along the frontage at P.C.H.

5. Construct a new 10' height decorative block wall along the easterly property line and install a solid rolling gate in only one of the existing gate openings to help attenuate noise for residential properties to the west.

CONCUR:

Ken Robertson
Senior Planner

Sol Blumenfeld, Director
Community Development Department

Attachments

1. Proposed Resolution
2. Location Map
3. Photographs

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