



# REPORT TO PLANNING COMMISSION City of Sacramento

# 5

915 I Street, Sacramento, CA 95814-2671

PUBLIC HEARING  
February 9, 2012

To: Members of the Planning Commission

**Subject: Credit Max Automotive (P11-087)**

**Project Description:** A request to reestablish automobile sales on a commercially developed property comprising approximately 6.5 acres in the General Commercial (C-2) zone.

- A. Environmental Determination:** Categorical Exemption pursuant to CEQA Guidelines Section 15301;
- B. Special Permit** to establish automobile sales on a property comprising approximately 6.5 developed acres in the General Commercial (C-2) zone.

**Location/Council District:**

3799 and 3801 Florin Road

Assessor's Parcel Numbers: 041-0120-013; 041-0112-016, 021, and 024

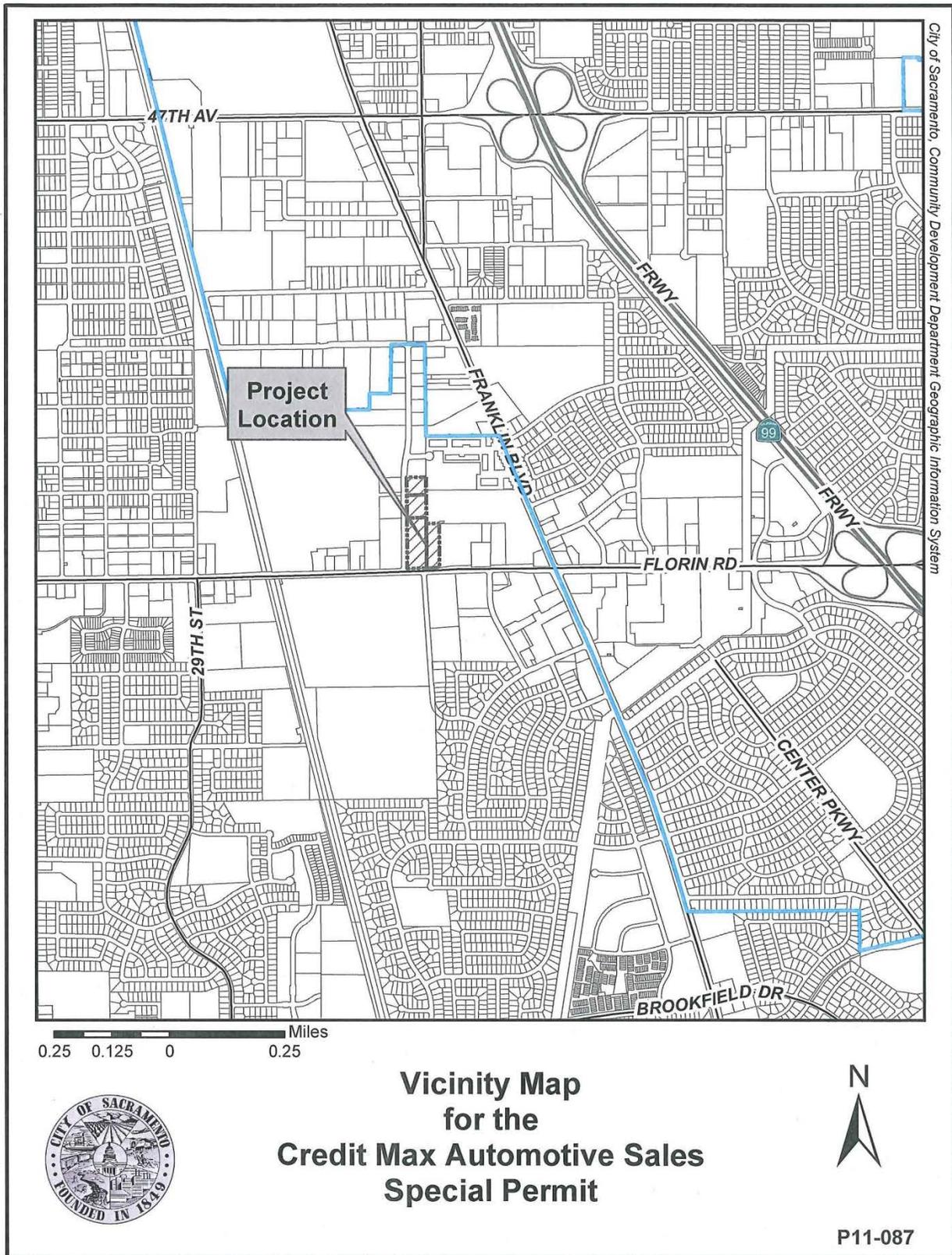
Council District 5

**Recommendation:** Staff recommends the Commission approve the request based on the findings and subject to the conditions listed in Attachment 1. The Commission has final approval authority over items A and B above and its decision may be appealed to the City Council. **The project has no outstanding issues and is noncontroversial.**

**Contact:** Kimberly Kaufmann-Brisby, Associate Planner, 916-808-5590; Lindsey Alagozian, Senior Planner, 916-808-2659

**Applicant:** Duane Gulbranson for Credit Max Automotive, 741 Fulton Avenue, Sacramento, CA 95825, 209-598-1332, [klozingtyme@yahoo.com](mailto:klozingtyme@yahoo.com)

**Owner:** Bob Creedon, RJC Florin, LLC, 8 Santa Anna Drive, Poughkeepsie, NY 12603, 914-456-9425 [bob.creedon@gmail.com](mailto:bob.creedon@gmail.com) (LLC-Robert J. Creedon Jr., Michael Creedon, Kelly Creedon, Courtney Creedon, Paul Soroka, Kristin Grueser)



**Summary:** The applicant is requesting the necessary entitlements to reestablish an auto dealership known as the Credit Max Auto Center in the former Senator Ford vehicle dealership which ceased operations more than two years ago. Because the automotive use lapsed for a period in excess of two years the deemed special permit for vehicle sales expired and a new special permit for vehicle sales is needed to reestablish the use. No changes are currently proposed for the buildings.

Staff notified all property owners within a 500 foot radius of the project site regarding this public hearing. At the time of writing this report, staff had not received any inquiries or opposition regarding the project. **The project is not considered to be controversial.**

<b>Table 1: Project Information</b>
<b>2030 General Plan designation:</b> Urban Center Low-F.A.R. 0.4-4.0
<b>Existing zoning:</b> General Commercial (C-2)
<b>Existing use of site:</b> formerly Senator Ford Automotive Center-currently not in use
<b>Property area:</b> 6.52 acres

**Background Information:** The project properties are included in the Florin Road Corridor Plan area and are part of the recently established Florin Road Design Review District. The Plan and the District were established to assist in the revitalization of the Florin Road corridor, which has been in decline for many years. With the adoption of the Florin Road Corridor Plan on Oct. 19, 2010, two of the project parcels were rezoned from General Commercial (C-2) to Residential Mixed Use (RMX) in error (APNs 041-0112-021 and 024). On January 17, 2012, said parcels were rezoned back to C-2. The rezone will become effective on February 16, 2012. There is no record of additional planning or development applications affecting this property.

**Public/Neighborhood Outreach and Comments:** Early Project Notification packets were sent to the Florin Road Partnership and the Hollywood Park Neighborhood Association. The site was posted and property owners within a 500' radius of the property were sent a notice of the public hearing. Staff has received no project inquiries as of the date of the writing of this report.

**Environmental Considerations:** The Community Development Department, Environmental Planning Services Division has reviewed this project and determined that it is exempt from the provisions of the California Environmental Quality Act (CEQA) under Class 3, Section 15301-Existing Facilities because the project consists of the reuse of existing facilities involving negligible or no expansion of the use beyond what previously existed.

#### **Policy Considerations:**

The 2030 Sacramento General Plan (SGP) land use designation for the project site is Urban Center Low. The site is zoned General Commercial and is within the Florin Road Corridor Plan area. The Florin Road Corridor Plan was created through a joint planning

effort between the City and County of Sacramento to ensure a consistent vision for the revitalization of both the City and County sides of the corridor; to promote coordinated planning and economic revitalization along the Florin Road corridor; to promote reinvestment and the long-term success of the Florin Road corridor area which has experienced significant economic downturn over the years; and to establish the Florin light rail station area as a Transit Village Development District in accordance with the State Transit Village Development Planning Act of 1994.

The Plan comprises specific strategies designed to address the housing, economic development, infrastructure, public safety, and design needs of the corridor. Included in the Plan was the creation of key commercial nodes which concentrated commercial zoning around the key intersections including Florin Road and Franklin Boulevard as well as 24<sup>th</sup> Street and Florin Road (South Area-Florin Road Corridor Policy 1.1).

The project site is located within the Florin Road-Franklin Boulevard Commercial node and was an auto dealership for approximately thirty years. The reuse of the site and reinvestment in the area is consistent with the corridor revitalization effort.

The Urban Center Low land use designation provides for smaller urban areas throughout the city. Each center includes employment-intensive uses, a mix of housing, and a wide variety of retail uses. Urban Center Low is located around light rail stations, along local arterials, and in other key areas of the city. Building heights tend toward low- and mid-rise structures. The land use designation provides for a balanced mix of high-density/intensity single-use commercial or residential development or horizontal and vertical mixed-use development including retail uses.

The proposed automobile dealership is consistent with the General Plan policy of Jobs and Housing balance (LU2.8.5). By encouraging a balance between job type, the workforce, and housing development the negative impacts of long commutes are lessened and the range of employment opportunities are increased. By reestablishing the auto dealership more well paying jobs will become available and may reduce the Sacramento residents' commutes to Elk Grove or Roseville where a majority of the region's auto dealerships currently reside.

### **Project Design:**

#### **Land Use**

The applicant proposes to establish an auto dealership on the former Senator Ford auto dealership site. Apart from reestablishing the automotive sales use, no changes are proposed for the site. Currently the project site comprises four buildings with a total building area of 47,700 sq. ft. The 13,000 sq.ft. showroom/offices building is connected to the 10,200 sq. ft. Service Building B by a 3,500 sq. ft. canopy. Freestanding Service buildings C and D have 13,000 sq. ft. and 8,000 sq. ft., respectively. The business hours of operation will be from 7 a.m. to 7 p.m., seven days a week.

The City's Zoning Code requires approval of a Planning Commission special permit for auto sales per Section 17.24.050 footnote 79 of the Zoning Code prior to operation. Because the previous auto dealership ceased operation for a period in excess of two years the deemed special permit expired and a new special permit is required to reestablish the use per Section 17.212.100(G) of the Zoning Code.

The City's Zoning Code Section 17.212.010, outlines the findings required for the approval of the special permit. In evaluating special permit proposals of this type, the Commission is required to make the following findings:

1. Granting the Special Permit is based upon sound principles of land use in that the proposed automobile dealership would reuse a former automotive sales facility and would generate economic activity and help in the effort to revitalize the Florin Road Corridor.
2. Granting the Special Permit would not be detrimental to the public welfare nor result in the creation of a public nuisance in that a vacant automotive facility will be put to use, will be conditioned to cosmetically enhance the facades as needed, and will add good jobs.
3. The proposed project is consistent with the General Plan land use designation of Urban Center Low which provides for a balanced mix of high-density/intensity single-use commercial. The project is also consistent with the General Plan policy of Jobs and Housing balance in that by encouraging a balance between job type, the workforce, and housing development the negative impacts of long commutes are lessened and the range of employment opportunities are increased. By adding the auto dealership many better and well paying jobs will come available and may reduce the Sacramento residents' commutes to Elk Grove or Roseville where a majority of the region's auto dealerships currently reside.

In addition to the findings noted above the Planning Commission must make the following findings for automotive uses per Section 17.24.050, footnote 79 of the Zoning Code.

- i. That the proposed project is consistent with the commercial corridor design principles for areas outside design review districts. In this instance, the project site is within the Florin Road Corridor Design Review District but because the proposed auto dealership does not propose any changes to the existing structures, staff design review is not required.
- ii. That the proposed project is compatible with the goals, policies and recommendations contained in all applicable land use plans, urban design plans and other documents that address development in the commercial area in which the project is located. In this instance, the proposed project is consistent with both the policies of the General Plan and of the Florin Road Corridor Plan;

iii. That the proposed project complies with the development standards in subsection (b) of this section.

b. Development Standards.

i. Outdoor Storage. Outdoor storage of any inventory and/or supplies in view of any public right-of-way is prohibited, except for automobile, RV and mobilehome sales, rental and storage uses. Outdoor storage or parking of vehicles overnight for auto service and repair facilities is prohibited.

ii. Operating Standards. Automobile servicing and repair work performed within three hundred (300) feet of property used or zoned for residential purposes shall not be conducted before six a.m. or after ten p.m. on any day of the week. All such work shall be performed within a building.

In this instance the project will comply with the development standards as outlined above either through project conditions of approval or by virtue of the proposed automobile sales use. Because automobile sales is the proposed use outdoor vehicle storage is allowed. The project site is within three hundred feet of residential uses so the project will be conditioned such that all automobile servicing or repair work shall occur within a building and shall not occur between the hours of 10 p.m. and 6 a.m., seven days a week.

### Access, Circulation, and Parking

Access to the facility is provided via one driveway on Florin Road and four driveways along the Luther Way frontage. Development Engineering staff have reviewed the existing site plan and have determined the site access and circulation to be adequate for the proposed dealership.

The parking requirement for the project is one parking space per 500 gross square feet of building area. The building, including the parts storage area, includes 47,700 gross square feet of area therefore the project is required to provide 95 parking spaces. The applicant has indicated there are currently 122 parking spaces provided onsite for customers and employees. Because the Site plan does not indicate the location of required bicycle parking spaces, the project is conditioned to provide five (5) bicycle parking spaces in a well-lit and secure area.

### Height, Bulk, and Setbacks

<b>Table 2</b>			
<b>Height and Area Standards</b>			
<b>Standard</b>	<b>Allowed/Required</b>	<b>Existing/Proposed</b>	<b>Deviation</b>
Height	45'	32'	no

Front yard setback	15'	180'	no
Interior side yard setback	0'	30'	no
Street Side setback	5'	20'	no
Rear setback	0'	30'	no
Lot coverage	na	na	na
Floor Area Ratio (FAR)	0.4-4.0	0.17	no

As indicated above, the project meets or exceeds all applicable height and area requirements but does not meet the minimum Floor Area Ratio (FAR) requirement, but is consistent with General Plan policies pertaining to the reuse of an existing building.

The project floor area ratio (FAR) is 0.17 which is less than the minimum required FAR of 0.4 but because the site is existing and is within a designated Corridor it is considered to be consistent with the land use designation per the following 2030 General plan policies:

- The City shall allow renovations and expansions of existing development that fall below the allowed minimum density and floor area ratio (FAR), provided that the existing structure is not demolished ( LU 1.1.6 Infill below Minimum Standards).
- Existing industrial and heavy commercial uses in areas designated as Centers or Corridors may continue and expand operations, provided that such uses operate compatibly with existing and future new residential and commercial development in the area (LU 1.1.12 Existing Industrial and Commercial Uses- Amended October 28, 2009).

### **Building Design, Signage, and Landscaping**

No changes are proposed for the project site. Service Building C is bisected by a property line. While this poses no issues at this time, should the applicant ever perform work requiring a building permit for that building, the lots would need to be merged or the lot line would need to be moved away from the building. The project is conditioned accordingly. The buildings require some cosmetic improvements for which the project is conditioned. Decorative landscaping is provided along the Florin Road frontage but because the customer parking areas were established prior to the adoption of the shade ordinance, no additional shading is required. No signage is proposed with this proposal but the project will be conditioned to comply with the City's Sign Code.

### **Conclusion:**

Staff is in support of the proposal and recommends the Planning Commission approve items A and B, subject to the attached conditions of approval. The proposed project is consistent with the General Plan policy of Jobs and Housing balance as well as with the Florin Road Corridor revitalization effort.

Respectfully submitted by: \_\_\_\_\_



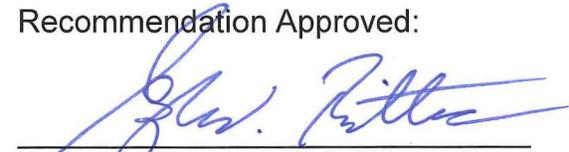
KIMBERLY KAUFMANN-BRISBY  
Associate Planner

Approved by: \_\_\_\_\_



LINDSEY ALAGOZIAN  
Senior Planner

Recommendation Approved:



GREGORY BITTER, AICP  
Principal Planner

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**Attachment 1**  
**City Planning Commission Record of Decision**  
**Recommended Findings of Fact**  
**Credit Max Automotive Special Permit**  
**3795 and 3799 Florin Road**  
**APNs 041-0120-013, 041-0112-016, 021, and 024**  
**(P11-087)**

**Findings of Fact**

**A. Environmental Determination: Exemption**

Based on the determination and recommendation of the City's Environmental Planning Services Manager and the oral and documentary evidence received at the hearing on the Project, the Planning Commission finds that the Project is exempt from review under Section 15301, Existing Facilities of the California Environmental Quality Act, as follows: the project consists of the reuse of existing facilities involving negligible or no expansion of the use beyond what p[reviously existed.

**B. The Special Permit** to establish automobile sales on a property comprising approximately 6.5 developed acres in the General Commercial (C-2) zone is approved subject to the following Findings of Fact and Conditions of Approval:

1. Granting the Special Permit is based upon sound principles of land use in that in that the proposed automobile dealership would reuse a former automotive sales facility and would generate economic activity and help in the effort to revitalize the Florin Road Corridor.
2. Granting the Special Permit would not be detrimental to the public welfare nor result in the creation of a public nuisance in that a vacant automotive facility will be put to use, will be conditioned to cosmetically enhance the buildings as needed, will add good jobs, , and will increase economic activity in a challenged area.
3. The proposed project is consistent with the General Plan policy of Jobs and Housing balance in that by encouraging a balance between job type, the workforce, and housing development the negative impacts of long commutes are lessened and the range of employment opportunities are increased. By adding the auto dealership many better and well paying jobs will come available in the south area and may reduce the occasions when Sacramento residents' drive to Elk Grove or Roseville where a majority of the region's auto dealerships currently reside.
4. The project site is within the Florin Road Corridor Design Review District and is subject to design review however because the proposed auto dealership does not propose any changes to the existing structures, staff design review is not required.

5. The proposed project is compatible with both the policies of the General Plan and of the Florin Road Corridor Plan in that the project site is located within the Florin Road-Franklin Boulevard Commercial node and was an auto dealership for approximately thirty years. The reuse of the site and reinvestment in the area is consistent with the corridor revitalization effort.
6. The proposed project complies with the development standards as outlined either through project conditions of approval or by virtue of the proposed automobile sales use. Because automobile sales is the proposed use outdoor vehicle storage is allowed. The project site is within three hundred feet of residential uses so the project will be conditioned such that all automobile servicing or repair work shall occur within a building and shall not occur between the hours of 10 p.m. and 6 a.m., seven days a week.

### **Conditions of Approval**

**B. Special Permit:** The **Special Permit** to establish automobile sales on a property comprising approximately 6.5 developed acres in the General Commercial (C-2) zone is approved subject to the following conditions of approval:

#### Current Planning

1. The applicant shall obtain all necessary building permits prior to commencing construction.
2. The project shall substantially conform to the approved plans as shown on the attached exhibits and as conditioned to revise. Any modification to the project shall be subject to review and approval by Planning staff (and may require additional entitlements) prior to the issuance of building permits.
3. Any building and/or structure containing hazardous material(s) shall be labeled at all doorways with easy to read signs that provide emergency response teams with information pertaining to the hazardous building/structure contents and proper containment procedures. Labeling should be based on existing systems (such as the National Fire Protection Association 704 system) and approved by the City Fire Department.
4. All automobile servicing or repair work shall occur within a building and shall not occur between the hours of 10 p.m. and 6 a.m., seven days a week.
5. Any building in disrepair shall be painted, roll-up doors replaced or repaired, awnings replaced, and cosmetically enhanced to the satisfaction of the planning director within one-year of commencing business operations.
6. A minimum of 95 parking spaces for employees and customers shall be provided including the required number of ADA accessible spaces. Currently the site has 122 parking spaces for customer and employee parking. All existing parking

areas may be maintained as is. Any new required parking and maneuvering areas shall comply with the city's shade requirements such that the areas shall be shaded 50 percent after 15 years.

7. The applicant shall provide five (5) bicycle parking spaces onsite. Two of the spaces must be Class I and three shall be either Class I, II, or III. The bicycle parking spaces shall be placed in secure, well lit areas near building entrances and shall be installed within six months of commencing business operations.
8. Should the applicant ever perform work on Service building C requiring a building permit the underlying lots bisecting the building shall be merged or the lot line shall be moved. Proof of a lot merger or lot line adjustment shall be presented to the building official prior to the issuance of any building permit for service building C.
9. Any project signage shall comply with the City's Sign Ordinance requirements.
10. The applicant is responsible for the daily removal of all litter generated by the business from the project site, and the business' Florin road and Indian Lane frontages.

#### **Department of Transportation-Traffic Engineering**

11. The applicant shall repair/reconstruct any deteriorated portions of the existing curb, gutter and sidewalk fronting the property along Florin Road and Luther Drive per City standards and to the satisfaction of the Department of Transportation (Anis Ghobril-808-5367);

#### **Department of Utilities-Solid Waste Division Advisories**

- A. The project must meet the requirements outlined in Sacramento City Code Chapter 17.72.
- B. Solid waste trucks must be able to safely move about the property, with minimum backing, and be able to empty the bins and cans safely.
- C. Properties must accommodate trucks, as well as cans or bins, that are roughly the dimensions outlined in the "Truck, Bin, and Can Dimensions" section, on the next page.
- D. As a commercial property, this site must have solid waste services, but is not required to use City of Sacramento Solid Waste Services. This means the property manager may have the site served by a franchised hauler instead of the City of Sacramento, if so desired.
- E. Solid waste driver must not have to move front-loader bins more than 15 ft. for collection.

- F. The property must have enough weekly capacity of both trash and recycling to meet the requirements are outlined in 17.72.030, which for this project is 1 cubic yard for trash, and another 1 cubic yard for recycling.

**Sacramento Area Sewer District Advisories (SASD)**

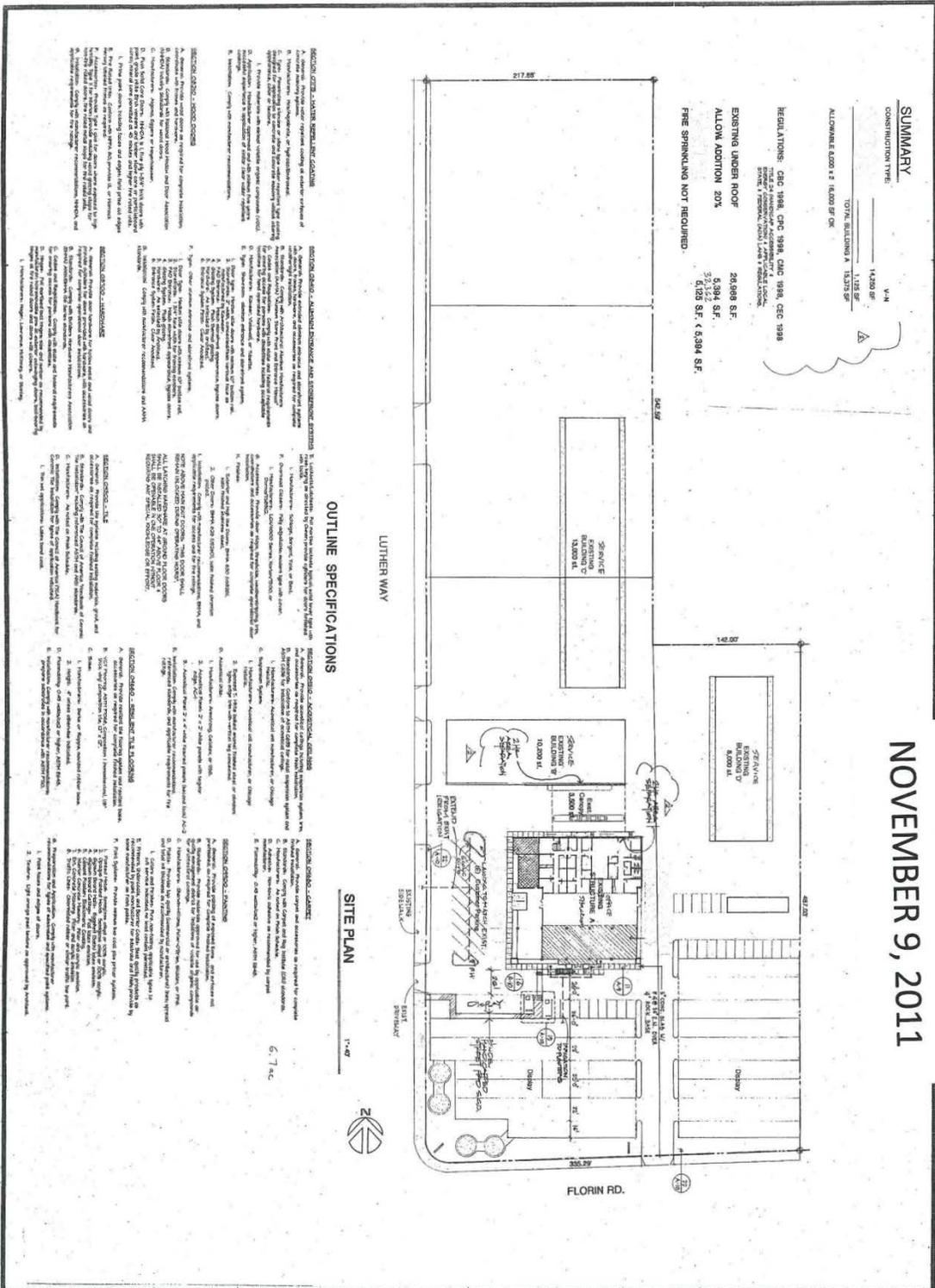
- G. Some parcels of the project are currently connected to public sewer. Sewer service shall continue to be provided by SASD infrastructure to the existing sewer service lateral. Required modifications, if any, shall be to the satisfaction of SASD. SASD Design Standards apply to any sewer construction and/or modification.
- H. Each parcel with a sewage source shall have a separate connection to the District public sewer system. If there is more than one building in any single parcel and the parcel is not proposed for split, then each building on that parcel shall have a separate connection to a private on-site sewer line or the District public sewer line.
- I. In order to obtain sewer service, construction of District sewer infrastructure may be required.
- J. Re-developing this property may require payment of additional sewer impact fees. Applicant should contact the Fee Quote Desk at 876-6100 for sewer impact fee information.

**Planning Advisory:**

- K. The first full-sized sheet of the project's Building Permit plans set shall include: 1) A Zoning Affidavit signed by the applicant that affirms the plans submitted for building permit comply with all conditions of approval and approved exhibits; and 2) The project's conditions of approval and all approved exhibits.

Exhibit B-1 Site Plan

P11-087  
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**SUMMARY**

CONSTRUCTION TYPE: 1,430 SF

TOTAL BUILDING AREA: 13,200 SF

ALLOWABLE FLOOR AREA: 13,200 SF OK

REGULATIONS: CBC 1988, CBC 1994, CMC 1988, CBC 1998

EXISTING UNDER ROOF: 26,888 SF

ALLOW ADDITION 20%: 5,394 SF

TOTAL: 32,282 SF

FIRE SPRINKLING NOT REQUIRED

OUTLINE SPECIFICATIONS

- SECTION 02100 - EXTERIOR FINISHES**
  - 1. Provide exterior finish for concrete structure.
  - 2. Provide exterior finish for masonry structure.
  - 3. Provide exterior finish for steel structure.
- SECTION 02200 - EXTERIOR WALLS**
  - 1. Provide exterior wall for concrete structure.
  - 2. Provide exterior wall for masonry structure.
  - 3. Provide exterior wall for steel structure.
- SECTION 02300 - EXTERIOR ROOFING**
  - 1. Provide exterior roofing for concrete structure.
  - 2. Provide exterior roofing for masonry structure.
  - 3. Provide exterior roofing for steel structure.
- SECTION 02400 - EXTERIOR FLOORING**
  - 1. Provide exterior flooring for concrete structure.
  - 2. Provide exterior flooring for masonry structure.
  - 3. Provide exterior flooring for steel structure.
- SECTION 02500 - EXTERIOR PAINTS AND COATINGS**
  - 1. Provide exterior paint and coating for concrete structure.
  - 2. Provide exterior paint and coating for masonry structure.
  - 3. Provide exterior paint and coating for steel structure.
- SECTION 02600 - EXTERIOR GLAZING**
  - 1. Provide exterior glazing for concrete structure.
  - 2. Provide exterior glazing for masonry structure.
  - 3. Provide exterior glazing for steel structure.
- SECTION 02700 - EXTERIOR METALS**
  - 1. Provide exterior metal for concrete structure.
  - 2. Provide exterior metal for masonry structure.
  - 3. Provide exterior metal for steel structure.
- SECTION 02800 - EXTERIOR STAIRS**
  - 1. Provide exterior stairs for concrete structure.
  - 2. Provide exterior stairs for masonry structure.
  - 3. Provide exterior stairs for steel structure.
- SECTION 02900 - EXTERIOR RAILINGS**
  - 1. Provide exterior railing for concrete structure.
  - 2. Provide exterior railing for masonry structure.
  - 3. Provide exterior railing for steel structure.
- SECTION 03000 - EXTERIOR SCAFFOLDING**
  - 1. Provide exterior scaffolding for concrete structure.
  - 2. Provide exterior scaffolding for masonry structure.
  - 3. Provide exterior scaffolding for steel structure.

NO.	DATE	DESCRIPTION
1	11/09/11	ISSUED FOR PERMIT
2	11/09/11	ISSUED FOR PERMIT
3	11/09/11	ISSUED FOR PERMIT
4	11/09/11	ISSUED FOR PERMIT
5	11/09/11	ISSUED FOR PERMIT
6	11/09/11	ISSUED FOR PERMIT
7	11/09/11	ISSUED FOR PERMIT
8	11/09/11	ISSUED FOR PERMIT
9	11/09/11	ISSUED FOR PERMIT
10	11/09/11	ISSUED FOR PERMIT

PROPOSED SALES AREA REMODEL

**SENATOR FORD**

3801 FLORIN ROAD, SACRAMENTO, CALIFORNIA



**AVANESIAN ASSOCIATES**

ARCHITECTS

400 OYSTER POINT BLVD., SUITE 115  
SOUTH SAN FRANCISCO, CA 94080  
TELEPHONE: (650) 583-7344  
FAX: (650) 583-0976





**Exhibit B-4 Site Photos Showroom-Offices**

**SUBJECT PROPERTY**



Showroom / Office Building A - NORTH



Showroom / Office Building A - SOUTH



Showroom / Office Building A - EAST



Showroom / Office Building A - WEST

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**Exhibit B-5 Site Photos Service Building B**

**SUBJECT PROPERTY**



Service Building B - NORTH



Service Building B - SOUTH



Service Building B - EAST



Service Building B - WEST

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**Exhibit B-6 Site Photos Service Building C**

**SUBJECT PROPERTY**



Service Building C - NORTH



Service Building C - SOUTH



Service Building C - EAST



Service Building C - WEST

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**Exhibit B-7 Site Photos Service Building D**

**SUBJECT PROPERTY**



Service Building D - NORTH



Service Building D - SOUTH



Service Building D - EAST



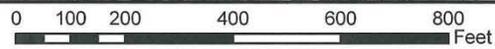
Service Building D - WEST

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### Attachment 2 – Land Use and Zoning Map



City of Sacramento, Community Development Department Geographic Information System



**Land Use Map  
for the  
Credit Max Automotive Sales  
Special Permit**



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