



## Legislation Details (With Text)

**File #:** 17-677      **Version:** 1      **Name:** SR BZA Enterprise Rent A Car 575 Marina Blvd.  
**Type:** Staff Report      **Status:** Filed  
**In control:** Board of Zoning Adjustments  
**On agenda:** 12/7/2017      **Final action:** 12/7/2017  
**Enactment date:**      **Enactment #:**  
**Title:** PLN17-0054; Consideration of a Conditional Use Permit for car sales, car rental, light duty truck rental, rideshare (vanpool) and administrative and maintenance functions at 575 Marina Boulevard. Pursuant to the Zoning Code, the proposed Vehicle/Heavy Equipment Dealers Used, Vehicle/Heavy Equipment Rentals, Vehicle/Equipment Repair Limited, and Vehicle Storage is Conditionally Permitted per Zoning Code Section 2-706.B.30-33. Zoning District: IG(S) Industrial General Special Review Overlay District; Alameda County Assessor's Parcel Number 75-87-4-16; Enterprise Rent-A-Car (applicant) and McLellan Estate Co (property owner).

### Indexes:

### Code sections:

**Attachments:** 1. Vicinity Map, 2. Applicant Statement, 3. Recommended Findings of Fact, 4. Recommended Conditions of Approval, 5. Exhibits A-J

Date	Ver.	Action By	Action	Result
12/7/2017	1	Board of Zoning Adjustments	Received and Filed	

**PLN17-0054;** Consideration of a Conditional Use Permit for car sales, car rental, light duty truck rental, rideshare (vanpool) and administrative and maintenance functions at 575 Marina Boulevard. Pursuant to the Zoning Code, the proposed Vehicle/Heavy Equipment Dealers Used, Vehicle/Heavy Equipment Rentals, Vehicle/Equipment Repair Limited, and Vehicle Storage is Conditionally Permitted per Zoning Code Section 2-706.B.30-33. Zoning District: IG(S) Industrial General Special Review Overlay District; Alameda County Assessor's Parcel Number 75-87-4-16; Enterprise Rent-A-Car (applicant) and McLellan Estate Co (property owner).

### SUMMARY AND RECOMMENDATION

The applicant, Enterprise Rent-A-Car (Enterprise), proposes to operate a used car sales dealer, car rental, light duty truck rental, rideshare (vanpool) and administrative and maintenance functions at 575 Marina Boulevard. The Zoning Code defines the proposed uses as Vehicle/Heavy Equipment Dealers (Used) and Rentals, Vehicle/Equipment Repair (Limited), and Vehicle Storage. The subject property is zoned IG(S) - Industrial General Special Review Overlay District. Vehicle/Heavy Equipment Dealers Used, Vehicle/Heavy Equipment Rentals, Vehicle/Equipment Repair Limited, and Vehicle Storage uses require a Conditional Use Permit in the IG District pursuant to Zoning Code Section 2-706.B.30-33.

Staff believes that, with the recommended Conditions of Approval, the proposed vehicle dealer and rental company with accessory repair and rideshare vehicle storage use would operate in an orderly manner on the property without detriment or burden to the immediate area and would be compatible with adjacent commercial/industrial uses along Marina Boulevard. Staff recommends that the Board of Zoning Adjustments:

- A) Adopt the California Environmental Quality Act categorical exemption;
- B) Adopt the recommended Findings of Fact; and
- C) Approve Conditional Use Permit PLN17-0054 subject to the attached recommended Conditions of Approval.

## **APPLICANT'S SUPPORTING STATEMENT**

See Applicant Statement

## **RELATIONSHIP TO SURROUNDING AREA AND BACKGROUND**

The subject property, 575 Marina Boulevard is approximately 5.43 acres in size and is located between Alvarado Street and San Leandro Boulevard. Currently the site is used by Paramedics Plus, an ambulance service that will be vacating the site. The site is developed with a fuel shelter and two existing buildings, a showroom/office/service area and a carwash building. Prior to the current use, the property was a Mitsubishi and Suzuki car dealership.

The subject parcel and adjacent properties to the east and west are all similarly zoned IG(S) Industrial General District (Special Review Overlay District) and contain a mix of general commercial/industrial uses such as a Volvo automobile dealership, wholesale, distribution, and storage. To the immediate west are the railroad tracks for the Union Pacific Railroad right-of-way. The property to the immediate south is zoned as IG(AU) Industrial General District (Assembly Use Overlay District) and is developed with a large warehouse/distribution building that is used for cold storage. The properties located to the north across Marina Boulevard are zoned IL Industrial Limited District and contain manufacturing, auto repair, and residential uses.

## **DETAILS OF PROPOSAL**

The applicant, Enterprise, is proposing used car sales, car rental, light duty truck rental, rideshare (vanpool) and administrative and maintenance functions at 575 Marina Boulevard. Enterprise will use the existing building (showroom/office/service area), carwash building, and fueling station for the proposed operations. The operations hours will range from 10:00 AM to 8:00 PM seven days a week. Enterprise is proposing to have 60 full time positions and more than 35 part-time positions. There will be a total of 367 off-street parking spaces provided on site for vehicle parking. The proposed project site will allow Enterprise to expand car sale operations and relocate existing facilities & operations on East 14th Street and Orchard Avenue to 575 Marina Boulevard.

## **STAFF ANALYSIS**

Vehicle/Heavy Equipment Dealers (Used) and Rentals, Vehicle/Equipment Repair (Limited), and Vehicle Storage are conditionally permitted in the IG - Industrial General Zoning District. Uses may be conditionally permitted whenever the City has deemed that they would be compatible in the subject zoning district and when conditions of approval ensure that such use will operate in accord with the surrounding area. Vehicle/Heavy Equipment Dealers (Used) are defined in the zoning code as the sale or leasing of used automobiles of numerous model types, motorcycle, boats, trucks, tractors, construction or agricultural equipment, mobile homes, and similar equipment, including storage and incidental maintenance. The zoning code defines Vehicle/Heavy Equipment Rentals as the rental of automobiles, trucks, trailers, and heavy equipment, including storage and incidental maintenance, but excludes maintenance requiring pneumatic lifts. Vehicle/Equipment Repair, Limited in the zoning code is defined as the repair of automobiles, small trucks (e.g., pick-up trucks), or motorcycles, including the sale, installation, and servicing of related equipment and parts. The zoning code defines Vehicle Storage as the storage of operative or inoperative vehicles. The operation of the proposed used car sales, car rental, light duty truck rental, rideshare (vanpool) and administrative and maintenance functions would be compatible with the other commercial/industrial uses located on Marina Boulevard.

The site falls also into the "S" Special Review Overlay District which was established through Ordinance 97-027 in 1997 to provide for special review criteria for the Marina Entryway area. The proposed use by Enterprise meets the district review criteria for the "S" Special Review Overlay District, whose purpose is to encourage uses that "recognize the gate way, industrial/distribution and recreational aspects" and "the regional retail and automobile sales aspects of Marina Boulevard." The review criteria also states that any new uses in the Marina Entryway be "compatible with industrial and retail establishments." Since the site has been used for vehicle oriented uses since the early 2000's and the proposal includes automobile sales the site meets the above criteria for the "S" Overlay District.

No major changes to the site are necessary to accommodate Enterprise's operations. Enterprise will use the existing building (office/showroom/service area), carwash building, fueling area, parking areas and no expansion of these building areas is proposed. Maintenance/repairs will take place inside the existing building's service area and the existing fueling area will support the applicants operations. The days and hours of the proposed use would be consistent with other commercial/industrial uses located along Marina Boulevard. The size of the approximately 5.43 acre site can easily accommodate the vehicles, employees, and customers for Enterprise's proposed business and operations.

Adequate on-site parking for customers and employees will be provided by the 367 parking spaces located on the property. The proposed on-site parking spaces satisfy the Zoning Code parking requirement of 237 parking spaces. With the proposed 367 parking spaces there is sufficient parking available at the site. Engineering & Transportation Department staff has reviewed the circulation and parking layout for the site and has found it adequate. The existing site is adequately served by streets, utilities and other public facilities and the proposed use at the existing commercial/industrial site will not increase the burden on existing public facilities, utilities, or infrastructure.

Recommended conditions of approval for the proposed project include:

- All vehicle parking on the site shall be undertaken in a neat and orderly manner at all times;
- Employees and customers shall be instructed by the applicant and/or property owner to park in the internal parking area and not to park on the street in front of nearby businesses;
- No automotive repair, maintenance, servicing work, or use of pneumatic lifts shall be conducted outside the covered maintenance areas or the building;
- Fueling station is for the applicants use only and shall not be available or open to the public or outside entities for use; and
- All landscaping shall be maintained in a healthy and growing condition at all times.

The recommended conditions of approval will maintain the character of the commercial/industrial area, promote use of the existing site, and prevent impacts to the adjacent industrial uses. The noise impacts will be minimal as the proposed use will be subject to the City's noise ordinance. Staff has visited the site and surrounding area, reviewed exhibits and description of the proposed use which is similar to the prior vehicle oriented uses of the site and believes that with the recommended conditions of approval the use will be compatible with the immediate commercial/industrial area.

## **GENERAL PLAN CONFORMITY**

The subject property is designated as CG/IL General Commercial at the front portion of the property and Light Industrial at the rear portion of the property in the City's General Plan Land Use Map. General Commercial areas are characterized by "primarily auto-oriented uses such as hotels and motels, car dealerships, auto service and repair businesses, and construction suppliers" (General Plan page 3-27). Light Industrial areas are characterized by "a wide range of manufacturing, transportation, food and beverage processing, technology, warehousing, vehicle storage, office-flex,

and distribution uses” (General Plan page 3-31). Therefore, the provision of a vehicle dealer and rental company with accessory repair and rideshare vehicle storage will be consistent with the City of San Leandro’s General Plan for this land use designation. In addition, the following General Plan goals and policies would apply:

**Policy LU-7.2** - Adaptive Reuse. Encourage private reinvestment in vacant or underutilized industrial and commercial real estate to adapt such property to changing economic needs, including the creation of flex/office space and space for technology-driven businesses.

**Policy LU-7.8** - Sense of Place. Create a stronger sense of place and a more positive regional image in the industrial districts through improved site planning, landscaping, architecture, façade improvements, fencing and screening, and design, as well as investments in streetscape improvements.

**Policy LU-8.5** - Commercial Uses with an Industrial Character. Maintain areas in the City that are appropriate for lumberyards, construction suppliers, automotive repair shops, and other commercial uses that are industrial in character or that typically locate in industrial areas. While development standards in these areas should respect the operational characteristics of these uses, they should still promote aesthetic improvements, adequate buffering for nearby uses, traffic safety, and a more positive visual image.

**Policy LU-8.12** - Marina Boulevard. Improve the Marina Boulevard corridor as an east-west connector between Downtown San Leandro and the waterfront. This should include continued investment in regional retail and Auto Mall development between I-880 and San Leandro Boulevard.

**Goal LU-10** - Ensure that commercial and industrial projects are attractively designed and are sensitive to surrounding areas.

**Policy LU-10.4** - Industrial Sanctuary. Protect the City’s major industrial areas from encroachment by uses that are potentially incompatible with existing viable industrial activities, or which may inhibit the ability of industry to operate effectively.

This proposed use, with the incorporation of the recommended conditions of approval, will not be detrimental to the public health, safety or welfare of persons residing or working in or adjacent to the area, since the use would similar to the prior vehicle uses (vehicle dealership and subsequent ambulance service) at the site and would use the existing building and on-site parking on the property.

## **PUBLIC OUTREACH**

This item received standard noticing for the December 7, 2017 Board of Zoning Adjustments hearing, including a legal advertisement in the East Bay Times Daily Review newspaper, the posting of notices at City Hall and on the property, and mailing notification to business and property owners within 500 feet of the subject property.

## **ENVIRONMENTAL REVIEW**

This item is categorically exempt from the California Environmental Quality Act (CEQA) per CEQA Guidelines, Article 19, Section 15301 as it is an Existing Facility that involves minor alterations and negligible expansion of use; is in an area where all public services and facilities are available to allow for maximum development; and is not located in an environmentally sensitive area.

## **RECOMMENDATION**

The use as proposed conforms both to the City Zoning Code and to the General Plan. Any potential issues associated with this application will be addressed by the implementation of the recommended Conditions of Approval. Staff therefore recommends that the Board of Zoning Adjustments:

- A. Adopt the findings that this project is exempt under the California Environmental Quality Act (CEQA) per CEQA Guidelines, Article 19, Section 15301 for Existing Facilities that involves minor alterations and negligible expansion of use;
- B. Approve the attached Recommended Findings of Fact for a Conditional Use Permit for PLN17-0054; and
- C. Approve Conditional Use Permit PLN17-0054 subject to the Recommended Conditions of Approval.

## **ATTACHMENTS**

Vicinity Map  
Applicant Statement  
Recommended Findings of Fact  
Recommended Conditions of Approval  
Exhibit A - Existing Site Plan (SP.1)  
Exhibit B - Proposed Site Plan (SP.2)  
Exhibit C - Existing Floor Plan (A1.1)  
Exhibit D - Proposed Floor Plan (A1.2)  
Exhibit E - Existing Elevation Plan (A5.1)  
Exhibit F - Proposed Elevation Plan (A5.2)  
Exhibit G - Photo Board Plan (PB.1)  
Exhibit H - Exterior Horizontal Monument  
Exhibit I - Exterior View 1 Car Sales Illuminated Cabinet Sign  
Exhibit J - Exterior View 2 Car Sales Illuminated Cabinet Sign

PREPARED BY:  
Anjana Mepani,  
Senior Planner, Planning Services Division