

Sonoma County Design Review Committee
STAFF REPORT

FILE: ADR18-0112
DATE: October 2, 2019
TIME: 1:45 pm
STAFF: Eric Gage, Project Planner

Appeal Period: 10 days

SUMMARY

Applicant: David Brown, Adobe Associates Inc.
Owner: RCU Services

Location: 3219 and 3225 Santa Rosa Avenue
APN(s): 043-143-008, 043-143-011 **Supervisory District:** 3

Subject: RCU Auto-Sales Expansion

PROPOSAL: Request for preliminary review of the proposed site plan, architectural elevations, parking design, landscaping improvements, and lighting plan for the expansion and remodel of an existing automobile sales lot and office building located on a 1.9 acre site comprised of two parcels.

Env. Document: Exempt (Sec.15303)

General Plan: GI (General Industrial), GC (General Commercial)
Adopted Plans: South Santa Rosa Area Plan
Zoning: M1 (Limited Manufacturing), C2 (Retail Business and Service)

Application Status: ☐ N/A ☐ Pending ☒ Complete: August 9, 2019

RECOMMENDATION: Review the preliminary design plans and provide feedback addressing any potential opportunities for design improvement where appropriate, including emphasis on the following design elements:

- General massing and design of building addition
- Exterior lighting details
- Landscaping in expansion area

EXECUTIVE SUMMARY:

The project consists of developing the adjacent 0.6 acre vacant parcel for additional on-site parking and inventory spaces, and the expansion and remodeling of the 3,924 square foot the existing auto sales office building. The car lot space for inventory and display will also be expanded to include additional staff and customer parking. Proposed site and building design improvements are specified below:

- Site expansion of approximately 25,000 s.f. of paved parking for vehicle inventory
- Sales Office expansion from 2,095 s.f. to 5,519 s.f.
- Sales Office remodel with an increased roof height to 22.5 feet
- New 960 s.f. detailing canopy structure
- New 360 s.f. accessory storage structure
- Additional landscaping in expansion area
- Additional lighting in expansion area

BACKGROUND:

The project site consists of two adjacent parcels totaling 1.9 acres fronting Santa Rosa Avenue and Redwood Circle. The developed parcel is a 1.3 acre flag lot containing the existing auto sales business. The adjacent corner lot is currently undeveloped consisting of 0.6 acres. . The existing structure is a 2,095 square foot, single story, auto sales office building located near the frontage of the site. The existing parking area includes 71 on-site spaces for vehicle inventory, staff and customer parking.

The project is located south of the Santa Rosa city limits and is within the City's urban growth boundary. The parcel receives City water and sewer service, and expansion of the structure requires the approval of a utility certificate from the City. The approval of the utility certificate is pending approval from the County for the project. Because the project is located within the City's annexation area, the design review is being conducted as a joint hearing with City staff.

Zoning Requirements

All structures are located on the parcel zoned Limited Industrial. The proposed design complies with the following zone-specific development standards:

Building Height:	35ft max.
Lot Coverage:	50% max.
Setbacks:	Front – 0ft min.
	Side – 0ft min.
	Rear – 10ft min.

DESIGN CONSIDERATIONS

Item #1 - Zoning Consistency

Staff confirms the submitted design plans and materials demonstrate general conformance of the project design with the applicable development standards and design guidelines described above. Further considerations regarding site planning factors and onsite parking requirements are discussed below.

Item #2 - Architecture

The existing 2,095 square foot sales office features a blue metallic standing seam hipped roof. The roofing of the proposed 3,424 square foot expansion would match the existing roof design. Both the existing and proposed roofing would be finished in a zinc gray color. The maximum height of the existing structure is 18' 7", and the maximum height of the proposed addition is 23' 8". The structure is set back 55 feet from Santa Rosa Avenue at the nearest point. The setbacks for M1 zoning are zero and the lot coverage is 50%. The proposed expansion does not conflict with these.

The exterior walls of the sales office will be finished with smooth plaster covering the existing walls, painted white and green, with stone veneer accents at entrances.

The detailing canopy and storage structure at the rear of the site encloses a combined square footage of 1,188. The exterior of the structure will consist of split face concrete block and smooth plaster painted white to match the exterior of the sales office.

Item #3 – Parking

The majority of the parking on the site is reserved for inventory and display of vehicles for sale. A ratio of one parking space to each 2000 square feet of outdoor sales area calculated from 104 parking spaces of 10'x20' calculates to 11 required customer spaces. The required 11 spaces are provided with additional parking spaces reserved for employees.

Item #4 – Landscaping

The perimeter of the parking lot expansion is landscaped with trees, hedges, shrubs and groundcover. The landscaped berm fronting Santa Rosa Avenue will feature grasses and other types of groundcover, with spaced maples or other tree species. Shrub hedges will be placed along the south and west perimeter of the new parking lot in addition to spaced trees. All existing landscaping to remain.

Item #5 – Signage

The proposal includes a total of four signs, two monument signs and two wall signs in addition to address numbers. An unlit, eight square foot way finding sign is located at the driveway entrance. The sign will be two-sided with dark green brand color with white lettering. No lighting is proposed for this sign. The larger monument sign near the northwest corner of the property is 32 square feet and consists

of an internally illuminated cabinet with push-through letters mounted on a base of painted splitface concrete blocks. Two wall signs are proposed adjacent to entrances, an approximately six square foot white sign with the company name and logo near the front entrance, and a smaller white sign less than two square feet by the side entrance. No lighting is proposed on the wall signs.

Item #6 – Outdoor Lighting

Lighting in the new parking lot will consist of 15-foot tall pole lights with downward casting LED lamps spaced throughout the lot. They will be equipped with motion-sensor dimmers that would further reduce light intensity during non-operational hours. Lighting sconces on the exterior of the building will be shielded and directed downward. A photometric study was prepared to demonstrate less than one foot-candle at the property line.

Item #7 – Fencing

Existing wrought iron fencing will remain along the northern boundary of the property. The existing block wall at the rear of the property will also remain. New wrought iron fencing to match existing will extend to surround the new parking lot, terminating at the Santa Rosa Avenue Street frontage. Double iron swinging gates at the driveway entrance would secure the parking lot during non-operational hours.

STAFF RECOMMENDATION

Review the preliminary design plans and proposal statement for the project and offer feedback addressing opportunities for potential design improvements where appropriate or necessary to comply with current design review standards and practices

LIST OF ATTACHMENTS

EXHIBIT A: Proposal Statement
EXHIBIT B: Project Plans