



STAFF REPORT

December 7, 2022
File Number 1010-35

SUBJECT

MASTER AND PRECISE DEVELOPMENT PLAN FOR A DRIVE-THROUGH COFFEE FACILITY

DEPARTMENT

Planning Division, Development Services Department

RECOMMENDATION

Request that the City Council conduct a public hearing on the development proposal and adopt Ordinance No. 2022-24 approving a Master Development Plan and Precise Development Plan for construction of a drive-through coffee facility at 1525 Tanglewood Lane in the City of Escondido; and for the adoption of a Notice of Exemption pursuant to the California Environmental Quality Act Guidelines. (APN: 235-090-35-00) ("Project.").

Staff Recommendation: Approval (Development Services Department: Andrew Firestine, Director of Development Services)

Presenter: Adam Finestone, City Planner

PLANNING COMMISSION RECOMMENDATION

The Planning Commission considered the Project at its November 8, 2022 Meeting, and the staff report has been included as Attachment 1. One member of the public submitted written correspondence to the Planning Commission ahead of that meeting (included as Attachment "2" to this report) and one member of the public spoke in opposition to the Project at the hearing. Both commenters expressed concern with land use compatibility and traffic generated by the Project. After deliberation, the Planning Commission voted 5 – 1 (Commissioner Paul voting no) to recommend approval of the Project.

FISCAL ANALYSIS

The proposed Project is a private development that will require the payment of fees in effect at the time permits are requested, as well as the development of required infrastructure (e.g., street improvements, utility upgrades, etc.) to support the project. The City of Escondido ("City") has not yet analyzed the fiscal impact of commercial development on municipal services, but studies conducted by other cities have generally found that sales taxes generated by commercial development cover the cost to provide municipal services required to serve those developments.



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PREVIOUS ACTION

None.

PROJECT DESCRIPTION

The Project consists of a Master and Precise Development Plan to facilitate the construction of a 1,026 square foot dual-lane drive-through coffee facility (Starbucks), along with on-site improvements including, but not limited to, landscaping, off-street parking, utilities, and a trash enclosure, as well as associated street improvements. The Project also includes various signage including monument signs and a freeway-oriented sign.

The Project is located within the Planned Commercial (PC) land use designation and is zoned Planned Development – Commercial (PD-C). A proposed development in a PD zone is required to obtain a Master and Precise Development Plan pursuant to Article 19 of the Escondido Zoning Code.

A complete project description can be found in the November 8, 2022 Planning Commission staff report (Attachment “1”).

LOCATION

The Project is located on an approximately 0.46-acre lot addressed at 1525 Tanglewood Lane (APN: 235-090-35-00). The property is on the west side of Interstate 15 and south of Auto Park Way, and is immediately east of the Lexus Dealership. The location is depicted in Attachment 1 of the Planning Commission staff report.

ANALYSIS

The Project is located within the PC land use designation of the City’s General Plan and is within the PD-C zoning district. There are several policies outlined in the City’s General Plan which support the proposed use, as detailed in the attached Planning Commission staff report. The Project would be consistent with the underlying General Plan land use designation and zoning district. The Project complies with the development standards as detailed in the *Supplemental Details of Request* included in the Planning Commission staff report. A complete analysis of the Project can be found in Attachment “1”.

ENVIRONMENTAL REVIEW

California Environmental Quality Act (“CEQA”) Guidelines list classes of projects that have been determined not to have a significant effect on the environment and as a result are exempt from further environmental review under CEQA. The Project qualifies for an exemption under CEQA Guidelines sections



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15303 (New Construction or Conversion of Small Structure) and 15332 (In-Fill Development Projects). The CEQA Notice of Exemption prepared for the Project is included as Attachment 4 to the Planning Commission staff report. The Notice of Exemption demonstrates that the Project qualifies for these exemptions and will not have a significant effect on the environment.

CONCLUSION

The proposed Master and Precise Development Plan would be consistent with the requirements of the underlying PD General Plan land use designation and the PD-C zoning district. The proposed drive-through would fulfill several policies outlined in the City's 2012 General Plan, and the goals of the Promenade Retail Center and Vicinity Target Area.

Based on the analysis discussed above and in the attached Planning Commission staff report, staff recommends that the City Council adopt Ordinance No. 2022-24, approving the Master and Precise Development Plan.

ORDINANCES

- A. Ordinance No. 2022-24
- B. Ordinance No. 2022-24 Exhibit "A"
- C. Ordinance No. 2022-24 Exhibit "B"
- D. Ordinance No. 2022-24 Exhibit "C"
- E. Ordinance No. 2022-24 Exhibit "D"

ATTACHMENTS

- A. Attachment "1" – November 8, 2022, Planning Commission staff report
- B. Attachment "2" – November 8, 2022, Planning Commission written correspondence