



PLANNING COMMISSION

Agenda Item No.: G.1
Date: November 8, 2022

PROJECT NUMBER / NAME: PL22-0325, PL22-0326 / Starbucks Coffee

REQUEST: A request for a Master Development Plan and Precise Development Plan to facilitate the construction of a 1,023 square-foot drive-through coffee facility, along with associated on-site improvements including, but not limited to, dual drive-through lanes, trash enclosures, off-street parking, landscaping, and signage.

LOCATION: 1525 Tanglewood Lane

APPLICANT: NewMark Merrill Companies

APN / APNS: 235-090-35-00

PRIMARY REPRESENTATIVE:
Barret Bradley

GENERAL PLAN / ZONING: Planned
Commercial (PC) / Planned Development –
Commercial (PD-C)

DISCRETIONARY ACTIONS REQUESTED: Master Development Plan and Precise Development Plan

PREVIOUS ACTIONS: None

PROJECT PLANNER: Ivan Flores, Associate Planner

CEQA RECOMMENDATION: Categorical Exemption – CEQA Guidelines sections 15303 (New Construction or Conversion of Small Structures) and 15332 (In-Fill Development Projects)

STAFF RECOMMENDATION: Approval

REQUESTED ACTION: Approve Planning Commission Resolution No 2022-12

CITY COUNCIL HEARING REQUIRED: ☒ YES ☐ NO

REPORT APPROVALS:

- ☐ Andrew Firestone, Director of Development Services
☐ Adam Finestone, City Planner

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A. BACKGROUND:

The subject property has been primarily used for residential purposes. It was re-zoned to Planned Development – Commercial; however, no Planned Development has ever been processed for the property. The project is located on the south side of Tanglewood Lane, south of Auto Park Way and west of Interstate 15, addressed at 1525 Tanglewood Lane (APN: 235-090-35-00).

B. SUMMARY OF REQUEST:

NewMark Merrill Companies ("Applicant") has applied for a Master and Precise Development Plan for the redevelopment of a site within the Planned Development – Commercial (PD-C) zone and having a General Plan land use designation of Planned Commercial (PC). The redevelopment of the site includes the demolition of an existing single-family residence, construction of a 1,023 square foot coffee facility with dual drive-through lanes, along with associated site improvements including but not limited to: landscaping, off-street parking, street improvements, and signage ("Project"). The Project will provide 18 off-street parking spaces, and two drive-through lanes that can accommodate a total of 18 vehicles. No indoor area is provided for customers. Project plans are attached to draft Planning Commission Resolution No. 2022-12 as exhibit "B," which itself is attached to this staff report as Attachment 5. Additionally, site photos are attached to this staff report as Attachment 3.

C. SUPPLEMENTAL DETAILS OF REQUEST:

1. Property Size:	.53 acres	
	<u>General Commercial (CG)</u>	<u>Provided:</u>
	<u>Zone Requirements*</u>	
2. Lot Coverage / Floor Area Ratio:	None	4.27%
3. Building Height:	None (Uniform Building Code)	23'-0"
4. Motor Vehicle Parking:	20	18
5. Bicycle Parking:	1 space per/2,500 sq. ft	1
6. Setbacks		
a) Front Yard	None	43'-0"
b) Rear Yard	None	26'-9"
c) Side Yard	None	99'-0"

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- | | |
|------------------------------|--|
| 7. Trees: | 1:1 for mature trees that are 20** replaced |
| 8. Signage: | All proposed signage will be subject to the development standards outlined in the Master Development Plan. |
| 9. Trash: | Covered trash enclosure provide on-site |
| 10. Lighting: | Outdoor lighting subject to Article 35 |
| 11. Heating and Ventilation: | Heating, ventilation, and air condition (HVAC) units would be installed on the roof. Parapets are incorporated into roof design to screen units. |

*Development standards for Planned Development zones are established on a case-by-case basis. Development standards for the CG zone are provided for comparison purposes.

**Conditions of approval will require replacement of mature trees at a 1:1 ratio

D. PROJECT ANALYSIS:

1. General Plan Conformance:

The subject site is located within the Planned Commercial (PC) land use designation of the City's General Plan. The intent of this land use designation is to allow for the flexibility in design of the site. The site is within the Promenade Retail Center and Vicinity Target Area which outlines several guiding principles for development within this area, such as:

Guiding principle #3: Commercial uses shall include automobile sales and compatible uses. Single family residential uses near I-15 shall transition to commercial through separate development applications.

Commercial Land Use Policy 8.8: Generally, encourage commercial development west of the I-15 freeway to uses that serve the immediate surrounding areas and regional high-volume centers requiring freeway access and visibility that are compatible with surrounding land uses

2. Zoning or Specific Plan Conformance:

The subject site is located within the Planned Development – Commercial ("PD-C") zone. Properties with the Planned Development ("PD") zones are subject to Article 19 of the Escondido Zoning Code. The purpose of the PD zone is to provide a more flexible regulatory procedure for fulfilling the goals and policies of the City's General Plan. Article 19 stipulates that land use activities shall be limited exclusively to such uses as are permitted or conditionally permitted in the underlying zone. The proposed drive-through facility would be permitted in the General Commercial (CG) zoning district pursuant to a Conditional Use Permit. The Project would conform with development standards outlined in the CG zoning district relative to setbacks, building height, landscaping, and off-street parking.

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3. Climate Action Plan Consistency:

The City's ability to grow its population and economy while meeting reduction targets for greenhouse gas ("GHG") emissions will require broad-based community participation. The Climate Action Plan ("CAP") is intended to achieve reductions from all sources and sectors, existing and new. This is emphasized by the fact that the City's GHG reduction targets are a reduction below baseline GHG emissions. Therefore, GHG emissions in the City need to be reduced below existing levels, while additional GHG emissions are generated by growth through 2035. As such, new development can contribute its fair share of GHG reductions by complying with CAP strategies, goals, and actions that were determined to be applicable through the Checklist development process outlined in the CAP, or through a self-developed program. The City adopted a revised Climate Action Plan on March 10, 2021. A checklist is required for discretionary projects that are subject to and not exempt from CEQA. Projects that are exempt from CEQA are deemed to be consistent with the City's CAP, with the exception of the Class 32 "In-Fill Development Projects" categorical exemption. These types of projects are required to demonstrate consistency with the CAP through the Checklist. The 2021 CAP established a screening threshold of 500 MTCO_{2e} per year for commercial projects with a building size of 20,000 square feet or more. The proposed project consists of a 1,050 square-foot commercial building, and thus is considered to be less than significant and is not subject to the measures of the Climate Action Plan.

4. Site Design:

a) Grading, topography, retaining walls, and fencing:

The project includes very minimal grading of the existing topography of the site and will import approximately 65 net cubic yards (CY). The adjacent elevation to the west is 674.29 at finished surface, and the subject site will be approximately 15 feet above the adjacent property with a 689.55 finished pad. The pad remains relatively flat, resulting in it dropping below the street level of Tanglewood Lane by up to nine feet as one travels south along the property frontage. The project includes retaining walls approximately three feet at the lowest point to seven feet at the highest point. The retaining walls will be constructed of decorative material and painted to match the proposed building.

b) Project Access and Circulation:

Tanglewood Lane will be the only point of access onto the site and provides access to the parking lot and drive-through lanes. The drive-through has been designed with dual lanes that can accommodate a total of 18 vehicles, and there are 18 off-street parking spaces provided on-site.

c) Building Orientation:

The building is located adjacent to the drive-through with the drive-through lanes located towards the rear (south) of the property. The drive-through lanes will be screened by the topography of the site due to the landscaping adjacent to Tanglewood Lane being on a down slope and the drive-through lanes located at the toe of the slope.

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d) Open space and Landscaping:

The project site will have 34.2% landscaping on site which will include a range of street trees, parking lot trees, hedge screening, ground cover, and accent plantings. As shown on the sections accompanying the landscape plans, the drive-through lanes and off-street parking spaces will be screened via the use of berming, landscaping, and tree placement. The proposed landscape palette consists of the Hybrid Fan Palm, Desert Museum Palo Verde, Gem Coast Rosemary, Laurel Cherry, and Davis Gold Tyon; a variety of shrubs and groundcover are also proposed.

e) Parking

The applicant will be providing 18 off-street parking spaces on-site. Generally, a project of this size and type would require 20 off-street parking spaces as outlined in Article 39 - Off-Street Parking – of the Escondido Zoning Code ("EZC"). As discussed earlier, properties in the PD-C zone are not subject to the general requirements of the EZC in order to allow for flexible design of the site. Due to the nature of the type of use, 20 off-street parking spaces are not necessary, especially because it is only a drive-through service and does not include indoor seating; additionally, the queueing in lanes can accommodate 18 vehicles in the drive-through lanes.

5. Building Design:

The project consists of a one-story stand-alone building that is approximately 23'-0" in height (top of parapet). The applicant is proposing a mix of exterior cement plaster finish, composite wood siding, and metal canopies, and is utilizing an aluminum storefront window design. The proposed colors for the exterior material are high reflective white (light white), web gray (dark gray), perle noir (grayish/purple). The proposal utilizes metal canopies and awnings to provide additional articulation on the building by avoiding flat surfaces throughout the elevations.

6. Signage

Article 66 of the Escondido Zoning Code (EZC) contains the sign regulations for the various zoning districts. Section 33-1390 (b)(1) of Article 66 stipulates that signs located in specific planning areas (SP zones) or planned developments (PD zones) are not subject its provisions. The applicant has prepared a comprehensive program which provides for the regulation of directional, wall, freestanding, and freeway-oriented signage. Any proposed signage would be subject to a building permit, and would be reviewed in conformance with the approved sign program associated with the Master Development Plan.

The applicant is proposing a 65'-0" high freeway-oriented pylon sign in order achieve visibility from the freeway. The freeway is approximately 28'-0" above-grade and would expose 37'-0" of the sign. The proposed height would not exceed 80'-0" as outlined in Article 66, and is generally in conformance with the sign requirements for this type of use.

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E. ENVIRONMENTAL STATUS:

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 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 with this staff report as Attachment 4 for reference. The Notice of Exemption demonstrates that the Project qualifies for these exemptions and will not have a significant effect on the environment.

F. PUBLIC INPUT:

The project was noticed consistent with the requirements of both the Escondido Zoning Code and the State Law. Staff has not received any correspondence from the public regarding the project as of the preparation of this report.

G. CONCLUSION AND RECOMMENDATION:

Staff has found that the Project is consistent with the guiding principles identified in the Land Use and Community Form chapter of the Escondido General Plan. The Project is designed in conformance with the applicable development standards and design guidelines, and will contribute to the revitalization of an underutilized site. Staff recommends that the Planning Commission adopt Resolution No. 2022-12, recommending approval of the Master Development Plan and Precise Development Plan to the City Council, as described in this staff report and as detailed in Exhibits "A" through "D" of the resolution. The draft Planning Commission Resolution No. 2022-12, including Exhibits A, B, C, and D thereto, is included with this staff report as Attachment 5.

ATTACHMENTS:

1. Attachment 1 - Location and General Plan Map
2. Attachment 2 - Project Plans
3. Attachment 3 - Site Photos
4. Attachment 4 - Notice of Exemption
5. Attachment 5 - Draft Resolution No. 2022-12 including Exhibits A, B, C, and D

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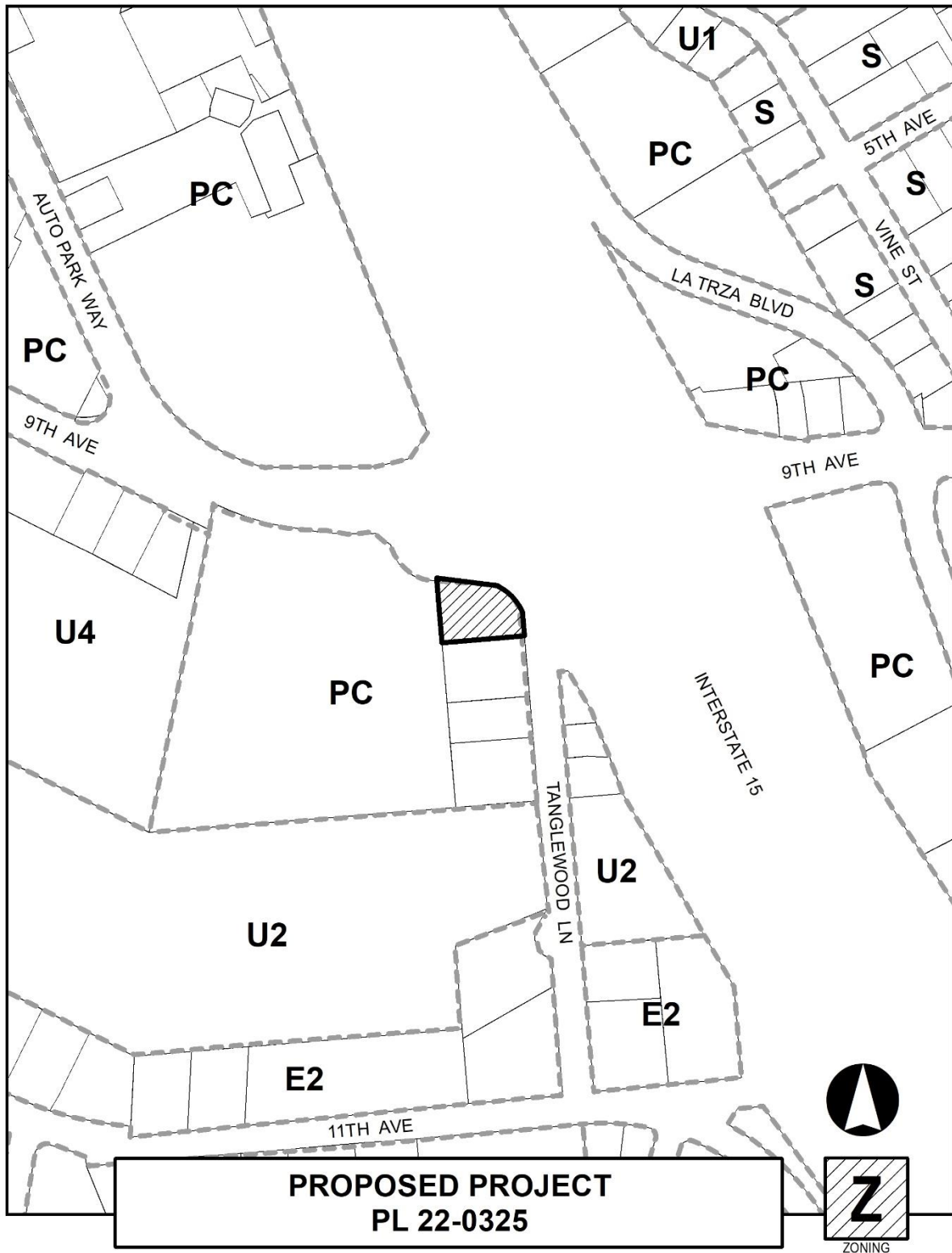
Attachment 1
Location Map, General Plan, and Zoning Map



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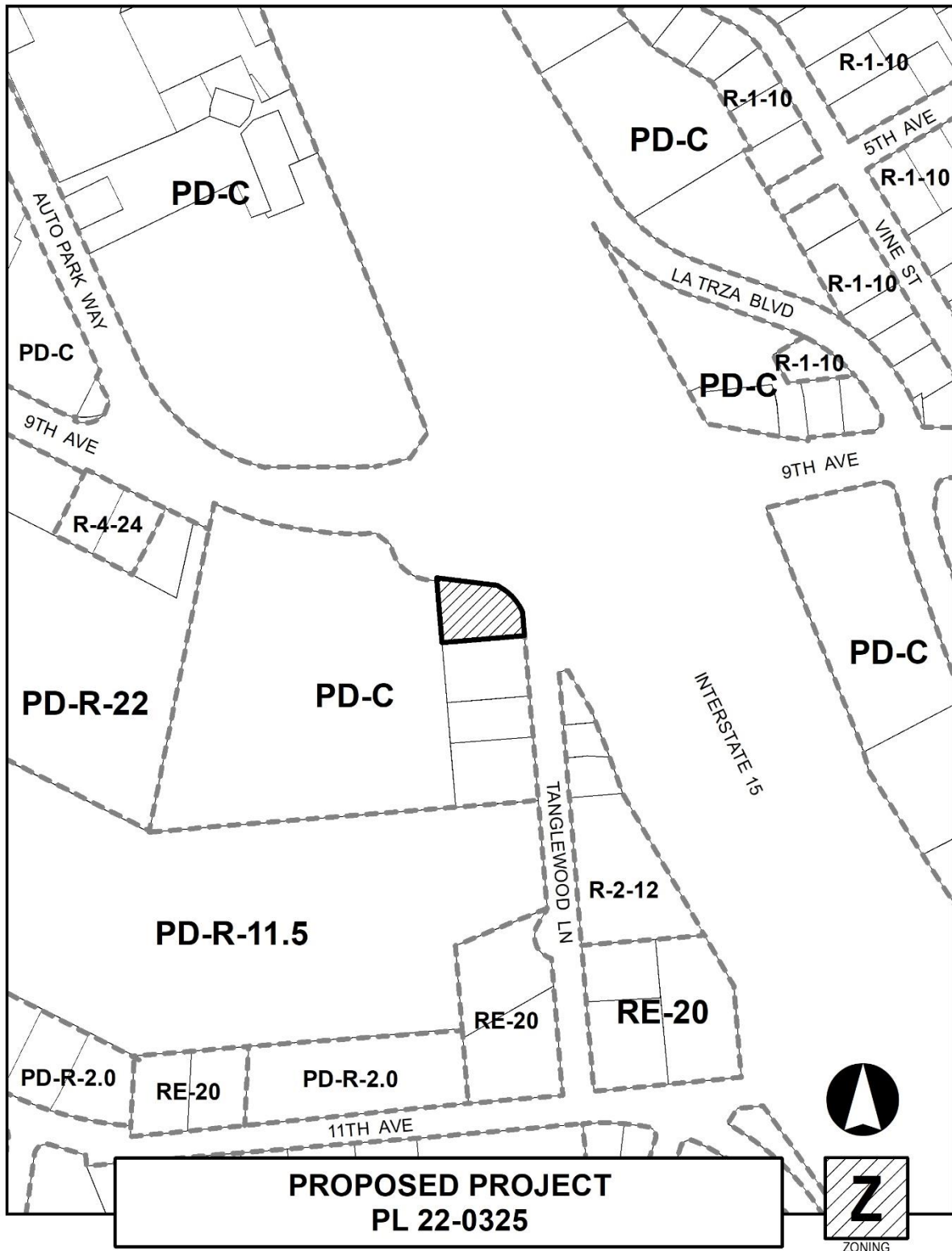
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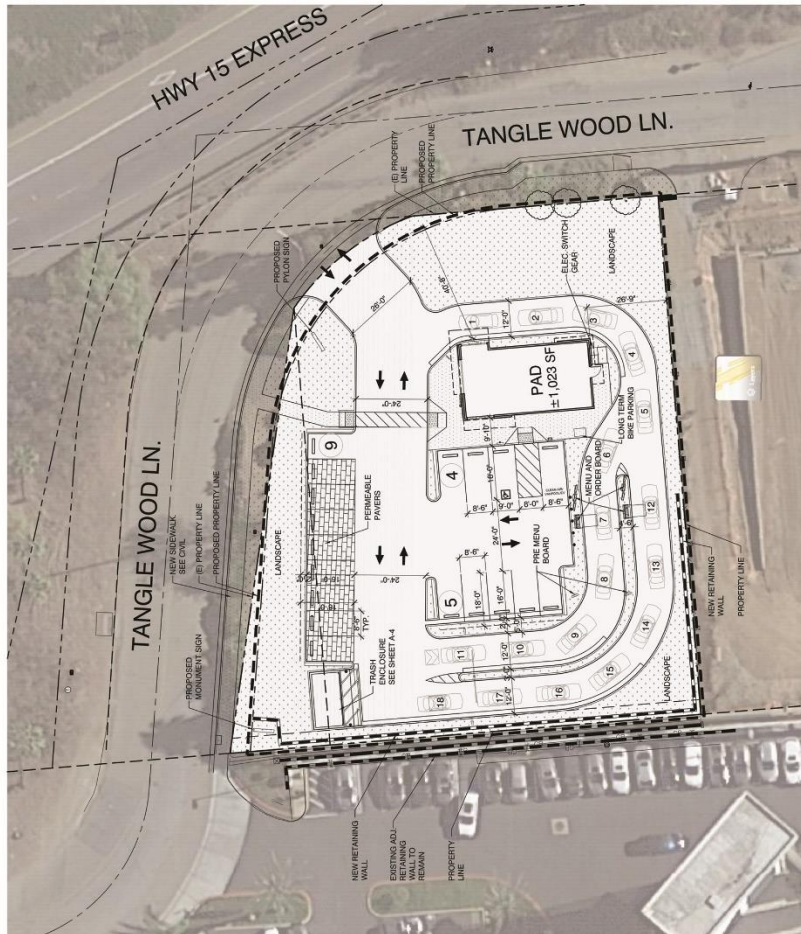
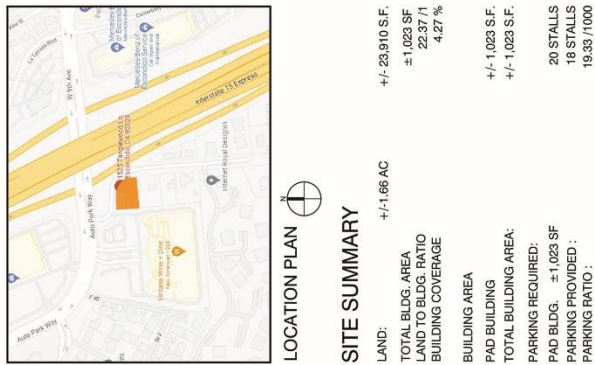
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Attachment 2
Project Plans

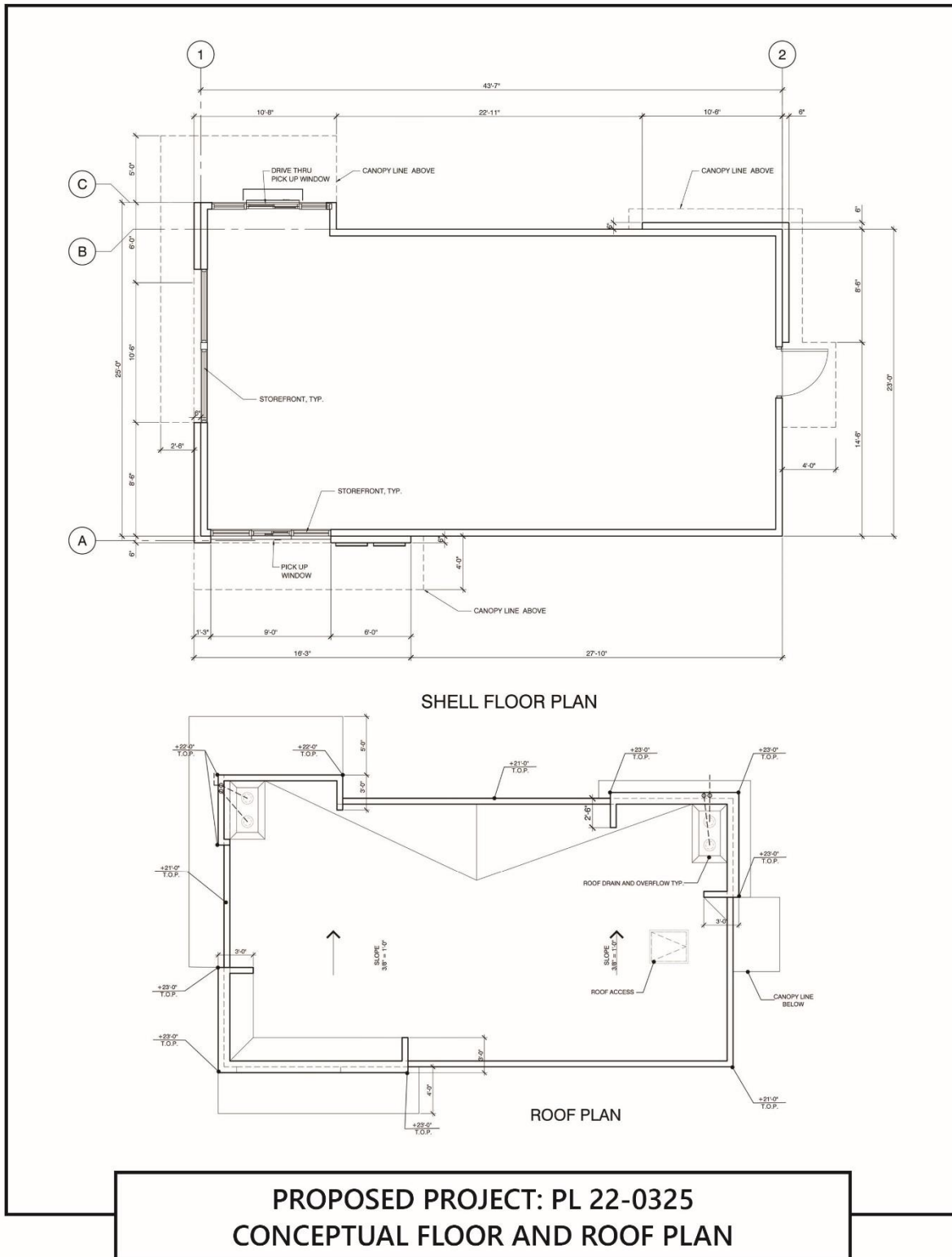


PROPOSED PROJECT: PL 22-0325
PRELIMINARY SITE PLAN

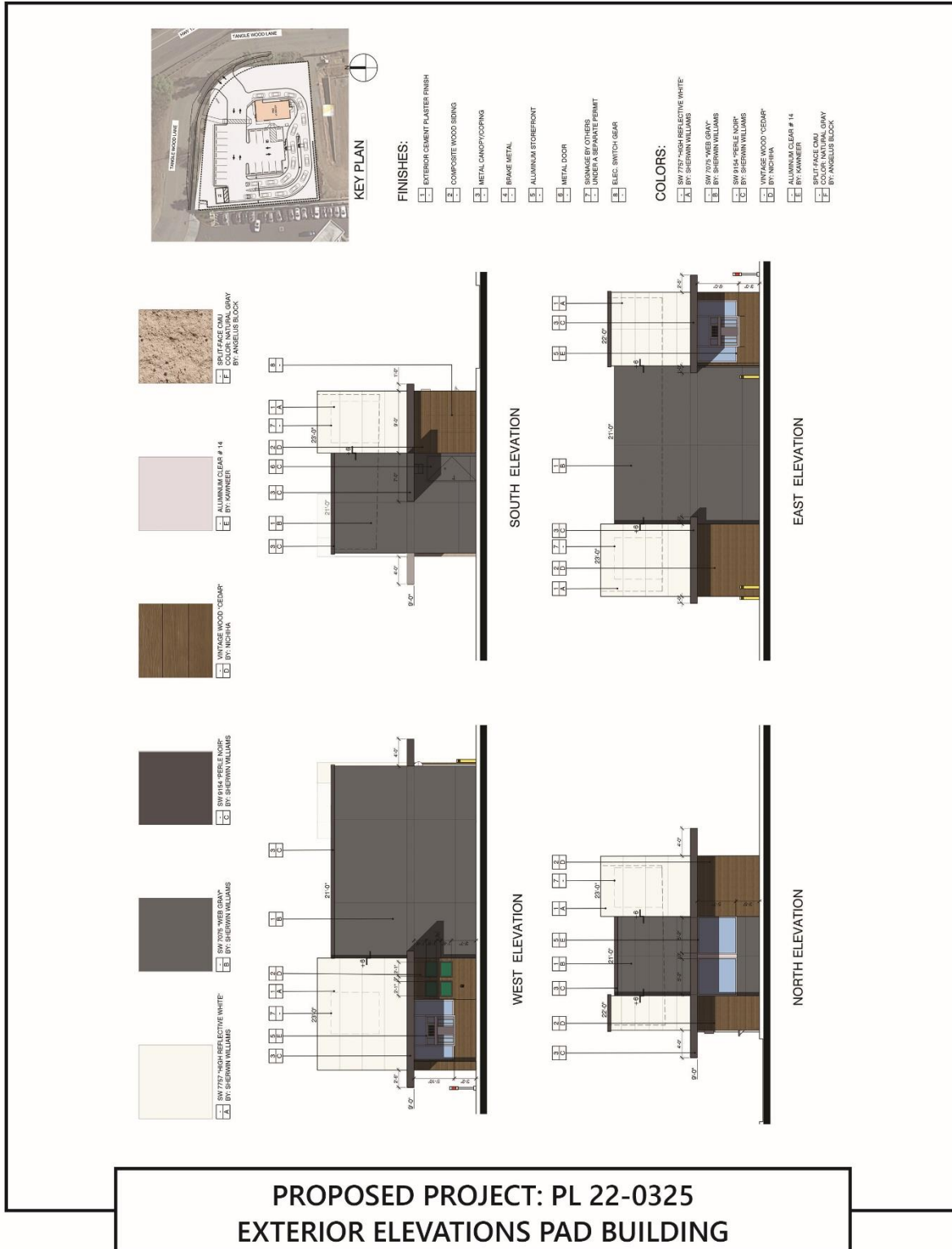
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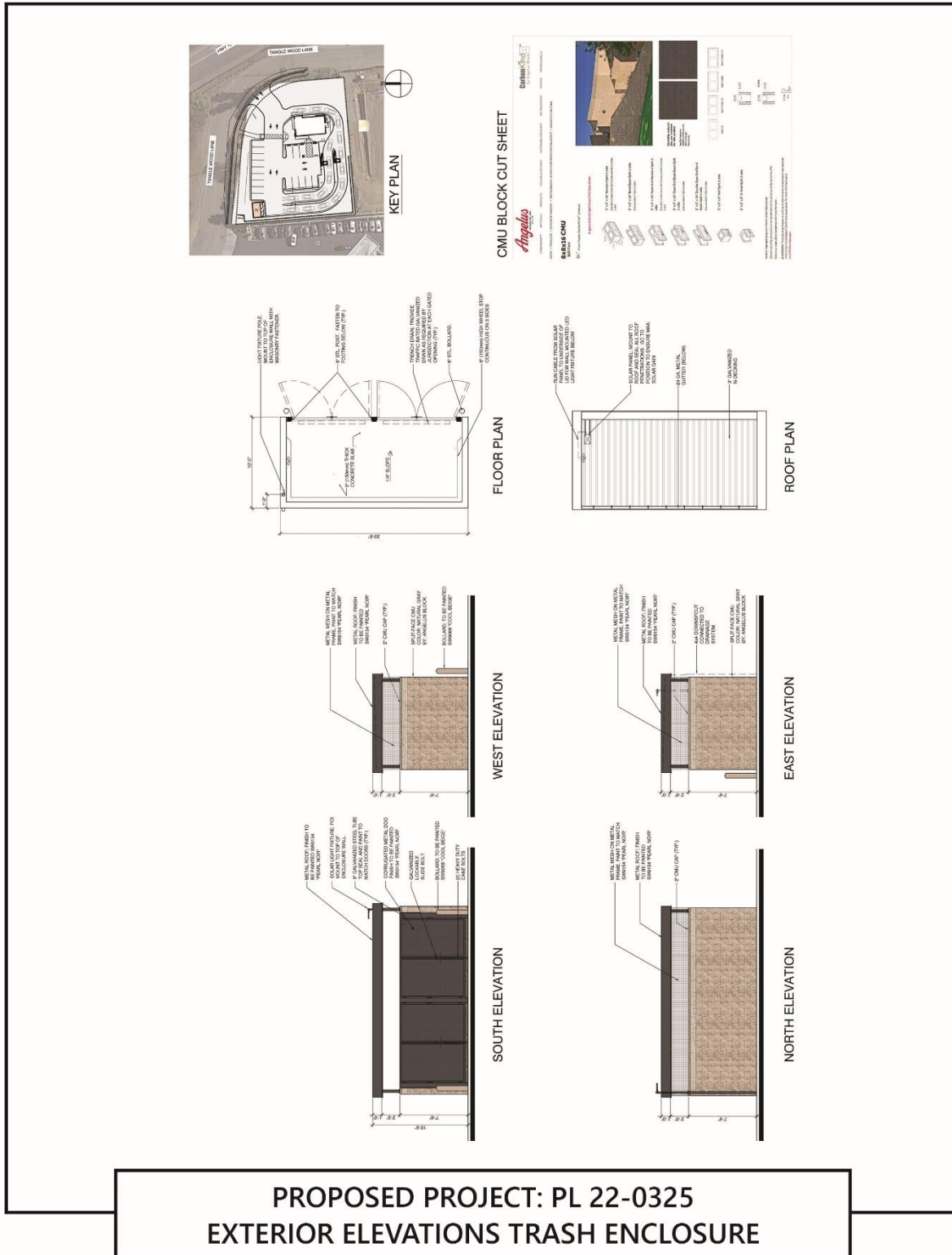
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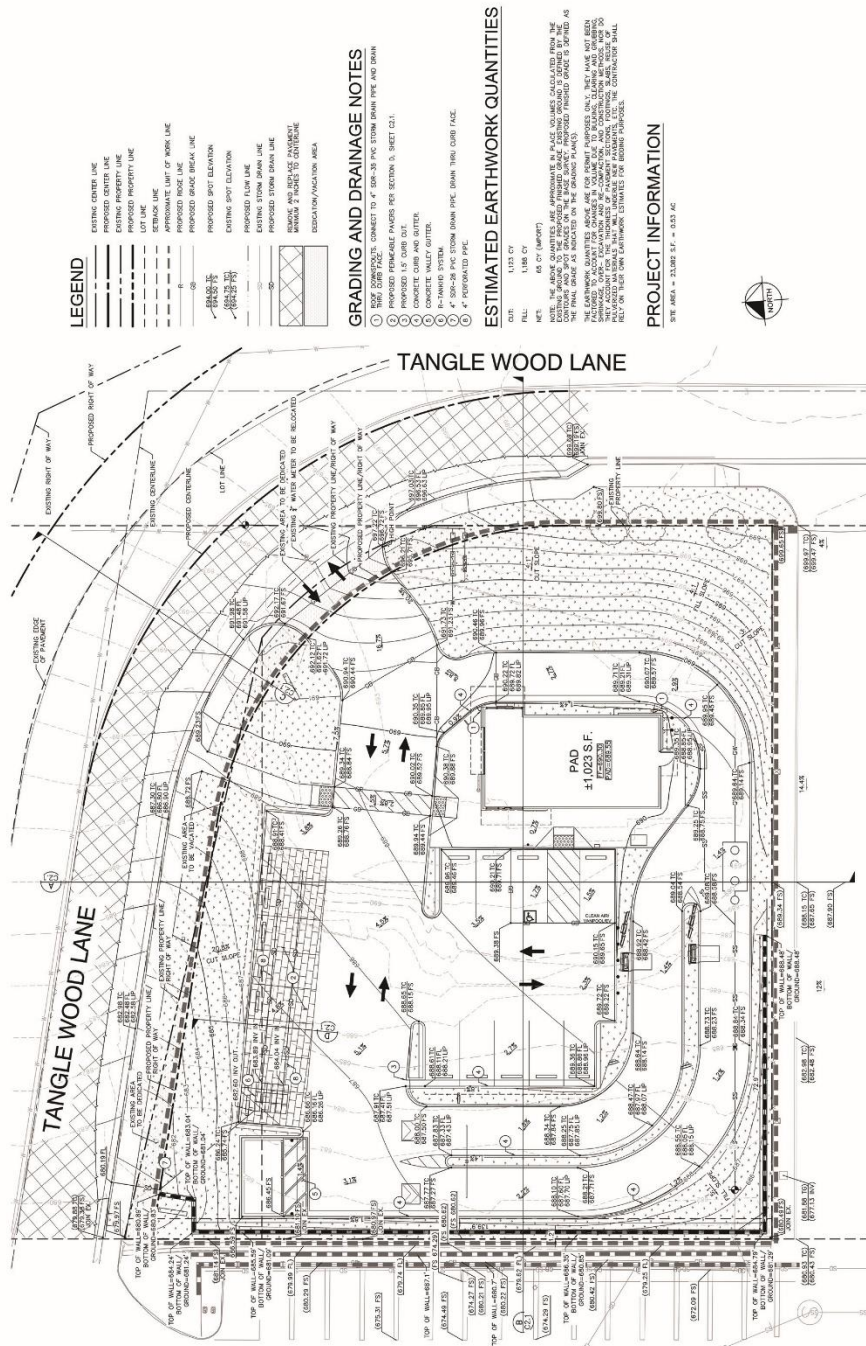
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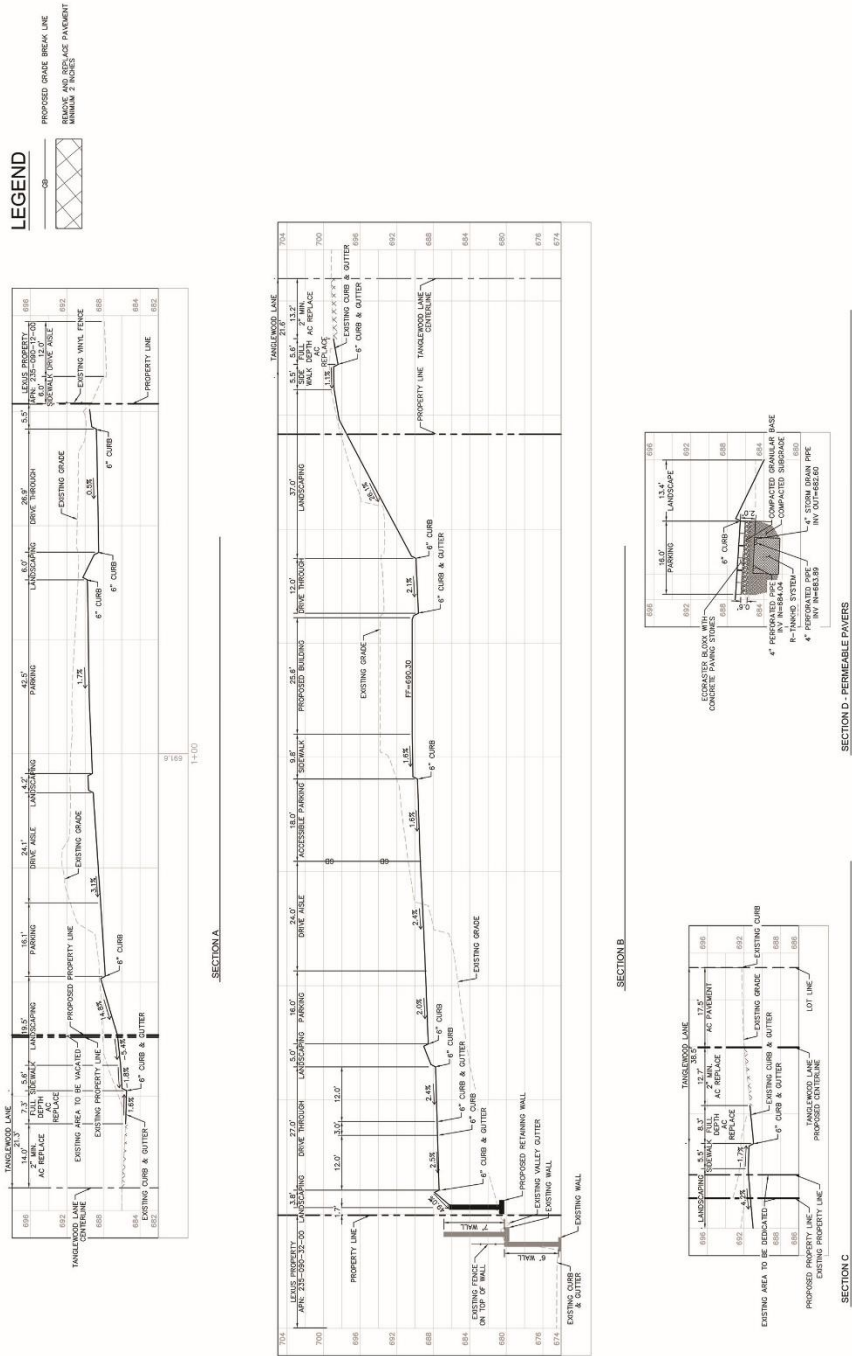
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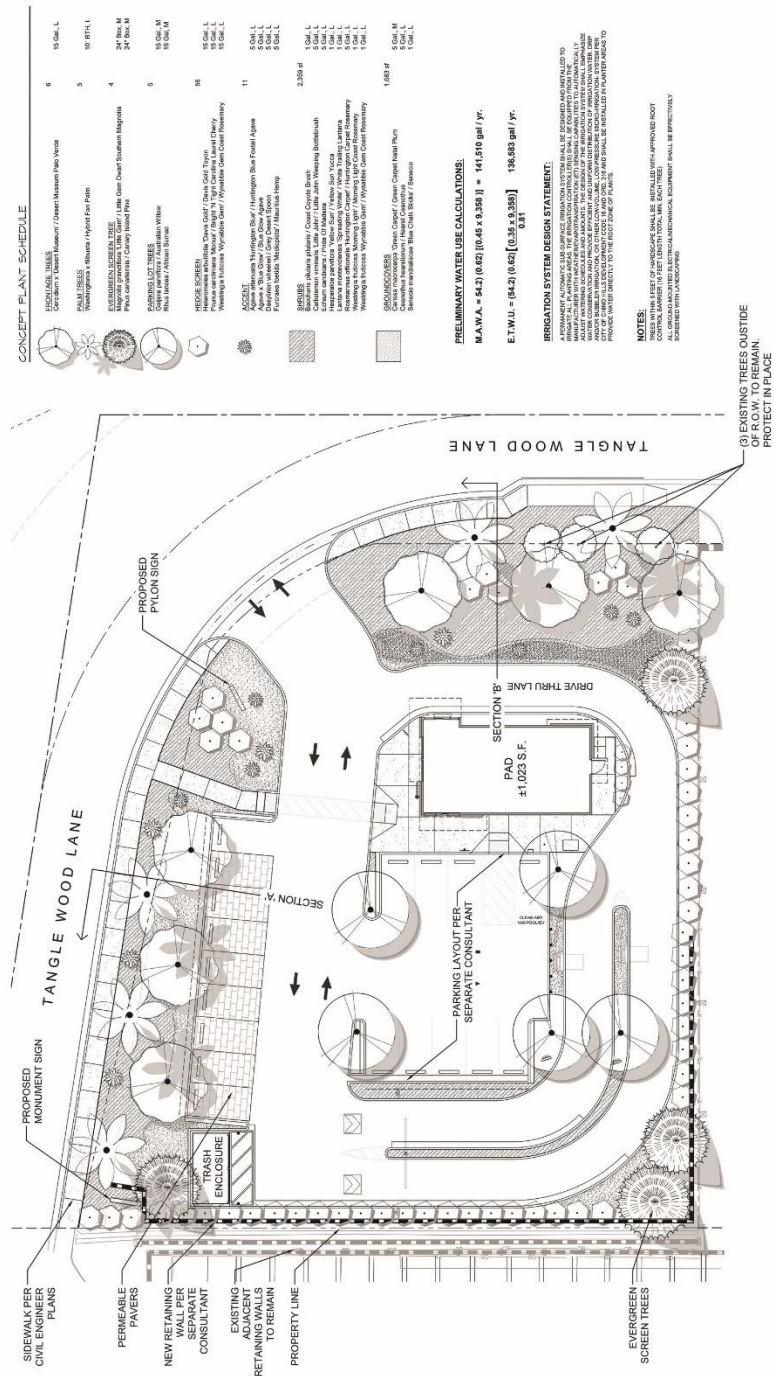
PROPOSED PROJECT: PL 22-0325 PRELIMINARY GRADING PLANS

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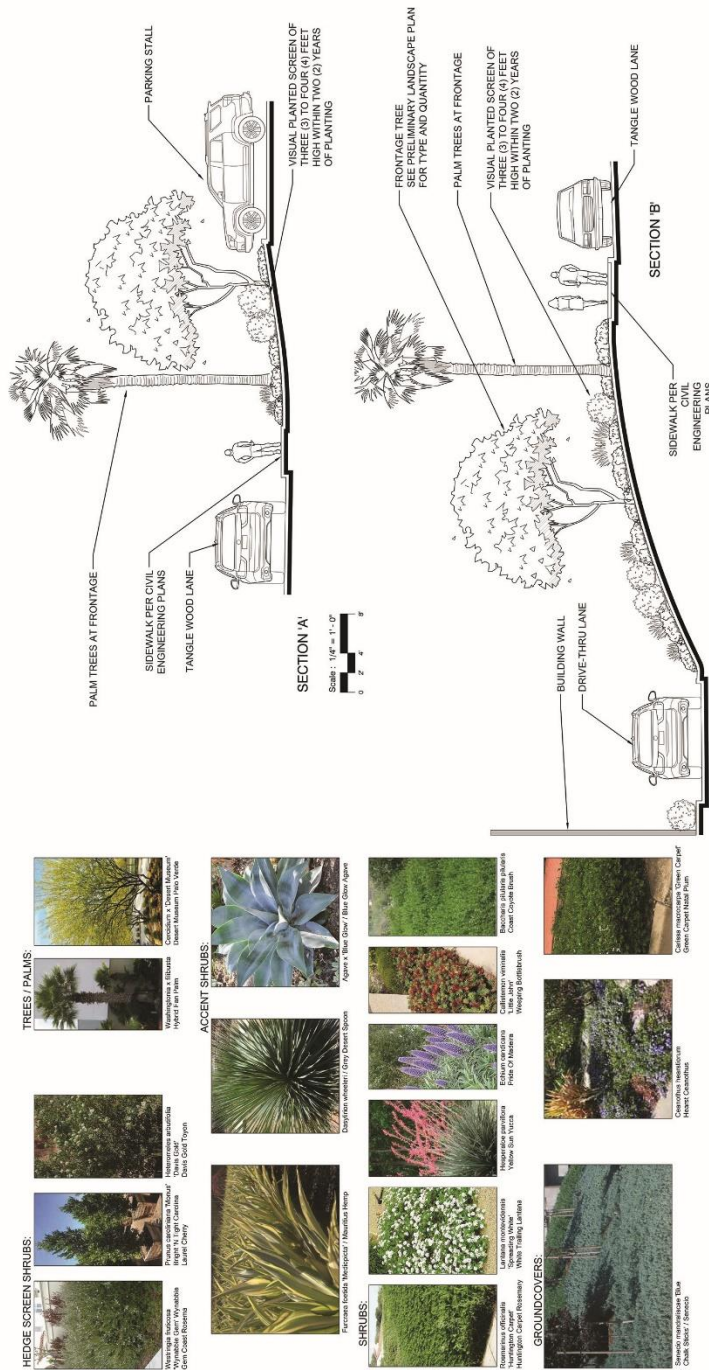
PROPOSED PROJECT: PL 22-0325
 PRELIMINARY GRADING SECTIONS

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PROPOSED PROJECT: PL 22-0325
PRELIMINARY SITE PLAN

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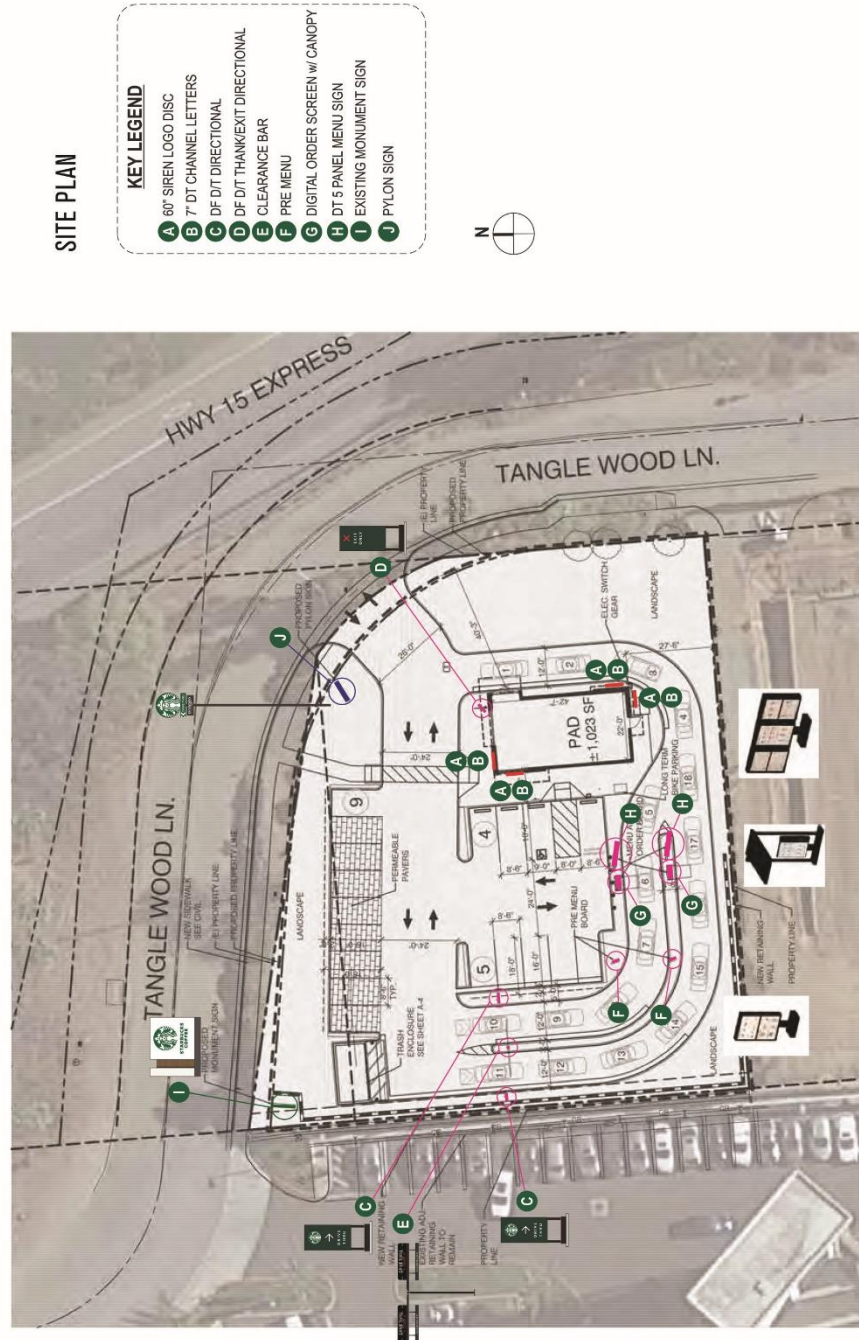


PROPOSED PROJECT: PL 22-0325 PRELIMINARY ELEVATIONS

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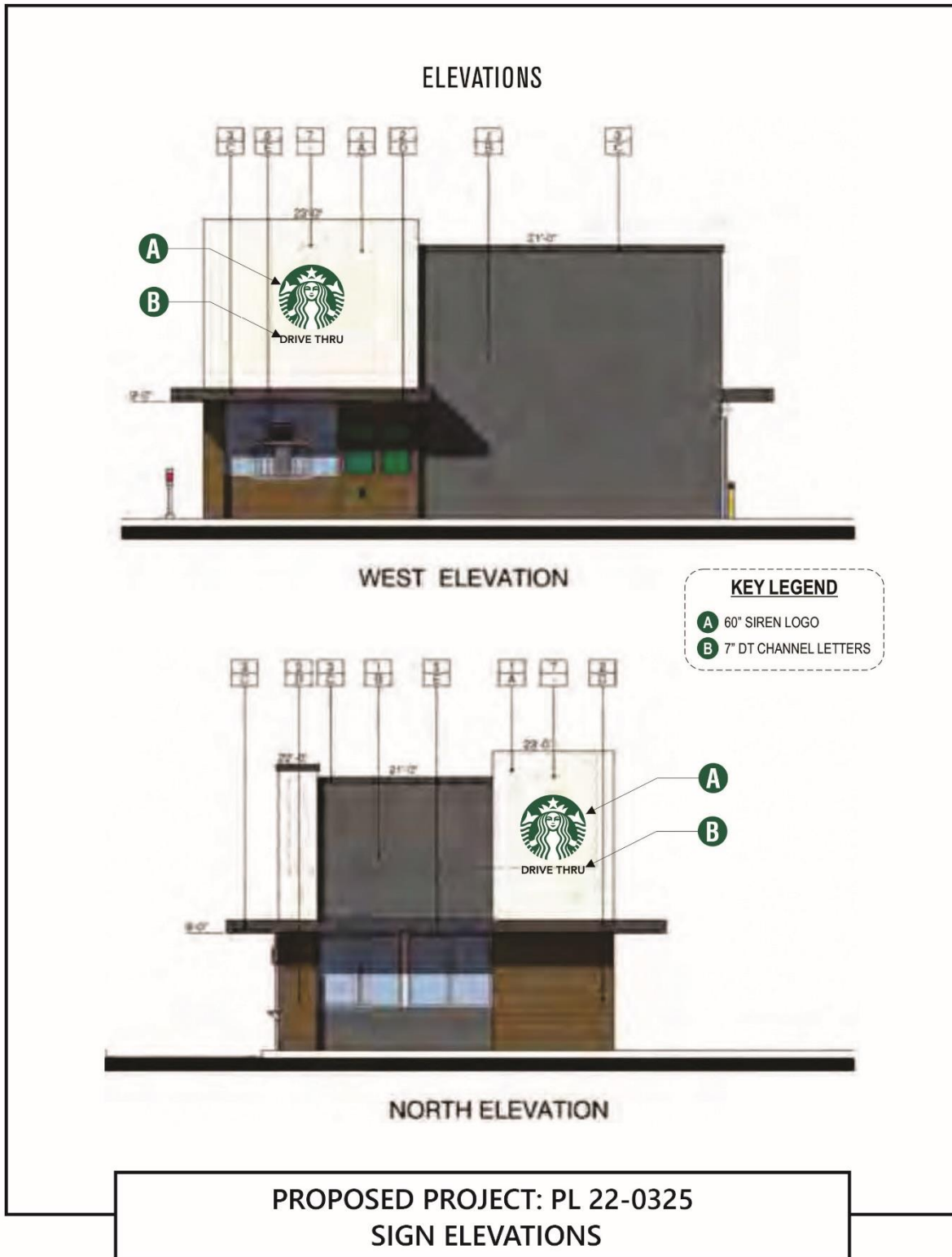


**PROPOSED PROJECT: PL 22-0325
SIGN SITE PLAN**

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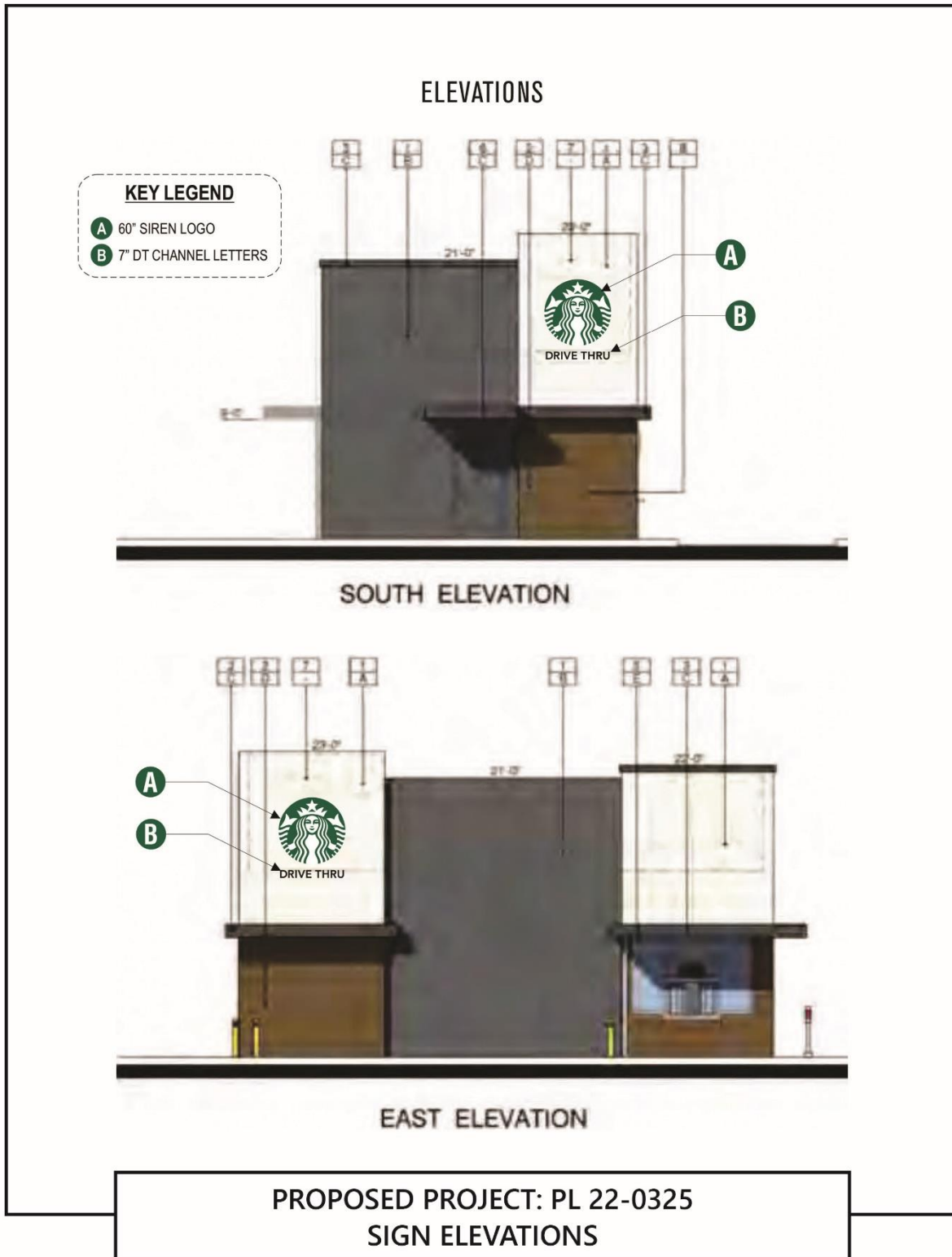
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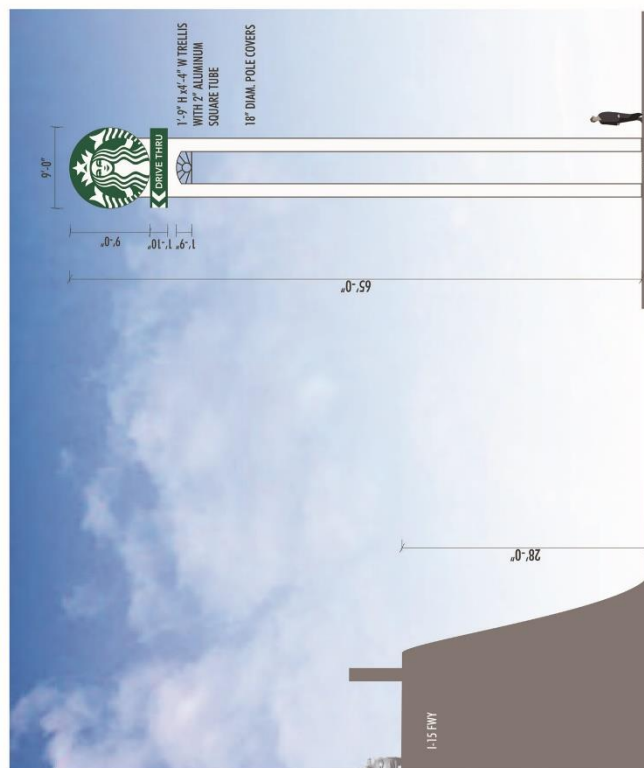
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PROPOSED PROJECT: PL 22-0325
FREEWAY SIGN

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MONUMENT SIGNS

One (1) single-tenant monument sign is permitted per the following guidelines:

- Maximum sign area per side not to exceed 30 square feet. Sign height not to exceed 6'-0".
- Tenant is permitted their established type font, logo, and colors.
- Sign shall be internally LED illuminated.

MONUMENT SIGN



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Attachment 3

Site Photos

