City of Loma Linda Official Report

Karen Gaio Hansberger, Mayor
Floyd Petersen, Mayor pro tempore
Robert Christman, Councilmember
Stan Brauer, Councilmember
Robert Ziprick, Councilmember

COUNCIL AGENDA: December 14, 2004

TO: City Council

VIA: Dennis R. Halloway, City Manager

FROM: Deborah Woldruff, AICP, Community Development Director

SUBJECT: Development Code Amendment 04-01 – A City initiated project requesting to amend the East Valley Corridor Specific Plan Section EV3.0715 (d), Prohibited Uses, as follows: "...Used car sales not in conjunction with new car sales [are prohibited], except within the Loma Linda Auto Center."

RECOMMENDATION

The recommendation is that the City Council approve DCA No. 04-01 and adopt the Ordinance (Attachment 1) to amend the East Valley Corridor Specific Plan (EVSP), Section EV3.0715(d) based on the Findings.

BACKGROUND

On December 1, 2004, the Planning Commission reviewed the proposed text amendment and forwarded a recommendation of approval to the City Council.

Additional background information, existing setting, and an analysis of the project are contained in the December 1, 2004 Planning Commission Staff Report (Attachment 2).

ANALYSIS

The Audi dealership has been vacant for nearly a year and as a result, the City's revenue stream has been affected. At this time, the Redevelopment Agency has a proposal to reuse the vacant Audi dealership for the sale of pre-owned, high-end vehicles (i.e., Mercedes, BMW, Lexus, Infinity, Audi). However, the proposed dealership cannot be approved based on the limitation in the EV/CG Prohibited Uses list. The proposed DCA would limit the establishment of stand-alone, used car dealerships to the Loma Linda Auto Center. In other commercial areas along the Redlands Boulevard corridor, used auto sales would still be limited as ancillary uses to new auto

sales. The amendment would expand the range of auto dealerships allowed in the Auto Center and would assist Redevelopment Agency staff in their efforts to attract, expand, and retain auto sales uses.

The actual amendment language is included in draft Ordinance and also in the Analysis section of the Planning Commission Staff Report in the subsection entitled Project Description.

ENVIRONMENTAL

Staff has determined that the project is not subject to the California Environmental Quality Act (CEQA) pursuant to the CEQA Guidelines Section 15061(b)(3). Additional information on the environmental determination is available in Attachment 2.

FINANCIAL IMPACT

The proposed text amendment would not have a direct financial impact to the City other than to allow a viable auto dealership to occupy a vacant dealership. The potential sales tax revenues from the pre-owned auto dealer (and other similar dealers) are not known at this time.

ATTACHMENTS

1. Ordinance
2. Planning Commission Staff Report (December 1, 2004)

ORDINANCE NO.

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF LOMA LINDA AMENDING THE EAST VALLEY CORRIDOR SPECIFIC PLAN, SECTION EV 3.0715(D) TO PROHIB USED CAR SALES NOT IN CONNECTION WITH NEW CAR SALES EXCEPT WITHIN THE LOMA LINDA AUTO CENTER
(DCA 04-01)

WHEREAS, the City Council of the City of Loma Linda adopted the East Valley Corridor Specific Plan (EVCSP) on September 12, 1989; and

WHEREAS, from time to time, amendments are made to the East Valley Corridor Specific Plan pursuant to findings peculiar to the specific amendment requests; and

WHEREAS, the City Council has received a request to amend the EVCSP, to permit the sale of used cars not in conjunction with the sale of new cars;

THE CITY COUNCIL OF THE CITY OF LOMA LINDA DOES HEREBY ORDAIN AS FOLLOWS:

Section 1. Chapter7, General Commercial, Section EV 3.0715, Prohibited Uses is here by amended to modify Item (d) as follows:

> Used car sales not in connection with new car sales are prohibited except within the Loma Linda Auto Center.

Section 2. **Validity.** If any section, subsection, sentence, clause or phrase of this Ordinance is for any reason held to be invalid, such holding or holdings shall not affect the validity of the remaining portions of this Ordinance. The City Council hereby declares that it would have passed this Ordinance and each section, subsection, sentence, clause and phrase thereof, irrespective of the fact that any one or more sections, subsections, sentences, clauses or phrases be declared invalid.

Section 3. **Posting.** Prior to the expiration of fifteen (15) days from its passage, the City Clerk shall cause this Ordinance to be posted pursuant to law in three (3) public places designated for such purpose by the City Council.

This Ordinance was introduced at the regular meeting of the City Council of the City of Loma Linda, California, held on the 14th day of December 2004 and was adopted on the _____ day of _____ _____ 2005 by the following vote to wit:

Ayes:

Noes:

Abstain:

Absent:

_____
Karen Gaio Hansberger, Mayor

Attest:

_____
Pamela Byrnes-O'Camb, City Clerk

ATTACHMENT 2

Staff Report City of Loma Linda

From the Department of Community Development

PLANNING COMMISSION MEETING OF DECEMBER 1, 2004

TO: PLANNING COMMISSION

FROM: DEBORAH WOLDRUFF, AICP, DIRECTOR,
COMMUNITY DEVELOPMENT DEPARTMENT

SUBJECT: **DEVELOPMENT CODE AMENDMENT (DCA) NO. 04-01**

SUMMARY

The project is a request to amend the East Valley Corridor Specific Plan to permit used auto sales as stand-alone dealerships within the Loma Linda Auto Center located on the north side of Redlands Boulevard, south of the I-10 Freeway, about 600 feet west of Richardson Street, and 800 feet east of Anderson Street.

RECOMMENDATION

The recommendation is that the Planning Commission recommends that the City Council approve DCA No. 04-01 and adopt the Ordinance to amend the East Valley Corridor Specific Plan Section EV3.0715(d) based on the Findings.

PERTINENT DATA

Property Owners/Applicant:	Various/Loma Linda Redevelopment Agency
General Plan:	Neighborhood Specialized Community
Zoning:	East Valley Corridor Specific Plan, Commercial General (EV/CG)
Site:	Loma Linda Auto Center and Redlands Boulevard Corridor
Topography:	N/A
Vegetation:	N/A
Special Features:	N/A

BACKGROUND AND EXISTING SETTING

Background

In October 2004, the Redevelopment Agency requested Community Development staff to amend the East Valley Corridor Specific Plan to allow stand-alone, used car dealerships in the Loma Linda Auto Center. The City has a proposal to reuse the vacant Audi dealership for the sale of pre-owned, high-end vehicles (i.e., Mercedes, BMW, Lexus, Infinity, Audi) that cannot be approved based on the limitation in the EV/CG Prohibited Uses list. The proposed DCA would limit the establishment of stand-alone, used car dealerships to the Loma Linda Auto Center.

Following the adoption of the new General Plan, staff will prepare an update to the Development Code that will combine the Zoning and Subdivision regulations. A component of the update will be to repeal the East Valley Corridor Specific Plan and replace it with standard zoning districts and text. The Redlands Boulevard corridor has tremendous potential for economic development that has not been realized through the implementation of the East Valley Corridor Specific Plan. The amendment proposed in this Staff Report is a forerunner of the Development Code Update Project.

Existing Setting

Generally, the East Valley Corridor Specific Plan has a geographic area in the City that covers all of the properties that have frontage on the north and south sides of Redlands Boulevard and frontage on the I-10 Freeway. The properties within the corridor are relatively flat and the majority of them are developed with commercial retail, commercial service, commercial industrial/manufacturing, and commercial office uses. However, it should be noted that there are several vacant parcels (both large and small), and a scattering of non-conforming residential uses all along the corridor.

The Loma Linda Auto Center is located on the north side of Redlands Boulevard, south of the I-10 Freeway, about 600 feet west of Richardson Street, and 800 feet east of Anderson Street near the Loma Linda's west end. The Auto Center is developed with four dealerships three of which are currently occupied and open for business – Spreen Honda, Saturn of Loma Linda, and Quaid Harley Davidson. The fourth dealership previously was occupied by Advantage Audi, which was sold and moved to the Riverside Auto Center in the past year or so. In addition to the developed properties, there are several vacant parcels that are available for development as auto/vehicle dealerships.

CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) STATUS

Staff has determined that the project is not subject to the California Environmental Quality Act (CEQA) pursuant to the CEQA Guidelines Section 15061(b)(3), which states the activity is covered by the general rule that CEQA applies only to projects [that] have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a

significant effect on the environment, the activity is not subject to CEQA. Amending the East Valley Corridor Specific Plan to allow used auto sales in a standalone dealership within the Auto Center would not result in any significant environmental impacts because the sale of motorized vehicles is already permitted in the area.

ANALYSIS

Project Description

The project is a City initiated request to amend the East Valley Corridor Specific Plan Section EV3.0715 (d), Prohibited Uses, as follows: "...Used car sales not in conjunction with new car sales [are prohibited]***, except within the Loma Linda Auto Center."*** The actual amendment language is italicized and in bold. The proposal would only affect those properties located within the Loam Linda Auto Center, which is located on the north side of Redlands Boulevard, south of the I-10 Freeway, about 600 feet west of Richardson Street, and 800 feet east of Anderson Street in the East Valley Corridor Specific Plan (EV) area.

Public Comments

As of the date of this Report, no public comments have been received on the proposed amendment. The Administrative Review Committee (ARC) will review the proposal at their meeting on Tuesday, November 30, 2004 and staff will forward any comments or concerns that are noted to the Planning Commission at the meeting on December 1st.

Analysis And Findings

Analysis. The proposed amendment will expand the Loma Linda Redevelopment Agency's ability to attract a broader range of auto dealerships than are currently allowed in the Auto Center. A trend that has emerged in the last several years is the establishment of used auto dealerships that specialize in pre-owned, high-end vehicles such as Mercedes, Lexus, Infinity, Volvo, Saab, and BMW. The pre-owned automobile market is a specialized niche that is gaining respectability in the auto retail industry. The former Audi dealership property has been vacant for a year or more despite the efforts of Redevelopment Agency staff to attract a new auto dealership into the space.

As stated, the amendment would only affect the existing and vacant properties in the Loma Linda Auto Center. Auto dealerships outside of the Auto Center, along the Redlands Boulevard corridor would be limited to the sale of new vehicles with the sale of used vehicles as an ancillary use.

Findings. Text amendments to zoning documents are considered legislative acts and do not require findings. However, State law does require that the zoning be consistent with the General Plan. Policy No.9 in the existing General Plan states the following:

> *"To meet the financial responsibilities of the new city, it is necessary for fiscal planning to be integrated with all aspects of the General Plan. The following is essential to this endeavor:*
>
> *a. A sound tax base is vital to the City to help meet the cost of government.*
> *b. Commercial and industrial uses are identified in the General Plan to provide part of this income, in addition to serving some of the city's citizens as a nearby base for employment..."*

The dealerships in Loma Linda Auto Center are the largest revenue generators in the City and their operations help to provide the City with a sound tax base. The Economic Development Element in the Draft General Plan (October 2004) indicates that automobile sales play an important role in the City's economic health. Draft Policy 4.6.1.d. encourages that the City actively seeks larger retail businesses such as expanded auto dealerships as part of an overall strategy to foster a positive business climate.

In the existing General Plan, the policies for commercial uses, specifically Redlands Boulevard-Commercial identifies automobile agencies in an Auto Center as a permitted use. However, the policy does not differentiate between "new" and "used" agencies. The Commercial designation in the Draft General Plan (October 2004) also identifies auto dealerships as a permitted use and does not differentiate between new and used agencies. Based on the preceding, staff finds that the proposed amendment is consistent with both the existing and draft General Plans.

CONCLUSION

The proposed amendment would permit the establishment of used auto dealerships in the Loma Linda Auto Center. In other commercial areas along the Redlands Boulevard corridor, used auto sales would only be allowed as an ancillary use to new auto sales. The amendment would expand the range of auto dealerships allowed in the Auto Center and would assist Redevelopment Agency staff in their efforts to attract, expand, and retain auto sales uses.

Staff has determined that the proposed amendment is not subject to the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15061(b)(3) because the sale of motorized vehicles is already permitted in the Auto Center.

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