



CITY OF
**PALO
ALTO**

35

TO: HONORABLE CITY COUNCIL

FROM: ED SHIKADA, CITY MANAGER

DATE: JUNE 24, 2019

SUBJECT: **AGENDA ITEM NUMBER 35 - PUBLIC HEARING / QUASI-JUDICIAL.** 1700 & 1730 Embarcadero Road [18PLN-00186]: Request for a Zoning Map Amendment, Site and Design Review & Design Enhancement Exception to Allow the Demolition of an Existing 18,000 Square Foot Vacant Restaurant Building and a 15,700 Square Foot Audi Service Building and Construction of two new Automobile Dealerships Totaling 84,900 Square Feet. The Zoning Map Amendment Would Change the Zoning Designation From CS(D) and PC to CS(D)(AD) for both parcels. Environmental Assessment: An Initial Study/Mitigated Negative Declaration was Circulated for Public Comment From March 15, 2019 to April 22, 2019. The Planning and Transportation Commission Reviewed and Made a Recommendation for Approval on March 27, 2019.

In accordance with City Council procedures¹ related to Council member questions on items posted on an upcoming agenda, time permitting, staff will prepare responses to non-consent calendar items that address technical questions in advance of the scheduled meeting. Last week, staff received requests for clarification on project related floor area.

The total project gross floor area as defined in the municipal code for the combined properties is 103,746 square feet. The staff report incorrectly referenced 84,900 square feet. The municipal code exempts floor area dedicated to parking facilities² and covered vehicle queuing. When counting these exempt areas, the total development is 170,292 square feet. The following table breaks down the project floor area further.

¹ <https://www.cityofpaloalto.org/civicax/filebank/documents/8258>

² Except in the Downtown Commercial district.

	Proposed Gross Floor Area	Allowed Gross Floor Area	Exempt Floor Area ³	Total Gross and Exempt Floor Area
Mercedes Benz	54,628	66,259	31,636	86,264
Audi	49,118	59,673	34,910	84,028
Totals	103,746	125,932	121,475	170,292

The environmental analysis for this project included the preparation of a mitigated negative declaration. The project floor area studied in that document was 106,286 square feet. The traffic analysis was based on empirical data collected from other automobile dealerships in the area that contain showrooms, new car inventory and service bays as opposed to using the Institute of Traffic Engineers manual for trip generation, which had a lower trip generation rate. In consultation with the City's traffic consultant and the City's professional transportation staff, it was determined empirical data collection based on showroom size was an appropriate metric to assess trip generation rates for the proposed dealerships. The City's environmental and traffic consultants will be available for questions at the meeting.

The mitigated negative declaration⁴ is available online as are the City's responses to comments⁵ and the traffic study⁶.



Jonathan Lait
Director
Planning and Community Environment



Ed Shikada
City Manager

³ PAMC section 18.04.030(a)(65)(B)(i) exempts parking facilities accessory to a permitted or conditional use and located on the same site. The enclosed parking facilities for each dealership is providing customer and employee parking and is not available for new car inventory. New car inventory will be placed on the roof deck for both dealerships and does not count toward gross floor area. Area dedicated to queuing of customer vehicles for drop off and pick up of service vehicles is also excluded from the definition of gross floor area (PAMC 18.30(F).050(A)(3)(b)).

⁴ Initial Study / Mitigated Negative Declaration: <https://www.cityofpaloalto.org/civicaX/filebank/documents/69899>

⁵ Responses to Comments: <https://www.cityofpaloalto.org/civicaX/filebank/documents/71916>

⁶ Traffic Study: <https://www.cityofpaloalto.org/civicaX/filebank/documents/69905>