



PLANNING COMMISSION AGENDA REPORT

MEETING DATE: MARCH 22, 2004

ITEM NUMBER:

SUBJECT: DRAFT ORDINANCE AMENDING THE ZONING CODE TO ESTABLISH SPECIAL ZONING REGULATIONS FOR MOTOR VEHICLE RETAIL SALES BUSINESSES

DATE: MARCH 11, 2004

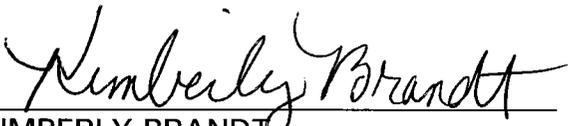
**FOR FURTHER INFORMATION CONTACT: KIMBERLY BRANDT, SENIOR PLANNER
(714) 754-5604**

DESCRIPTION

A draft ordinance amending the City of Costa Mesa's Zoning Code to establish special zoning regulations for motor vehicle retail sales businesses.

RECOMMENDATION

Recommend to City Council that first reading be given to the draft ordinance.



KIMBERLY BRANDT
Senior Planner



R. MICHAEL ROBINSON
Planning & Redevelopment Mgr.



PERRY L. VALANTINE
Asst. Development Services Director

BACKGROUND

In May 2003, Commissioner Foley requested staff place the issue of automobile dealer setbacks on a Planning Commission study session agenda. She made this request after the Commission approved a variance request for a reduced landscaped setback for an automobile dealership located at 2665 Harbor Boulevard (PA-03-04) and that the City has approved similar variances in the past. The Commission considered this issue in August 2003 and directed staff to draft development standards regarding the public street setback. At their January 20th study session, Planning Commission reviewed staff's preliminary recommendations, which also included revisions regarding landscaping materials and advertising banners.

In February, staff mailed a copy of the proposed Zoning Code amendments to all of the City's retail motor vehicle dealers and the Harbor Boulevard of Motor Car Dealers Association. This mailing also included notice of the March 15th study session and March 22nd public hearing.

Correspondence received on this draft ordinance is contained in Attachment 3.

ANALYSIS

Staff is proposing that a new article be added to the Zoning Code that specifically addresses motor vehicle retail sales. These new code provisions only apply to motor vehicle retail sales businesses that have 2 or more outdoor vehicle display spaces. These regulations do not apply to boat and motorcycle retail dealers. The new article will codify exceptions to the City's current zoning regulations in respect to:

1. Decreasing the depth of the required landscaping within the building setback area adjacent to public streets and outdoor vehicle display areas;
2. Allowing vehicle display areas to encroach into the building setback area adjacent to public streets;
3. Waiving the requirement for trees in the landscaped areas that abut a public street and vehicle display area; and
4. Allowing banners on light standards in addition to building walls.

Each of these is discussed below.

Decreasing the depth of the required landscaping: The Zoning Code requires that the building setback area abutting a public street be entirely landscaped, with only driveways and walkways allowed as an exception. The proposed change includes an additional exception that reduces the depth of the landscaped area to no less than 10 feet for that portion of the setback area that abuts an outdoor vehicle display area.

Vehicle display area encroachment: In addition, the proposed amendment would also allow the vehicle display area to encroach into the building setback area, but no closer than 10 feet from the property line. Since the building setback is typically 20 feet, this will generally be 10 feet closer than what the Zoning Code currently allows.

These two amendments work together to allow the vehicle display area to be located closer to the public street without going through a variance process. The closer location provides greater visibility of the vehicle display area to persons traveling on the public street. A survey of the City's 22 motor vehicle dealers (Attachment 2) indicates that none have a 20-foot landscaped area abutting a street, and only 9 businesses have approved variances. The remaining 13 businesses have legal nonconforming landscaped setbacks. Of the 22 dealers, there is a variety of landscaped setback depths, with 10 feet being the most common depth. Staff believes that a minimum 10-foot depth will provide adequate space for landscaping and increased visibility to the vehicle display area.

Trees in the landscaped area: The proposed regulations waive the requirement for one 24-inch boxed tree for every 300 square feet of landscaped area abutting the vehicle display area and public street. Over the years, the City has heard numerous dealers' concerns that the trees block views into the vehicle display area, drop leaves and sap, as well as provide roosting perches for birds.

Staff believes that, by requiring alternate plant materials in place of the trees, diverse and interesting plant palettes can be achieved in these landscaped areas that meet the overall intent of the City's landscaping standards.

Banners: The proposed regulations allow businesses to install certain types of banners without receiving approval of a planned signing program. Specifically, the proposed regulations allow:

- 1 square foot of banners per lineal foot of street frontage;
- Attachment of banners to light standards; and
- 100 square-foot maximum for wall banners.

These banner regulations are similar to the banner provisions that are included in the planned signing program (ZA-97-15) adopted for the businesses that belong to the Harbor Boulevard of Motor Car Dealers Association.

ALTERNATIVES

The Planning Commission may recommend to City Council specific changes to the draft ordinance, or the Planning Commission may recommend to Council retention of the City's current Zoning Code language.

One correspondence was received, in which it was asked that these new regulations only be applied to businesses that have franchises to sell new vehicles.

ENVIRONMENTAL DETERMINATION

These code amendments have been reviewed for compliance with the California Environmental Quality Act (CEQA), the CEQA Guidelines, and the City's environmental procedures, and have been found to be exempt.

CONCLUSION

Staff believes that these new regulations recognize the unique operating characteristics of the motor vehicle retail sales businesses, but still maintain the City's Zoning Code's intent of improving and enhancing the City's streetscapes with landscaping and signage control.

- Attachments:
1. Draft Ordinance (strike-through version)
 2. Background Information
 3. Correspondence

File Name: 032204MOTORORD

Date: 3/9/04

Time 2:30 pm

cc: Deputy City Mgr. - Dev. Svcs. Director
Sr. Deputy City Attorney
City Engineer
Staff (4)
File (2)

Ed Fawcett
Costa Mesa Chamber of Commerce
1700 Adams Avenue, Suite 101
Costa Mesa, CA 92626

Tom Santley
Harbor Boulevard of Motor Cars Dealers Association
1613 Chelsea Road, Suite 146
San Marino, CA 91108

ATTACHMENT 1
DRAFT ORDINANCE

ORDINANCE NO. 04-

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF COSTA MESA, CALIFORNIA AMENDING TITLE 13 OF THE COSTA MESA MUNICIPAL CODE REGARDING SPECIAL ZONING REGULATIONS FOR MOTOR VEHICLE RETAIL SALES BUSINESSES.

THE CITY COUNCIL OF THE CITY OF COSTA MESA DOES HEREBY ORDAIN AS FOLLOWS:

Section 1. Row 102 of Table 13-30 of Title 13 of the Costa Mesa Municipal Code is hereby amended to read as shown in Attachment A.

Section 2. Section 13-93(e) of Title 13 of the Costa Mesa Municipal Code is hereby amended to read as follows:

“(e) **Prohibited parking.** In all zones, no parking shall be permitted in any required setback areas abutting a public street except in a driveway serving the garage of only one dwelling unit. ***Exceptions:***

(1) In the R1 zone, the Planning Division may allow, by approval of a minor modification, the retention of an existing driveway access from a street to satisfy open parking requirements, at such time that garage access is proposed from an abutting alley.

(2) For motor vehicle retail sales businesses with two or more outdoor display spaces, see Chapter IX, Article 10 MOTOR VEHICLE RETAIL SALES. This exception is not applicable to boat and motorcycle retail sales businesses.”

Section 3. Section 13-105(a) of Title 13 of the Costa Mesa Municipal Code is hereby amended to read as follows:

“(a) All required setbacks abutting a public right-of-way shall be landscaped ~~(except for walks and driveways which provide access from a public right-of-way)~~. Exceptions:

(1) Walks and driveways, which provide access from a public right-of-way.

(2) For motor vehicle retail sales businesses with two or more outdoor display spaces, see Chapter IX, Article 10 MOTOR VEHICLE RETAIL SALES. This exception is not applicable to boat and motorcycle retail sales businesses.”

Section 4. Section 13-106(a)(1)a. of Title 13 of the Costa Mesa Municipal Code is hereby amended to read as follows:

“a. **Tree count exception:** One tree (minimum 24-inch box or larger) shall be provided for every 300 square feet of landscaped area for ~~automobile dealerships~~ motor vehicle retail sales businesses with two or more outdoor display spaces. See also Chapter IX, Article 10 MOTOR VEHICLE RETAIL SALES.”

Section 5. The following rows of Table 13-115 of Title 13 of the Costa Mesa Municipal Code is hereby amended to read as follows:

"TABLE 13-115 SIGN REGULATIONS (CONTINUED)

TEMPORARY SIGNS (continued)

	RESIDENTIAL	COMMERCIAL ZONES	INDUSTRIAL ZONES	INSTITUTIONAL ZONES
BANNERS ON PRIVATE PROPERTY (No permits are required.) MAXIMUM AREA	0.5 sq. ft. per unit. Maximum area: 100 sq. ft. per site.	0.5 sq. ft. per lineal foot of building frontage facing the street. Minimum entitlement: 25 sq. ft. per tenant. Maximum area: 75 sq. ft. per tenant. <i>Exception:</i> For motor vehicle retail sales businesses with two or more outdoor display spaces, see Chapter IX, Article 10 MOTOR VEHICLE RETAIL SALES . This exception is not applicable to boat and motorcycle retail sales businesses.		
TIME LIMITS	None			
DEVELOPMENT STANDARDS	<ol style="list-style-type: none"> 1. The entire surface of the banner must be securely affixed to either a building wall of the business being advertised (the building wall must abut a public street or on-site parking area serving the business being advertised), or to the sign face of a freestanding sign. 2. May not be attached to any staff, pole, line, framing, vehicle or similar support. 3. May not project above roof. 4. Must be maintained in good condition; removed or replaced if torn, faded or dirty. 5. Limit one banner per tenant or building occupant on each street frontage maximum. 6. Banners are permitted only as a means of temporary advertisement, such as for new businesses, grand openings, or similar special events, and may not be used as permanent signs. <p><i>Exception:</i> For motor vehicle retail sales businesses with two or more outdoor display spaces, see Chapter IX, Article 10 MOTOR VEHICLE RETAIL SALES. This exception is not applicable to boat and motorcycle retail sales businesses."</p>			

8

Section 6. Article 18 is hereby added to Chapter IX of Title 13 of the Costa Mesa Municipal Code to read as follows:

“ARTICLE 18. MOTOR VEHICLE RETAIL SALES

Sec. 13-200.100 APPLICABILITY

The development standards of this article shall apply to motor vehicle retail sales businesses with two or more outdoor display spaces, excluding boat and motorcycle retail sales, and shall be applied in conjunction with approval of a conditional use permit. The banner regulations may be applied to an existing motor vehicle retail sales business. To the extent there are any inconsistencies between the provisions of Sections 13-1 through 13-200.99 and the provisions of this article, the provisions of this article shall govern.

Sec. 13-200.101 DEVELOPMENT STANDARDS

- (a) Landscaping requirements for setback areas abutting a public street. In the commercial zoning districts, the requirement to landscape the building setback area abutting a public street may be reduced to no less than 10 feet deep for that portion of the setback area that abuts an outdoor vehicle display area. The outdoor vehicle display area may also encroach into the building setback area abutting a public street, as long as a minimum 10-foot deep street setback is provided.
- (b) Landscaping. The landscaping standards provided in Chapter VII of this title shall apply; however, the required tree count of 1 tree (24-inch box or larger) for every 300 square feet of landscaped area is waived for the required landscaping in the setback area abutting a public street and outdoor vehicle display area. However, alternate landscaping materials shall be provided in the setback area to replace the trees, under the Planning Division’s direction.

Sec. 13-200.102 BANNERS

Banners that comply with these standards shall not require a permit; banners that do not comply with these standards are subject to approval of a planned signing program prior to their installation.

- (a) Maximum area: The maximum area of all banners allowed for motor vehicle retail sales businesses shall be one square foot per lineal foot of street frontage. For businesses with more than one street frontage, each street shall be calculated separately.

- (1) Banners attached to a light standard:
- a. Banner shall not exceed 36 square feet per banner.
 - b. Maximum of two banners per light standard.
 - c. Banners shall have horizontal-to-vertical proportions of approximately 1:3 or 1:4, and the vertical dimension shall not exceed one-third of the light standard height.
 - d. The top and bottom of the banners shall be securely affixed to the light standard.
 - e. The banners shall be uniform in design and dimensions.
- (2) Banners not attached to light standards:
- a. Maximum of 100 square feet per street frontage.
 - b. The entire surface of the banner shall be securely affixed to a building wall of the business being advertised (the building wall must abut a public street or on-site parking area serving the business being advertised), or the sign face of a freestanding sign.
 - c. Banners may not be attached to any staff, pole, line, framing, vehicle, or similar support.
 - d. Banners may not project above the roof.
- (b) Time Limits. There is not a time limit for the display of banners allowed pursuant to this article.
- (c) Condition of Banners. Banners must be maintained in good condition; removed or replaced if torn, faded, or dirty."

Section 7. Environmental Determination. The project has been reviewed for compliance with the California Environmental Quality Act (CEQA), the CEQA Guidelines, and the City's environmental procedures, and has been found to be exempt.

Section 8. Inconsistencies. Any provision of the Costa Mesa Municipal Code or appendices thereto inconsistent with the provisions of this Ordinance, to the extent of such inconsistencies and no further, is hereby repealed or modified to the extent necessary to affect the provisions of this

Ordinance.

Section 9. Severability. If any chapter, article, section, subsection, subdivision, sentence, clause, phrase, or portion of this Ordinance, or the application thereof to any person, is for any reason held to be invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portion of this Ordinance or its application to other persons. The City Council hereby declares that it would have adopted this Ordinance and each chapter, article, section, subsection, subdivision, sentence, clause, phrase or portion thereof, irrespective of the fact that any one or more subsections, subdivisions, sentences, clauses, phrases, or portions of the application thereof to any person, be declared invalid or unconstitutional. No portion of this Ordinance shall supersede any local, State, or Federal law, regulation, or codes dealing with life safety factors.

Section 10. Publication. The Mayor shall sign and the City Clerk shall certify to the passage and adoption of this Ordinance and shall cause the same to be published and posted pursuant to the provisions of law in that regard and this Ordinance shall take effect thirty (30) days after its final passage.

PASSED AND ADOPTED this ____ day of _____, 2004

Mayor

ATTEST:

APPROVED AS TO FORM:

City Clerk of the
City of Costa Mesa

City Attorney

STATE OF CALIFORNIA)
COUNTY OF ORANGE) ss
CITY OF COSTA MESA)

ATTACHMENT "A"

**TABLE 13-30
CITY OF COSTA MESA LAND USE MATRIX**

LAND USES	ZONES																						
	R 1	R 2 M D	R 2 H D	R 3 P	A	C L	C 1	C 2	C 1 S ¹	T C ¹	M G	M P	P D R L D ¹	P D R M D ¹	P D R H D ¹	P D R N C M ¹	P D C ¹	P D I ¹	I & R ¹	I & R S ¹	P		
102. Motor vehicle, Boat, and Motorcycle retail sales, leasing, rentals and service WITH 2 or more outdoor display parking spaces (subject to the requirements of CHAPTER IX, ARTICLE 18, MOTOR VEHICLE RETAIL SALES).	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•

ATTACHMENT 2

BACKGROUND INFORMATION

City of Costa Mesa

Interoffice Memorandum

To: Planning Commission

From: Perry Valentine, Assistant Development Services Director 

Date: July 30, 2003

Subject: **AUTO DEALER SETBACKS AND DEVELOPMENT STANDARDS**

BACKGROUND

On May 12, 2003, the Planning Commission approved a variance from front setback landscaping requirements for a proposed automobile dealership at 2665 Harbor Boulevard (PA-03-04). The zoning code requires a 20-foot landscaped front setback for all new developments in commercial zones, and the variance allowed a 15-foot landscaped setback. This was consistent with previous variances approved for other auto dealerships along Harbor Boulevard.

After the vote, Commissioner Foley asked staff to place the issue of auto dealer setbacks on a future study session agenda. To provide background for the discussion, staff conducted a survey of existing auto dealer setbacks, and researched files to determine when and how (e.g., variance) the setbacks were approved. The results of the survey are contained in the attached table and photographs.

DISCUSSION

As indicated in the attached "Summary Table," all 22 auto dealerships (new and used) have less than the currently-required 20-foot landscaped front setback. Nine were approved by variance; 13 are nonconforming developments.

Of the 13 nonconforming developments, six are major new car dealerships, six are smaller dealers specializing in pre-owned vehicles, and one is an independent, pre-owned vehicle dealership occupying a site that was originally developed as a new-car dealership. Six major new car dealerships and three smaller, pre-owned vehicle lots have variances.

Because several lots have landscaped setbacks of varying depths, it is difficult to identify an average or median setback. Ten lots have setbacks of 5 feet or less,

eight have 6-10 feet, and four have 10-16 feet. Of those with variances, seven have setbacks that are mostly 10 feet or less, with the other two at 13 and 16 feet.

CONCLUSION

The survey indicates that none of the auto dealerships comply with the current requirement for a 20-foot landscaped front setback. Thirteen of the developments are nonconforming, and variances were approved for the other nine. A tenth variance was approved earlier this year, but the project has not yet been built.

The variance process is intended to provide relief from normal development standards when warranted due to unusual site conditions such as parcel size, shape, topography, location, or surroundings. Variances from landscaped front setback requirements have often been granted to provide new auto dealerships the same privileges as existing dealerships with respect to product visibility.

Another – and preferable – way of accomplishing the same objective would be to amend the zoning code to require a smaller landscaped setback for auto sales uses than is required for other commercial developments. This would allow auto uses to develop without variances, but would require the full 20 feet of landscaping to be installed if the property is converted to another use in the future.

If the Planning Commission wishes to pursue such a code amendment, staff recommends that a few other changes be made at the same time. With relatively little additional work, a separate article could be created to establish auto dealer development standards. In addition to a reduced landscaped setback, specific standards could be included for landscape design and materials, as well as for advertising banners. Further details will be provided at the study session. If limited to these specific items, amended standards could be developed within the four-hour limit.

Attachments: Summary Table
 Auto Dealership Landscape Setback Table
 Photographs

C: Don Lamm, Deputy City Manager - Development Services Director
 Marianne Milligan, Senior Deputy City Attorney
 Planning Staff (4)
 File (2)

Summary Table

Depth of Front Landscaped Setback	# of Dealers	# With Variances
0 ft.	5	0
3 ft.	1	0
4 ft.	1	1
5 ft.	2	1
0 ft. – 5 ft.	1	0
6 ft.	1	1
4 ft. – 8 ft.	1	0
10 ft.	6	3
5 ft. – 12ft.	1	1
13 ft.	1	1
0 ft. – 5ft. – 14 ft.	1	0
16ft.	1	1
Total	22	9

Auto Dealership Landscape Setback Table

Name of Dealer	Address (Harbor Blvd.)	Lot Width/ Frontage	Depth of Front Landscape Setback	Parcel#	Variance Yes/No	Variance Number/Date of Approval	Date of Building Construction	Photo Index
South Coast Toyota	1966 & 1970	250 ft.	10 ft.	419-204-14	Yes	PA-98-35 May 26, 1998	N/A	#1
Ford	2060	407 ft.	5 ft. entrance 0 ft. center	419-181-02,01	No	N/A	Office building – Oct.7, 1997 Permit #43524	#2,3
Lotaner Motors Inc.	2100	71 ft.	0 ft.	419-171-47	No	N/A	No permits on file for original building construction.	#4
Newport European Motor Cars Limited	2115	100 ft.	10 ft.	422-021-35	Yes	PA-88-181 Nov.28, 1988	N/A	#5
Harbor Auto Center	2145	206 ft.	0 ft.	422-012-09	No	N/A	No permits on file for original building construction.	#6
DriveTime	2167	115 ft.	0 ft.	422-203-28	No	N/A	4/11/55 Permit #283835	#7
Lenders Liquidation Center	2480	185 ft.	8 ft. entrance 4 ft. center	141-491-09	No	N/A	4/28/71 Permit #32130	#8
Orange Coast Jeep Chrysler	2524	178 ft.	16 ft.	141-421-21	Yes	PA-85-116 July 22, 1985	N/A	#9

Auto Dealership Landscape Setback Table

Name of Dealer	Address (Harbor Blvd.)	Lot Width/ Frontage	Depth of Front Landscaped Setback	Parcel#	Variance Yes/No	Variance Number/Date of Approval	Date of Building Construction	Photo Index
Nabers	2600	352 ft.	12 ft. entrance 5 ft.	141-732-05	Yes	PA-88-134 Sept. 12, 1988	N/A	#10
Lincoln Mercury	2626	160 ft.	5 ft.	141-362-29	No	N/A	12/16/68 Permit #28860	#11
Harbor Motors	2640	200 ft.	10 ft.	141-362-11	No	N/A	8/24/65 Permit #23442	#12
Connell Chevrolet	2820	330 ft.	3 ft.	141-362-02	No	N/A	8/6/64 Permit #21581	#13
Beach City Auto Wholesale	2833	104 ft.	0 ft.	319-302-20	No	N/A	3/1/64 Permit #24864	#14
Fam Vans	2845	182 ft.	10 ft.	139-302-13	No	N/A	Building - 7/2/62 Permit #17433 Auto Building - 4/16/68 Permit #28127	#15
Connell Nissan	2850	290 ft.	10 ft.	418-362-01	No	N/A	9/30/64 Permit #21583	#16
Costa Mesa Mitsubishi	2860	222 ft.	13 ft.	418-111-03	Yes	PA-95-48 Sept. 25, 1995	N/A	#17

Auto Dealership Landscape Setback Table

Name of Dealer	Address (Harbor Blvd.)	Lot Width/ Frontage	Depth of Front Landscaped Setback	Parcel#	Variance Yes/No	Variance Number/Date of Approval	Date of Building Construction	Photo Index
Honda & Infiniti	2888	465 ft.	5 ft.	418-111-02	Yes	PA-85-210 Dec.9, 1985	NA	#18
Costa Auto Sales	2901	70 ft.	10 ft.	139-396-40	Yes	PA-98-45 June 22, 1998	N/A	#19
Subaru & Acura	2925	30 ft.	5 ft. & 14 ft. entrance/ 0 ft. center	39-296-40	No	N/A	9/26/66 Permit #23749	#20,21
Dodge	2929	494 ft.	0 ft.	139-203-01	No	N/A	11/8/65 Permit #24346	#22
House of Luxuries & Golden West	3130	687 ft.	4 ft.	418-141-05,06,07	Yes	PA-88-181 Nov. 28, 1988	N/A	#23,24
Ferrari	1425 (Baker St.)	286 ft.	6 ft.	418-101-05,06	Yes	ZE-76-124 Feb.8,1985	N/A	#25



Photo #1 – South Coast Toyota
10 ft. Landscape Setback



Photo #2 – Ford
5 ft. Landscape Setback by Entry



Photo #3 – Ford
0 ft. Landscape Setback at Center



Photo #4 – Lotaner Motors Inc.
0 ft. Landscape Setback



Photo #5 – Newport European Motor
Cars Limited: 10 ft. Landscape Setback

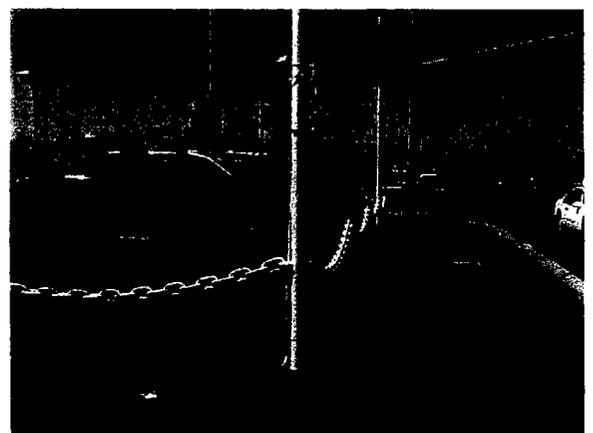


Photo #6 – Harbor Auto Center
0 ft. Landscape Setback



Photo 7 – DriveTime
0 ft. Landscape Setback



Photo 8 – Lenders Liquidation Center
8 ft. Setback at Entrance, 4 ft. at Center

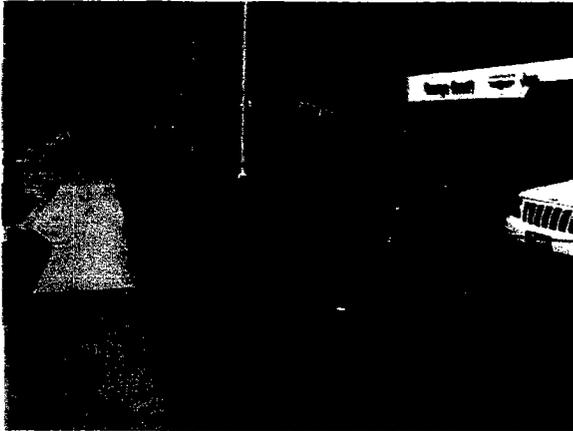


Photo #9 – Orange Coast Jeep Chrysler
16 ft. Landscape Setback



Photo #10 – Nabers
5 ft. Landscape Setback

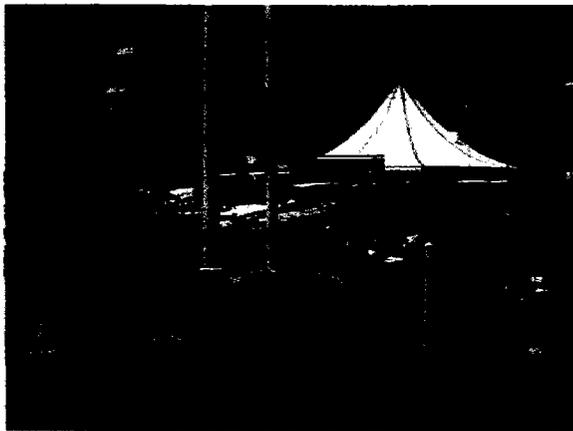


Photo #11 – Lincoln Mercury
5 ft. Landscape Setback

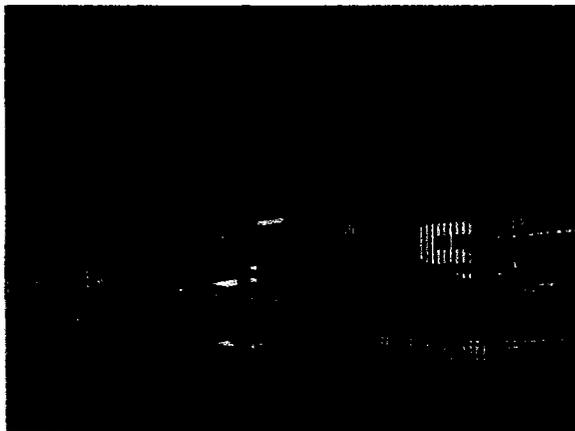


Photo #12 – Harbor Motors
10 ft. Landscape Setback

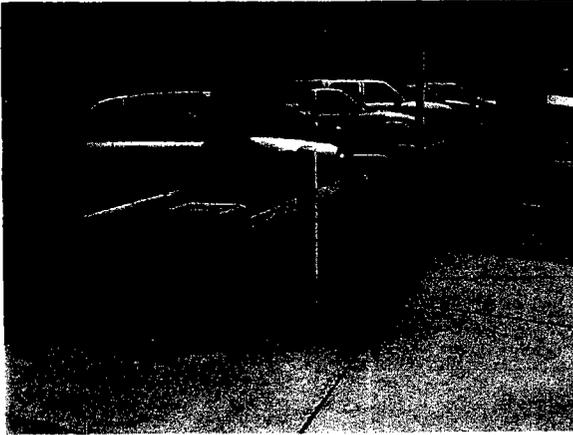


Photo #13 – Connell Chevrolet
3 ft. Landscape Setback



Photo #14 – Beach City Auto Wholesale
0 ft. Landscape Setback



Photo #15 – Fam Vans
10 ft. Landscape Setback



Photo #16 – Connell Nissan
10 ft. Landscape Setback



Photo #17 – Costa Mesa Mitsubishi
13 ft. Landscape Setback



Photo #18 – Honda & Infiniti
5 ft. Landscape Setback

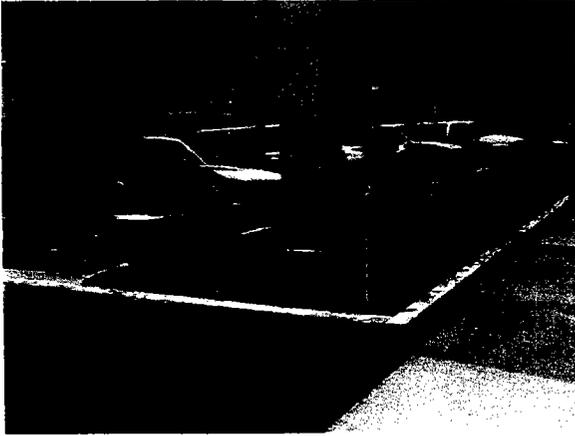


Photo #19 – Costa Auto Sales
10 ft. Landscape Setback



Photo # 20 – Subaru & Acura
5 ft. & 14 ft. at Entrance, 0 at Center



Photo # 21- Subaru & Acura
5 ft. & 14 ft. at Entrance, 0 at Center

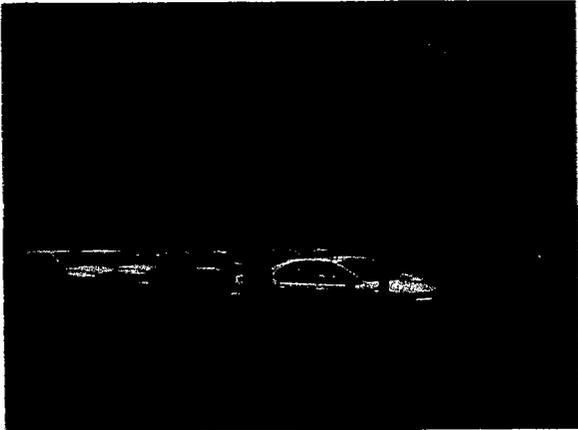


Photo #22 – Dodge
0 ft. Landscape Setback



Photo #23 – House of Luxuries &
GoldenWest: 4 ft. Landscape Setback



Photo #24 – House of Luxuries &
GoldenWest: 4 ft. Landscape Setback



Photo #25 – Ferrari
6 ft. Landscape Setback

ATTACHMENT 3
CORRESPONDENCE

BRANDT, KIMBERLY

From: jon gray [grayjeep@yahoo.com]
Sent: Thursday, February 26, 2004 2:44 PM
To: kbrandt@ci.costamesa.ca.us
Subject: notice

Nice speaking with you today. Thank you for the steps your staff has taken regarding the recent notice mailed out regarding auto dealerships. This will allow us to accomplish a clean look for our stores and city which is very important to all of us. It also gives the retail business owner an opportunity to have better visual appeal of our products to the consumer. The only issue I ask you to consider is not opening this up to ALL retail auto dealerships. I suggest that any privileges be given only to New vehicle franchised dealers that have been here supporting the community. Thank you and please call with any questions.

Jon Gray
President
Orange Coast Jeep/Chrysler/Dodge

Do you Yahoo!?
Get better spam protection with Yahoo! Mail.
<http://antispam.yahoo.com/tools>