Executive Summary

This section provides an overview of the proposed project and its objectives, and summarizes the potential impacts anticipated as a result of project implementation. The following summary table identifies these impacts and lists the mitigation measures recommended to reduce significant adverse impacts. The alternatives in the Draft Environmental Impact Report (EIR) are briefly described.

For a full description of the proposed project, its impacts, and alternatives, the reader is referred to Chapters 2, 3 and 4 of this Draft EIR.

PROJECT OVERVIEW

The proposed project site is 8.05 acres in size and located along the northeastern border of the City of Newport Beach. The site is located on the northwest corner of MacArthur Boulevard and Jamboree Road in the City of Newport Beach, and is bounded on the north by an office building (3991 MacArthur Boulevard) that separates the project site from Bowsprit Drive, on the east by MacArthur Boulevard and on the west by Dove Street. A commercial strip shopping center between the project site and Bristol Street (which runs parallel to the State Route 73 (SR 73) Freeway) adjoins the project on the south. The project site is located in an office park known as Park MacArthur. It is surrounded by office uses on the north, east and west.

The proposed project site is currently developed with Platt College, general office uses, and an Avis rental car storage facility. It consists of two contiguous parcels which include the addresses 3901, 3931 and 3961 MacArthur Boulevard and 848 and 888 Dove Street. The northerly parcel of the project site (3901, 3931 and 3961 MacArthur Boulevard) is approximately 5.05 acres in size and contains three buildings, while the southerly parcel (848 and 888 Dove Street) is approximately three acres in size and also includes three buildings These buildings would be demolished to allow for redevelopment of the site with the proposed Lexus Dealership.

The project applicant, Wilson Automotive Group, of Orange, California, proposes to develop a Lexus automobile dealership showroom and a four-story structure that would house the service department and provide employee parking and storage of automobile inventory The Lexus Dealership would include the following elements:

- 33,700 square-foot showroom;
- Four-story parking structure with rooftop parking;
- 96,300 square-foot automotive parts and service center on first level of parking structure.

The project includes a General Plan Amendment and a Zoning Ordinance Amendment. The General Plan Amendment would change the land use designation for the northerly five acre portion of the site from "Administrative, Professional, and Financial Commercial" to "Retail and Service Commercial." This is the appropriate land use designation for general commercial uses including automobile dealerships. The Zoning Ordinance Amendment is necessary to revise the use and general development regulations ("Planned Community Development Standards, Newport Place") for the Planned Community zoning district that encompasses the project site. The Amendment would change the permitted use category for the northerly five acres from "Commercial/Professional and Business Offices" to "General Commercial," and from "Auto Center" to "General Commercial" on the southerly three acres.

PROJECT OBJECTIVES

The proposed project objectives are in accord with the specific goals of the City of Newport Beach Economic Development Objectives. These objectives are as follows:[1]

- The City Council recognizes that the City's ability to deliver quality municipal services is dependent on adequate tax revenues derived primarily from the properties and businesses located within the City.

- Healthy, thriving businesses not only increase property, sales and bed taxes they also provide employment opportunities that support local businesses and the strong residential property values that Newport Beach enjoys.

- The City Council seeks to promote economic activity within the City to maintain a healthy economy, provide revenue for high quality municipal services and infrastructure maintenance and improvements, and preserve the unique commercial villages in Newport Beach.

- All of these objectives serve the overriding purpose of protecting the quality of life of Newport Beach residents, and the City Council recognizes the need to balance economic development objectives with protection of the environment and the health and safety of the community.

[1] City of Newport Beach Economic Development Policy http://www.city.newport-beach.ca.us/Councilpolicies/K-10.htm, accessed online August 2, 2004.

The applicant's specific project objectives are:

- To better serve the existing Lexus customer base in Newport Beach;
- To expand Lexus' market share in Orange County and the Newport Beach area;
- To construct a facility of high architectural quality, complementary to the Newport Beach image; and

AREAS OF CONTROVERSY

Section 15123 of the California Environmental Quality Act (CEQA) Guidelines requires that an EIR summary identify areas of controversy known to the Lead Agency, including issues raised by other agencies and the public. There are no known areas of controversy associated with the proposed project.

ALTERNATIVES TO THE PROJECT

CEQA requires that the "no project" alternative be evaluated. Other alternatives may include a reduction in the size of the project, a different project design, or suitable alternative project sites. The range of alternatives discussed in an EIR is governed by a "rule of reason" that requires the identification of only those alternatives necessary to permit a reasoned choice between the alternatives and proposed project.

This EIR does not identify any unmitigated significant adverse impacts of the project, and therefore project alternatives are not strictly necessary. In order to comply with CEQA, a "Reduced Project Alternative" is presented to illustrate how impacts would be affected if the project were reduced in size.

The alternatives analyzed in the EIR are:

- The No Project Alternative involves the scenario where the Lexus dealership is not constructed at the proposed project site. The site would remain as it is with three office buildings (one containing Platt College) on the northernmost parcel and the Avis rental car facility on the southernmost.

- The Reduced Project Alternative would consist of the development of a Lexus dealership that is reduced in size by 13,000 square feet compared to the project. This alternative would satisfy all of the project objectives. In general, impacts would be similar to the proposed project. Reductions in traffic impacts, however, could be achieved: the Traffic Phasing Ordinance (TPO) analysis methodology indicates traffic impacts would be reduced to a less than significant level at the MacArthur/Jamboree intersection but would still occur at the Irvine Avenue/Mesa Drive intersection; the CEQA analysis indicates that traffic

impacts would be reduced to a less than significant at both the MacArthur/Jamboree and Irvine Avenue/Mesa intersections.

ENVIRONMENTAL IMPACTS

Chapter 3 of this Draft EIR considers the environmental impacts associated with four issue areas. The results of this evaluation are presented on Table ES-1. The impact analysis did not identify any unavoidable significant impacts.

TABLE ES-1
SUMMARY OF IMPACTS AND MITIGATION FOR NEWPORT LEXUS

Impact	Mitigation Measure(s)	Level of Significance After Mitigation
3A. Aesthetics and Land Use		
Potential Impact 3A1: Scenic vistas, scenic resources, existing visual character and quality.	**M-3A.1** *In accordance with the City of Newport Beach General Plan and "Planned Community Development Standards Newport Place", the applicant shall submit design plans to the City of Newport Beach for review to ensure consistency with the surrounding area and all conditions of approval.*	Impacts would be less than significant.
Potential Impact 3A2: Consistency with established plans and policies concerning visual resources.	No mitigation is required.	Impacts would be less than significant.
Potential Impact 3A3: New sources of light or glare that could affect surrounding uses.	**M-3A.2** *All lighting fixtures shall be consistent with Illuminating Engineering Society of North America (IESNA) "sharp cut-off" fixtures, and will be fitted with flat glass lenses and internal and external shielding.* **M-3A.3** *All fixtures shall be parallel with the finished grade of the project site; no fixtures shall be tilted above a 90-degree angle.* **M-3A.4** *Lighting levels will be appropriately designed to fall within the IESNA recommendations for automobile dealerships.* **M-3A.5** *Site lighting systems and showroom lighting shall be grouped into control zones to allow for open, closing, and night light/security lighting schemes. All control groups shall be controlled by an automatic lighting control system utilizing a time clock, photocell, and low voltage relays.* **M-3A.6** *Design and layout of the site shall take advantage of landscaping, on-site architectural massing, and off–site architectural massing to block light sources and reflection from cars.* **M-3A.7** *The applicant shall submit a lighting plan and photometric plan to be reviewed by the City of Newport Beach. The lighting plan shall include design features (such as those mentioned above) to minimize impacts of light and glare on the surrounding area.* **M-3A.8** *A post-installation inspection will be required to ensure*	Impacts would be less than significant.

TABLE ES-1
SUMMARY OF IMPACTS AND MITIGATION FOR NEWPORT LEXUS

Impact	Mitigation Measure(s)	Level of Significance After Mitigation
	that the site is not excessively illuminated and that illuminations lighting sources are properly shielded.	
Potential Impact 3A4: Consistency with local land use policies.	**M-3A.9** *The applicant shall apply for a Use Permit from the City to allow the proposed use on the site. The City shall amend the text of "Planned Community Development Standards, Newport Place" to reflect the proposed use on the site and incorporate development standards reflecting the highest level of improvements as now exist in the project area .* **M-3A.10** *The applicant shall submit project plans to the FAA to be evaluated under FAR Part 77 and to the ALUC for a Determination of Consistency or Inconsistency with the AELUP.*	Impacts would be less than significant.
Potential Impact 3A5: Cumulative aesthetic impacts.	No mitigation is required.	Impacts would not be cumulatively considerable.
3B. Hydrology/ Water Quality and Storm Water		
Potential Impact 3B1: Water quality standards.	**M-3B.1** *Prior to the issuance of a grading permit by the City, the applicant shall provide proof of filing for an NOI with the SWRCB and prepare a project SWPPP that will describe the BMPs to be implemented during project construction.* **M-3B.2** *Prior to the issuance of a grading permit by the City, the applicant shall have an approved WQMP. The WQMP shall identify the site design, source control and treatment control BMPs that will be implemented on the site to control predictable pollutant runoff, including operations and maintenance plan for the prescribed structural BMPs to ensure their long-term performance.*	Impacts would be less than significant.
Potential Impact 3B2: Groundwater supply and groundwater recharge.	No mitigation is required.	Impacts would be less than significant.

TABLE ES-1
SUMMARY OF IMPACTS AND MITIGATION FOR NEWPORT LEXUS

Impact	Mitigation Measure(s)	Level of Significance After Mitigation
Potential Impact 3B3: On- or off-site flooding due to altered drainage patterns, erosion, and storm drain capacity.	No mitigation is required.	Impacts would be less than significant.
Potential Impact 3B4: Groundwater quality.	Refer to mitigation measure **M-3B.2**.	Impacts would be less than significant.
Potential Impact 3B5: Cumulative impacts on hydrology and water quality in the project area.	Refer to mitigation measure **M-3B.1** and **M-3B.2**.	Impacts would not be cumulatively considerable.
3C. Transportation/ Traffic		
Potential Impact 3C1: Level of Service.	**M-3C.1** *To mitigate the TPO impact: Restripe the westbound approach at the intersection of Irvine Avenue and Mesa Drive to provide one left turn lane, one shared through/left lane and one right-turn lane. In addition, necessary signal modifications will be made to implement split-phase signal operation on the east-west approaches.* **M-3C.2** *To mitigate both the TPO and CEQA impact: Improve the westbound approach of Jamboree Road at the intersection of MacArthur Boulevard and Jamboree Road to provide a triple left-turn pocket, and improve the eastbound approach to provide a fourth through lane.*	Impacts would be less than significant.
Potential Impact 3C2: Parking supply.	**M-3C.3** *The proposed project shall comply with all City of Newport Beach Municipal Code (Section 20.66.050) parking requirements.*	Impacts would be less than significant.
Potential Impact 3C3: Any hazards due to a design feature or incompatible use.	**M-3C.4** *The applicant will make the required improvements at the intersection of Bowsprit Drive and MacArthur Boulevard to reduce the curb radius of the eastbound free right turn on Bowsprit Drive to MacArthur Boulevard to an approximately 35-foot curb radius to slow turning traffic and to increase the distance between Bowsprit Drive and the project entrance.*	Impacts would be less than significant.

TABLE ES-1
SUMMARY OF IMPACTS AND MITIGATION FOR NEWPORT LEXUS

Impact	Mitigation Measure(s)	Level of Significance After Mitigation
Potential Impact 3C4: Emergency access.	No mitigation is required.	Impacts would be less than significant.
Potential Impact 3C5: Congestion Management Program.	No mitigation is required.	Impacts would be less than significant.
Potential Impact 3C6: Cumulative traffic impacts.	Refer to mitigation measures **M-3C.1 and M-3C-2**.	Impacts would not be cumulatively considerable.
3D. Air Quality		
Potential Impact 3D1: Consistency with the Air Quality Management Plan (AQMP).	No mitigation required.	Impacts would be less than significant.
Potential Impact 3D2: Construction air emissions.	**M-3D.1** *Cover all trucks hauling soil, sand, and other loose materials, or require all trucks to maintain at least two feet of freeboard.* **M-3D.2** *Pave, water (three times daily), or apply non-toxic soil stabilizers on all unpaved access roads, parking areas, and staging areas at construction sites.* **M-3D.3** *Sweep all paved access roads, parking areas, and staging areas at construction sites daily with water sweepers.* **M-3D.4** *Sweep streets daily with water sweepers if visible soil material is carried onto adjacent public streets.* **M-3D.5** *Hydroseed or apply non-toxic stabilizers to inactive construction areas.* **M-3D.6** *Enclose, cover, water (twice daily), or apply non-toxic soil binders to exposed stockpiles (dirt, sand, etc.).* **M-3D.7** *Limit traffic speeds on unpaved roads to 15 miles per hour.* **M-3D.8** *Install sandbags or other erosion control measures to prevent silt runoff to public roadways during rainy season construction (November through April).*	Impacts would be less than significant.

TABLE ES-1
SUMMARY OF IMPACTS AND MITIGATION FOR NEWPORT LEXUS

Impact	Mitigation Measure(s)	Level of Significance After Mitigation
	M-3D.9 *Replant vegetation in disturbed areas as quickly as possible.* **M-3D.10** *All construction equipment shall be properly tuned and maintained.* **M-3D.11** *Contractors shall maintain and operate construction equipment so as to minimize exhaust emissions. During construction, trucks and vehicles in loading or unloading queues shall not idle.* **M-3D.12** *Construction activities shall be staged and scheduled to avoid emissions peaks, and discontinued during second-stage smog alerts.*	
Potential Impact 3D3: Project operation air emissions.	No mitigation required.	Impacts would be less than significant.
Potential Impact 3D4: Cumulative impacts.	No mitigation is required.	Impacts would be less than significant.