



14 May 2015
REVISED

Dan Gullett, Project Planner
Planning Division
City of Santa Barbara
630 Garden Street
Santa Barbara, CA 93101

**RE: 350 Hitchcock Way – Pre-Application Review Team and Community Benefit Designation Request
Proposed Parcel 2 of 051-240-003; Pending Lot Split Application**

Dear Mr. Gullett

On behalf of Motor Village Los Angeles, applicants of 350 Hitchcock Way, we are pleased to submit this letter as part of the Pre-Application Review Team application for a new automobile dealership, a request for designation as a Community Benefit Project from the City Council, and an allocation of 39,000SF of non-residential floor area to the project from the Community Priority Category.

History and Background

Motor Village Los Angeles specializes in Italian luxury automobiles including Alfa Romeo and Maserati. The proposed Santa Barbara Alfa Romeo and Maserati dealership is part of the New Century Automotive Group. Founded in 1992, New Century Group is dedicated to providing the highest level of automotive products and services to their customers, and has a very selective partnership process as evidenced by their high level of commitment to their customers and associates. As such, New Century Group's scope of automotive operations has included BMW, Mini, Volkswagen, Infiniti, Jeep, and Airstream. They were one of the few BMW dealers to be awarded the Mini in 2002, and received awards for their Orange County Airstream dealership.

All of the New Century dealerships have a strong management infrastructure creating internal leadership opportunities for growth within the company. They pride themselves on having new and contemporary dealership facilities and also operate their own auto finance company, Universal Financial Company.

Site Information and Development History

The property is located at 350 Hitchcock Way (APN 051-240-003) and is zoned Single Family, Planned Development, and Upper State Street Special District (E-3/PD/SD-2).

The total property area is 118,480 SF (proposed parcel 2 of pending lot split application MST2014-00166) and is currently developed with a vacant service bay structure of approximately 15,000 SF that previously supported an adjacent car dealership. The City's property record files indicate that the subject site has been an auto dealership since the 1960s, and has been improved with multiple approved building additions over the decades. The site is adjacent to the Lexus automobile dealership to the south and a residential subdivision to the north.

Proposal

According to SBMC §28.85, the Nonresidential Growth Management Program, no application for new nonresidential floor area will be accepted unless the additional square footage is allocated from one or more of the growth management categories – Community Benefit, Small Addition Floor Area, and Vacant Property.

The property currently contains a vacant service bay structure of approximately 15,000 SF. The project proposes to demolish the existing structure and construct a new two-story dealership building of approximately 39,000 SF. This new building area will contain three automobile showrooms (totaling 12,500 SF), business and automobile parts (5,500 SF), enclosed service bays (9,500 SF) and interior car inventory storage (11,500 SF). The total parking required for the project is 110 spaces (27,000 SF/250 SF per space = 110 (parking is not required for the interior car storage portion of the structure). The project proposes 168 parking spaces, including four ADA spaces, for customers, service, staff and inventory.

We are seeking designation as a Community Benefit Project and request a preliminary allocation of approximately 39,000 net square feet from the Community Benefit, Planned Development – New Automobile Sales Project sub-category.

Community Benefit Project Justification

The Planned Development – New Automobile Sales Project category was established as a Community Benefit Project category to allow existing auto dealerships to carry out improvements as well as establish new auto dealerships in the City of Santa Barbara. The Santa Barbara Alfa Romeo and Maserati dealership will be staffed with approximately 15 - 20 associates upon inception and anticipates increasing their staff to 25- 30 within a two year period. In addition to providing new jobs to the City, the proposed project provides products and services which are currently not available locally. Further, there are a limited number of parcels with the appropriate zoning for new auto dealerships (Planned Development – PD). There is not an alternative location within the City of Santa Barbara for a new automobile dealership, which further underscores the justification for a Community Benefit Project classification at the subject site via the Planned Development - New Automobile Sales Project category.

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For these reasons, we feel that a Community Benefit Project designation is appropriate for the proposed project.

Discretionary Approvals for Consideration

The project requests the following discretionary actions for consideration:

- Development Plan Approval to allocate 39,000 net square feet from the Community Benefit category per SBMC §28.85.
- Development Plan Approval for a new automobile dealership in the PD zone per SBMC §28.39.

There is great community interest in having an Alfa Romeo and Maserati dealership in the City of Santa Barbara as it would be the only Maserati dealership between Monterey and Thousand Oaks.

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On behalf of the applicant and project team, we thank you for your review and comments regarding this PRT application and consideration of the Community Benefit designation request and allocation of 39,000 SF of non-residential floor area to the project from the Community Priority Category.

Sincerely,
SUZANNE ELLEDGE
PLANNING & PERMITTING SERVICES



Maruja Clensay
Associate Planner