



# CITY OF SANTA BARBARA

## COUNCIL AGENDA REPORT

**AGENDA DATE:** January 12, 2016

**TO:** Mayor and Councilmembers

**FROM:** Planning Division, Community Development Department

**SUBJECT:** Designation Of Proposed Development At 402 South Hope Avenue  
As A Community Benefit Project

### RECOMMENDATION:

That Council designate the proposed project at 402 South Hope Avenue as a Community Benefit Project pursuant to Santa Barbara Municipal Code Subsection 28.85.020.A.3, and allocate 4,447 square feet of nonresidential floor area to the project from the Nonresidential Growth Management Program's Community Benefit Category.

### DISCUSSION:

The City's Nonresidential Growth Management Program, adopted in 2013, limits certain new nonresidential growth to a total of 1.35 million net new square feet until December 31, 2033. This floor area limitation is divided among three development categories: Community Benefit Projects, Small Additions, and Vacant Property. The initial allocations by City Council were 600,000 square feet for Community Benefit Projects; 400,000 square feet for Small Additions; and 350,000 square feet for Vacant Property.

Community Benefit Projects include three subcategories: Community Priority Projects, Economic Development Projects, and Planned Development – New Automobile Sales Projects. The applicant requests designation of this proposed project as a Planned Development – New Automobile Sales Project, which is defined in the SBMC Subsection 28.85.020.A.3 as a project that proposes new automobile sales, rentals, or leasing. The applicant is requesting an allocation of 4,447 square feet from the Community Benefit Category.

### Proposed Project

The project site is on a 4.37 acre parcel at 402 South Hope Avenue, zoned P-D (Planned Development Zone), E-3 (One-Family Residence Zone), and SD-2 (Upper State Street Area Special District Zone). The site is currently operated by Santa Barbara Auto Group as a 46,155 square foot Mercedes/BMW/Audi automobile dealership, including a showroom, uncovered car storage, and a service building.

The proposed project consists of adding 3,683 square feet to the east (BMW) side of the showroom and 764 square feet to the west (Audi) side for a total of 4,447 new

square feet. The purpose of these additions is to comply with new corporate specifications from the respective automobile manufacturers. The addition would increase parking demand from 173 parking spaces to 191 spaces. This would not exceed the 255 spaces available.

Community Benefit Project Designation

The requested Community Benefit Project floor area for 402 South Hope Avenue of 4,447 square feet represents 0.74% of the original 600,000 square feet allocated to Community Benefit Projects in the Nonresidential Growth Management Program until 2033. To date, City Council has allocated a total of 167,690 square feet from the Community Benefit Category to four projects: Santa Barbara Museum of Art (8,990 square feet); Tesla, Inc. (9,700 square feet); Direct Relief (110,000 square feet); and Maserati (39,000 square feet). Additionally, 33,426 square feet of expired Small Addition floor area was reallocated to Community Benefit by Planning Commission on July 23, 2015. A total of 465,736 square feet, or 73.5%, of the floor area remains available for Community Benefit Projects.

<b>Allocations</b>	<b>Amount</b>
Originally Allocated	600,000 sf
1130 State St.	(8,990)
400 Hitchcock Way	(9,700)
6100 Hollister Ave.	(110,000)
350 Hitchcock Way	(39,000)
Subtotal after allocated cases	432,310
Expired Small Reallocated in 2015	33,426
<b>Total available</b>	<b>465,736</b>
<i>402 S. Hope Ave.</i>	<i>(4,447)</i>
<b>Total that will remain</b>	<b>461,289 sf</b>

The designation of a project as a Community Benefit Project and reservation of floor area enables the City to accept the development application for processing, but it does not commit City Council, the Planning Commission, or the Architectural Board of Review to a definite course of action (CEQA Guidelines §15352(a)). Therefore, the Community Benefit designation and allocation of floor area are not subject to environmental review pursuant to the California Environmental Quality Act. If the requested Community Benefit floor area is allocated for the project, an application may be submitted and reviewed through the City's standard process. Environmental review would be completed as part of the development application review.

**ATTACHMENT:** Letter from Mike Ramsey, dated December 7, 2015

**PREPARED BY:** Andrew Bermond, AICP, Project Planner  
**SUBMITTED BY:** George Buell, Community Development Director  
**APPROVED BY:** City Administrator's Office

December 7, 2015

RECEIVED  
ATTACHMENT  
DEC 08 2015

Applicant:  
SB Automotive LLLP - Santa Barbara Auto Group  
402 S. Hope Ave. Santa Barbara, Ca  
Contact: Mike Ramsey – 760-744-3133 x1310

CITY OF SANTA BARBARA  
PLANNING DIVISION

City of Santa Barbara  
630 Garden Street  
P.O. Box 1990  
Santa Barbara, CA 93102

Re: A request for an allocation from Council for Community Benefit the additional square footage for new auto sales businesses.

The existing BMW and Audi dealerships located at 402 S. Hope have a requirement from their corporate offices to update their locations to the new standards and specifications. In order to conform to the new requirements more square footage is necessary, the current building square footage conditions do not allow for the accommodation of said requirements due to the limited space.

The proposed Showroom additions for BMW and Audi will allow for added interior Vehicle Display, Sales areas, revised Reception areas for each, New Car Delivery, Customer Lounge/Waiting Areas and other details to enhance the customers experience at the dealerships.

BMW is proposing to add approx. 3,683 sf gross/3,584 sf net. The proposed expansion to the showroom will be built out over existing auto display areas outside the existing showroom. The proposed architectural exterior design will be done to match existing construction as much as possible. Audi is proposing approx. 764 sf gross/673 sf net. The proposed expansion to the showroom will be moving the existing glass line out to the limits of the existing soffit and enclosing the existing roofed entry soffit. Total area of requested additional square footages is approximately 4,447sf gross/4,257sf net (See attached Project Data).

The building and property use will remain the same (Auto Dealerships) as they are right now and we are asking only for the increase in building square footage. There are no major impacts to the site and landscape. No grading is required for the expansion. The areas of expansion are over existing hardscaped areas.

Parking on the project will remain the same as 173 spaces plus 18 for the new sf equals 191 spaces required and 255 spaces are provided. There will be no added exterior lighting, no creation of smoke or odors, no creation of new noise, no geotechnical studies are required for the existing developed site, resource or constraint studies are not needed (see exist. property profile on file at City of Santa Barbara), sidewalks and improvements are existing around existing improved site, site is not located around creek or water course.

The proposed length of construction activity for the new addition is estimated that exterior demo will take approximately 2 weeks. No grading will be required and the estimated duration of construction activity will be approximately 4-5 months. Equipment and materials will be staged out of public view when not in use.

Sincerely,

  
Mike Ramsey

# PROJECT DATA

Site Address: 402 SOUTH HOPE AVENUE  
Santa Barbara, CA 93105

## PROJECT SCOPE

APPLICATION FOR A LAND USE PERMIT FOR A NONRESIDENTIAL CONSTRUCTION PROJECT PROPOSED AS A COMMUNITY BENEFIT PROJECT, THE ADDED SHOWROOM SQUARE FOOTAGE ADDS TO THE BUILDINGS ABILITY TO HOUSE THE DEALERSHIP REQUIRED TENANT IMPROVEMENTS FOR THE SPECIFIC AUTO BRANDS.

1) OWNER/APPLICANT:

Santa Barbara Auto Group/SB Automotive LLLP  
402 South Hope Avenue  
Santa Barbara, CA  
Contact: Duane Sanders/ Todd Mesnick  
Phone: 805-682-2000

2) Representative/Designer:

Lusardi Construction Co.  
1570 Linda Vista Dr.  
San Marcos, CA 92078  
Contact: Mike Ramsey  
Phone: 760-744-3133 x 1310  
email: mramsey@lusardi.com

3) APN: 051-240-17

4) Zoning Designation: (Existing) E-3/PD/SD-2

5) General Plan Designation: (Existing) Commercial/Medium High Residential (15-27 du/acre)

6) Construction type: VB

7) Occupancy Group: B, S-1

8) Building Code: California Building Code 2013

9) Gross & Net Lot Size: 4.37 Acres/ 190,357 s.f.

10) Average slope % of property: Existing Development site varies on finished surface grades approx. 1% to 2%. Site is fully developed and landscaped per approved plans.

11) No new Grading

12) Maximum Building Height (Existing): 44'

13) Non residential Floor Area (Measure E): Proposed Area 4,447s.f. Gross, 4,257s.f. Net

14) Lot Coverage Data: (Obtained from Record Docs. from City of Santa Barbara and City Property Profile)

## BUILDING FOOTPRINTS:

	GROSS	NET
MERCEDES	34,377 SF	33,674 SF
BMW/AUDI	8,095 SF	7,933 SF
BMW PROPOSED EXPANSION	3,683 SF	3,584 SF
AUDI PROPOSED EXPANSION	764 SF	673 SF
TOTAL BUILDING FOOTPRINT	46,919 SF	45,864 SF
TOTAL BUILDING COVERAGE	24.65 %	24.09 %
PAVING: 95,392 SF	50.11 %	
LANDSCAPE: 48,046 SF	25.24 %	

TOTAL LOT AREA: 190,357 SF = 100 %

Floor Area of all Buildings on Property per Property Profile and Plans:

Existing Mercedes Benz: 1st & 2nd Floor = 34,377 sf + 8,722 sf = 43,099 sf Gross  
33,674 sf + 8,547 sf = 42,221 sf Net

Existing BMW/AUDI: 1st & 2nd Floor = 8,095 sf + 2,475 sf = 10,570 sf Gross  
7,933.1 sf + 2,222.5 sf = 10,155.6 sf Net

Proposed BMW/AUDI: 1st & 2nd Floor = 12,542+2,475 sf = 15,017 sf Gross  
= 12,190+2,22.5 sf = 14,412.5 sf Net

Existing underground Parking Garage, Net & Gross = 34,396 sf.

15) Parking:

Before Addition: Required Parking: 173 Spaces Provided: 255 Spaces

With Addition: Required Parking: 173+4,257/250 = 191 Spaces Provided: 255 Spaces