



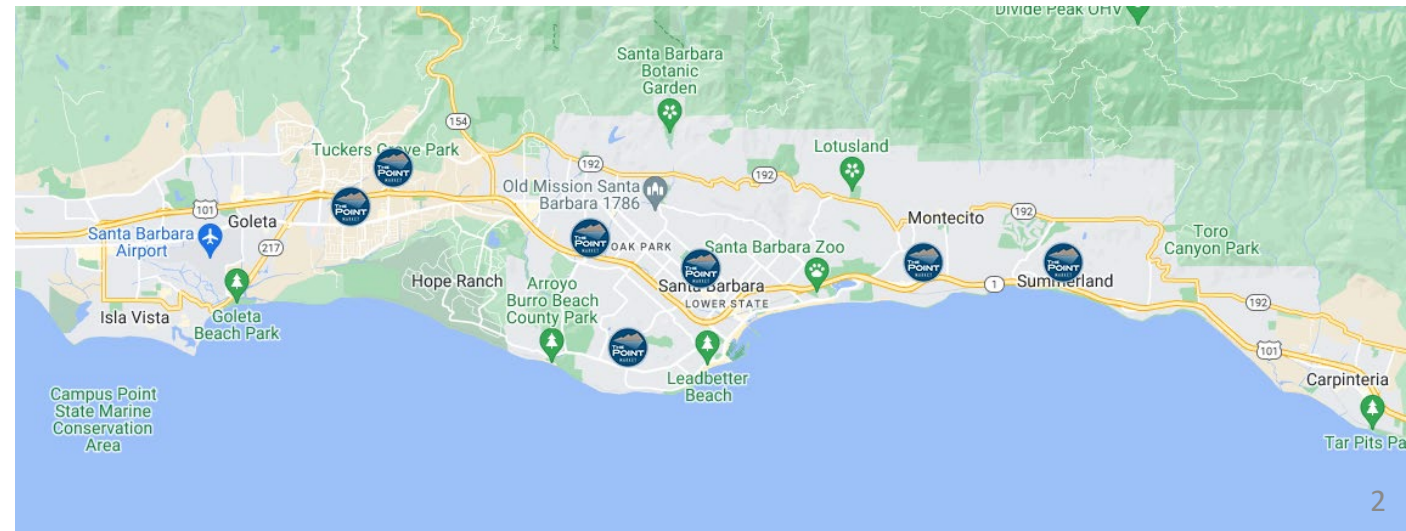
Summerland Fuel Depot Signs

21SCC-00000-00006

Applicant Presentation for
2285 Lillie Avenue, Summerland

Project Team

- **Landowner:** Sharon Kussman, Rose T. Robertson Trust
- **Applicant:** John Price, Price Management
 - ❖ Locally owned and operated family business since 1975
 - ❖ 15 gas stations from Goleta to Montecito, created the upscale convenience store brand “The Point Market”
 - ❖ Giving back to the community is an important part of the business
- **Operator:** Fuel Depot / The Point Market
 - ❖ 10 locations (Fuel Depot), 7 locations (Point Market)
 - ❖ Fuel Depot Mission: To provide the Santa Barbara community with the highest quality fuel at the lowest prices
 - ❖ Turnpike Fuel Depot 4.5 Star Rating on Google
 - ❖ The Point Market opened in 2017
 - ❖ The Point Market is a dynamic leader in local convenience industry, providing high quality, excellent service from dedicated local employees
- **Land Use Consultant:** Gelare Macon, Flowers & Associates, Inc.



Community Outreach & Development Process

- June 7, 2017, John Price met with Summerland Citizens Association for approval of project/signs and moved forward with the development in good faith
- Project was reviewed by Summerland BAR and by South County Board of Architectural Review and went through appropriate noticing/ permitting channels

Timeline of design review/PC hearings for:

Fuel Depot/ The Point Market Site Improvements

- 1/13/21- Summerland BAR
- 3/1/21- Summerland BAR
- 4/16/21- SBAR
- 6/18/21- SBAR
- 8/13/21- SBAR
- 10/15/21- SBAR, approval

Fuel Depot/ The Point Market Signs

- 9/10/21- SBAR, continued
- 11/5/21- SBAR, approved, appealed
- 4/15/22- SBAR, denial, appealed
- 6/1/22- PC hearing approval



Summerland Citizens Association Meeting of 2017



Before

Reviews from Yelp for Summerland Market & Gas:



Sam
Los Angeles, CA
90 1

9/5/2021

This place had the most disgusting bathroom I've ever been in. An absolute nightmare. There was raw sewage coming out of the urinal. Everything was broken. There was soiled clothing sitting around. The paper towel dispenser was broken off the wall and gone. The water from the sink came out as a spray. No soap to use. The floor was wet and probably soaked in urine. This bathroom should be a biohazard site.

Useful Funny Cool



Amelia
Montecito, CA
0 1

3/12/2021

been coming here as a child and the short guy with no hair working started screaming at me (LOUDLY) and threatened to call the police because he sold me a fake puff bar that didn't work and I was trying to return it. don't come here. the gas pumps are never working either.

Useful Funny Cool



Victoria
San Clemente, CA
0 40 29

10/6/2019

This place is literally the worst!!! The gas is overpriced at \$4.99 a gallon. This store is loaded with outdated liquor and random dusty, old souvenirs placed throughout the overcrowded aisles. The owner stands outside smoking while making sure his two available parking spots are not used by anyone. I suspect he has some kind of monetary agreement with the towing company. The restrooms are subpar and clearly not maintained properly human use.

Useful Funny Cool





After

- Clean up of site, interior renovations and exterior improvements, proper lighting near restroom and around site prevents crime, reduction in gasoline prices (previously was well above market price)
- Since opening has received largely positive feedback

Reviews from GasBuddy.com:



Reviews



flowbare

May 03 2022



This place just reopened under new management. It's a Fuel Depot, which have the cheapest prices in the Santa Barbara area. This particular one is 40 cents per gallon cheaper than gas stations on Milpas. Mart is brand new and sparkling clean.

Flag as inappropriate



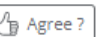
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May 23 2022



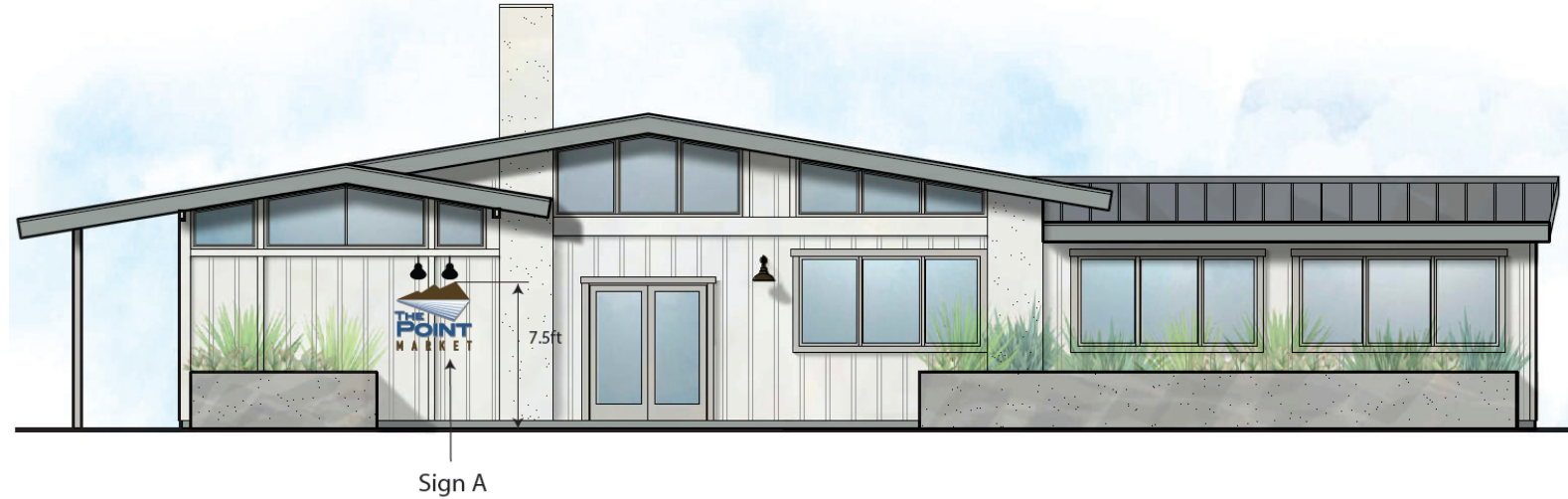
Under new management and seems new and clean. didn't go inside though.

Flag as inappropriate



Project Signs

- Since 1962, the property has been a gas service station (Shell, Exxon, Summerland Gas & Market)
- Summerland Area Coastal Zoning Ordinance Section 35-138.A.2.a. Wall Signs states:
 - ❖ Signs shall not exceed 10% of the SF of the structure facade the wall sign is located on
 - ❖ Max combined sign area allowed: 60 SF
- The Point Market Sign, facing Lillie Avenue, 14.2 SF, **1.3% of facade**
- Fuel Depot Sign, facing Highway 101, 42.5 SF, **4% of facade**
- Combined signage total: **56.7 SF**
- Lighting to be gooseneck fixtures and dark sky compliant, per the Summerland Design Guidelines



Fascia = 1,125 SF



Permitted Summerland Signs along Hwy 101

- 1. Summerland Inn Signs: Approved, 06SCC-00007
- 2. Marc Alexander DDS Sign: Approved, 14SCC-00014
- 3. Red Kettle Coffee: Approved 16SCC-00000-00004
- 4. Other Summerland signs (Big Yellow House, Bikini Factory, Sandpiper Liquor)



Permitted Carpinteria Signs along Hwy 101 (County of SB jurisdiction)

- 1. McCormix Gas Station Sign: Approved 88-CDP-192, 88-BAR-362
- 2. Surf Happens (Old Drive-In sign): Approved, LUR Permit 4575



Permitted City of Carpinteria Signs along Hwy 101

1. **76 Gas Station Sign: Approved 17-1892**
2. **Alamo Self Storage: Approved 2009 Sign Permit**
3. **Motel 6: Approved 91-632-SA**
4. **Holiday Inn Express: Approved 10-1546**



Other signs on the South Coast along Hwy 101



Fairview Exit



Carpinteria near Santa Monica Rd



Turnpike onramp



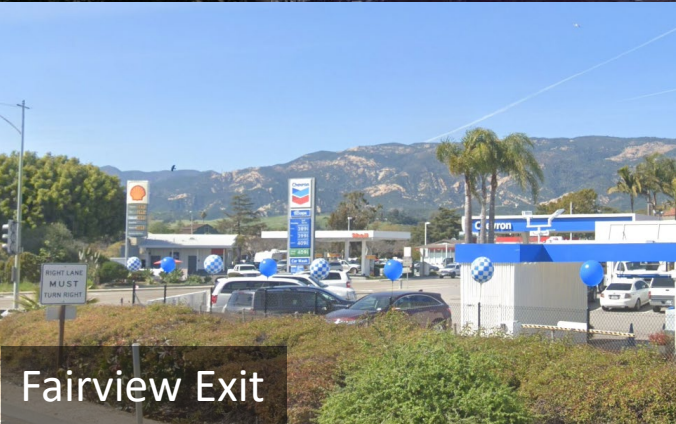
Earl Warren



Coast Village Circle



Fairview Exit



Fairview Exit



Casitas Pass onramp

Appeal Issues:

- SCA's appeal argued that Fuel Depot sign does not comply with sign standards and quotes Article I definition of "street frontage" which is "the footage of the property that abuts an improved street or streets open to public use to which the property has access" (LUDC § 35.11.) . In this case, CZO Article II applies, and defines "street frontage" as simply "the portion of a property abutting a public or private street."
- SCA argued that Planning Commission failed to make appropriate findings. PC made the specific and substantive findings in their Final Action Letter regarding interpretation of code and all applicable development standards, including that the Project was in compliance with the more burdensome requirements of the Summerland area and complied with Article II, Section 35-138.
- SCA argued Fuel Depot sign unlike any other existing permitted signs in the area. Proposed signs are consistent with the existing community and similar to other permitted signs along the south coast and Highway 101.
- SCA argued there are "12 other unpermitted signs", including the fuel pumps, stating property was not in compliance with all laws and regulations. Fuel pumps are expressly exempt from the County regulations because they are required by state law per the Business and Professions Code.



In Conclusion

- Developer has operated in good faith, taken all appropriate permitting steps
- Publicly reviewed by SBAR, Summerland Board of Architectural Review and was publicly noticed
- 5-0 Planning Commission decision to uphold applicant SBAR appeal, deny project appellants and approve the project as recommended by staff

