

**SANTA BARBARA COUNTY PLANNING COMMISSION**  
**Staff Report for the Scott Appeal and Robertson Trust Appeal of the**  
**Fuel Depot/The Point Signs**

**Hearing Date:** June 1, 2022

**Staff Report Date:** May 24, 2022

**Case Nos.:** 22APL-00000-00001, 22APL-00000-00012, 21SCC-00000-00006, and 22BAR-00000-00062

**Environmental Document:** Notice of Exemption pursuant to CEQA Section 15311 [Accessory Structures]

**Deputy Director:** Travis Seawards

**Division:** Development Review

**Supervising Planner:** Alex Tuttle

**Supervising Planner Phone #:** (805) 884-6844

**APPLICANT/APPELLANT #1:**

John Price  
4177 State St.  
Santa Barbara, CA, 93110

Rose T. Robertson Trust  
c/o Sharon Kussman  
411 Fairmont Road  
Lake Oswego, OR 97034

**APPELLANT #2:**

Pamela Scott  
P.O. Box 15635  
Summerland, CA, 93607



The project site is identified as Assessor's Parcel Number 005-177-005, located at 2285 Lillie Avenue in the Summerland Area, First Supervisorial District.

## 1.0 REQUEST

Hearing on the request of Pamela Scott, Appellant, to consider Case No. 22APL-00000-00001, an appeal of the Director's approval of Case No. 21SCC-00000-00006, which permitted two wall

signs; and a hearing on the request of John Price and the Rose T. Robertson Trust, Applicant and Appellant, to consider Case No. 22APL-00000-00012, an appeal of the Board of Architectural Review's denial of Case No. 22BAR-00000-00062 for two wall signs. The appeals were filed in compliance with Article I Section 35-12 *Appeals* and Article II Section 35-182 *Appeals*. The subject property is zoned Limited Commercial (C-1) and is located at 2285 Lillie Avenue, Assessor's Parcel Number 005-177-005, in the Summerland Community Plan area, First Supervisorial District.

## **2.0 RECOMMENDATION AND PROCEDURES**

Staff recommends that the Planning Commission follow the procedures below and:

1. Deny the Appellant's appeal, Case No. 22APL-00000-00001.
2. Uphold the Applicant's appeal, Case No. 22APL-00000-00012,
3. Make the required findings for approval of the project specified in Attachment A of this staff report, including California Environmental Quality Act (CEQA) findings.
4. Determine the project is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to State CEQA Guidelines Section 15311 [Accessory Structures]
5. Grant *de novo* approval of the project, Case No. 21SCC-00000-00006, subject to the conditions included as Attachment B.
6. Grant *de novo* Preliminary and Final design review approval of Case No. 22BAR-00000-00062.

Refer back to staff if the County Planning Commission takes other than the recommended action for appropriate findings and conditions.

## **3.0 JURISDICTION**

The Planning Commission's consideration of the appeal of the Sign Certificate of Conformance (SCC) is based on Section 35-12 of Article I (Sign Regulations), which states "Any decision or determination by the Planning and Development Department...may be appealed." Given that the SCC was approved by the Director and subsequently appealed, the Planning Commission is the decision making body on this appeal pursuant to Section 35-182.4 of Article II, the Coastal Zoning Ordinance.

The Planning Commission's consideration of the Applicant's appeal of the BAR decision is based on Section 35-182.4.A.1 of Article II, which states that any decision of the BAR to grant or deny preliminary approval may be appealed to the Planning Commission.

Signs within Commercial zones located within the Summerland Community Plan are required to obtain a Sign Certificate of Conformance pursuant to Section 35-9 of the Article I Sign Regulations, and shall comply with the sign requirements as set forth in Section 35-138.A of Article II.

#### **4.0 ISSUE SUMMARY**

On January 3, 2022, the Director of the Planning and Development Department approved the Fuel Depot/The Point SCC application (Case No. 21SCC-00000-00006), finding the project to be consistent with the development standards for Signs and Advertising Structures (Coastal Zoning Ordinance Section 35-138) and the Special Sign Standards for Summerland (Section 35-138.A). The SBAR similarly approved the requested signs (Case No. 21BAR-00000-00146) on November 5, 2021.

The Appellant filed a timely appeal of the Director's approval on January 11, 2022. The Appellant cites the following issues as the basis of the appeal: misidentification of the Fuel Depot sign as a wall sign, a potential increase in noise and traffic, and a potential increase in crime. The Appellant's appeal issues are outlined in Section 6.1 of this staff report, below.

Since project approval, the Proposed Project has been revised to remove the previously proposed 'Fuel Depot' sign located on the chimney. The complete project description can be found below in Section 5.2 of this staff report. The revised project now includes the following two wall signs:

- 'The Point Market' 14.2-square-foot sign, located on the front of the convenience store, originally approved by SBAR on November 5, 2021.
- 'Fuel Depot' 42.5-square foot sign, proposed to be located on the rear of the existing convenience store.

The applicant submitted a new BAR application for the revised sign package (Case No. 22BAR-00000-00062) due to the new proposed sign on the rear of the building. On April 15, 2022, the SBAR denied preliminary approval of Case No. 22BAR-00000-00062 for the revised wall signs on the basis that the SBAR did not believe the proposed Fuel Depot sign on the rear of the building was allowed due to a lack of street frontage. The Applicant filed a timely appeal of the SBAR's denial on April 25, 2022. This staff report addresses both the third party appeal of the approved SCC and the applicant's appeal of the SBAR denial.

Staff reviewed the appeals and recommends that the Planning Commission find the proposed project is consistent with the Santa Barbara County Comprehensive Plan, the Summerland Community Plan (SCP), the Coastal Zoning Ordinance (CZO), and Article I Sign Regulations, and approve Case No. 21SCC-00000-00006 and Case No. 22BAR-00000-00062 *de novo*.

## 5.0 PROJECT INFORMATION

### 5.1 Site Information

Site Information	
Comprehensive Plan Designation	Summerland Community Plan, Coastal, Urban, General Commercial,
Ordinance, Zone	Coastal Zoning Ordinance (Article II), Article I Sign Regulations, and C-1 (Limited Commercial)
Site Size	0.28 acres
Present Use & Development	Service Station
Surrounding Uses/Zone(s)	North: C-1 (Limited Commercial), Retail Stores, Single Story South: TC (Transportation Corridor), Highway 101 East: TC (Transportation Corridor), Evans Avenue Northbound Offramp West: C-1 (Limited Commercial), Retail Stores, Single Story
Access	Existing driveway off of Lillie Avenue
Public Services	Water Supply: Montecito Water District Sewage: Summerland Sanitary District Fire: Carpinteria-Summerland Fire Protection District Police Services: County Sheriff

### 5.2 Project Description

The Project is a request for two walls signs (A – The Point Market, B – Fuel Depot), and associated light fixtures. The following structures exist on the parcel currently: convenience store (The Point Market), fuel dispensers, canopy, and trash enclosures. Wall sign ‘A’ measures 14.2 sq. ft. and will be externally illuminated by two gooseneck light fixtures, with a maximum wattage of 10 LED watts per fixture. Wall sign ‘A’ will be constructed of non-reflective aluminum pin letters, and affixed to the front of the existing convenience store. Wall sign ‘B’ measures 42.5 sq. ft., and will be externally illuminated by four gooseneck light fixtures, with a maximum wattage of 10 LED watts per fixture. Wall sign ‘B’ will be constructed of a Medium Density Overlay (MDO) panel (i.e. weather resistant plywood), painted with matte colors, and affixed to the rear of the existing convenience store. The property is a 0.38-acre parcel zoned C-1 and shown as Assessor’s Parcel Number 005-177-005 located at 2285 Lillie Avenue in the Summerland area, First Supervisorial District.

### **5.3 Background Information**

The subject property is a 0.28-acre parcel that is shown on the map recorded in Rack No. 1, Map No. 2 of the Office of the Recorder. The site is developed with a metal canopy over gasoline fuel dispensers, trash enclosures, a convenience store (The Point Market).

## **6.0 PROJECT ANALYSIS**

### **6.1 Appeal Issues**

On January 11, 2022, the Appellant submitted the appeal package (Attachment D), which identified three primary appeal issues. On April 25, 2022, the Applicant submitted the Appeal Package (Attachment E), which identified two appeal issues. These appeal issues are summarized below, followed by staff analysis.

#### **Appellant Appeal Issue #1 – Misidentification of a Roof Sign as a Wall Sign**

The Appellant contends that the sign reading ‘Fuel Depot’ located on the chimney should be defined as a roof sign, and therefore prohibited.

#### **Staff Response**

The Proposed Project no longer includes the chimney sign referenced in the Appellant’s appeal issue. Article II defines a wall sign as:

*“A sign affixed in any manner to any exterior wall of a building and which is parallel to and projects not more than 18 inches from the building wall and which does not extend more than six inches above the parapet wall or roof of the building on which it is located...”*

The two currently proposed signs meet the definition of a wall sign and are fully compliant with both Article I [Sign Regulations] and with Article II Section 35-138 [Special Sign Standards for Summerland]. Both of the signs will not extend more than 6 inches above the parapet wall or roof of the building, and will be mounted to the exterior walls of the existing convenience store.

#### **Appellant Appeal Issue #2 – Increased Noise and Traffic**

The Appellant contends that the proposed signage may result in an increase in noise and traffic, as the ‘Fuel Depot’ sign is visible from Highway 101.

#### **Staff Response**

Signs in Summerland are reviewed for compliance with applicable sign regulations pursuant to Section 35-138 of Article II. The standards set forth in Section 35-138 identify the number, types,

and sizes of signs that are permitted in the Summerland Community Plan area. There are no standards or findings with respect to noise or traffic against which a proposed sign is to be evaluated.

Further, the Appellant has not demonstrated how the signs would cause an increase in noise and traffic. The proposed signage will be affixed to an existing convenience store that serves an existing gas service station. The gas station is visible from Highway 101 and has been located on this property for several decades. The property was previously occupied by a Shell gas station and by an Exxon Mobil gas station, and each business had permitted signage. The property is additionally located within the Commercial Core designated area of Summerland, and is adjacent to Highway 101, which is an identified noise-producing travel corridor. The Summerland Community Plan Section G [Noise] notes the following under *Existing Conditions and Issues*: “The highest noise levels, 70 dBA or more, are found just north and south of the Freeway, along Lillie Avenue and along areas south of the railroad”. Therefore, there is no evidence or expectation that the proposal of two wall signs at an existing gas service station will increase the level of noise by any measurable degree.

The proposal of two wall signs is also not expected to result in an increase in traffic along Lillie Avenue or Ortega Hill Road, and no evidence has been provided to justify the assertion that the project may increase traffic. The County assigns ‘Level of Service’ (LOS) letter designations to roadways, which describe a range of operating conditions on a particular type of facility, in terms of service measures such as speed and travel time, freedom to maneuver, traffic interruptions and comfort and convenience. LOS A is considered the best range of operating conditions. Table 7: *Existing Roadway Volumes*, located within the Summerland Community Plan, notes that Ortega Hill Road and Lillie Avenue’s existing LOS are classified as LOS A. LOS A is defined as:

*“Free unobstructed flow, no delays, signal phases able to handle approaching vehicles”*

At the time both Lillie Avenue and Ortega Hill Road were classified as LOS A, the subject property was operating as a gas station and mini mart, with associated signage. Additionally, in 2010, intersection operations within Summerland, including Lillie Avenue/U.S. 101 N. off-ramp (which provides access to the property), were determined to be operating at an acceptable level of service with little or no congestion during weekday p.m. peak hours (Summerland Community Plan, page 90). Lastly, the proposed signage is not visible from the highway in the areas of the existing northbound and southbound off-ramps, so the signage in and of itself is not expected to significantly increase traffic flow from the highway since it would not be visible from vantage points that would encourage passing motorists to exit the highway. Given that the subject property has been historically operating as a gas service station, and that Lillie Avenue is operating at a volume within its design and acceptable capacity, the proposed signage is not expected to cause increased traffic congestion.

### **Appellant Appeal Issue #3 – Increased Crime**

The Appellant contends that the proposed signage, which is visible from Highway 101, paired with the Applicant's 24-hour liquor sales license, may cause an increase in crime.

### **Staff Response**

The Appellant did not provide any evidence to demonstrate that the proposed signage may cause an increase in crime. Further, the proposed signage does not denote any alcohol or beverage sales. Finally, the sale of alcoholic beverages is not regulated by Article II, and the project only consists of a request for two signs pursuant to Section 35-138. As demonstrated in this staff report Section 6.3 Comprehensive Policy Consistency, Section 6.4 Zoning Article II consistency, and in the attached findings (Attachment A), both proposed signs are consistent with all policy and development regulations from the Comprehensive Plan, the Summerland Community Plan, and Article II.

### **Applicant Appeal Issue #1 – SBAR Jurisdiction**

The applicant contends that the SBAR decision to deny the rear wall sign was due to a lack of understanding of the ordinance allowance with respect to signs permitted along street frontages rather than based on aesthetic considerations, and was therefore outside of the SBAR's purview.

### **Staff Response**

The SBAR did deny the proposed wall sign on the rear of the building based on a finding that the rear of the building lacked street frontage and therefore a wall sign was not permitted. As discussed further in Section 6.4, below, Section 35-138 of Article II allows "one or more wall signs on each street frontage..." Except as provided in Section 35-138, signs and advertising structures are regulated by Article I of Chapter 35 of the County Code. Article I defines street frontage as: "*The footage of the property that abuts an improved street or streets open to public use to which the property has access.*" (County Code Article I, Section 35-3.) Article I does not define "street", nor does it use the term "highway". Further, the purpose of Article I is to harmonize by regulations the County's interest in promoting "public safety, health, and welfare" with "the legitimate private purpose of signs; that is, the identification and promotion of the seller to the buyer." (County Code Article I, Section 35-2.) There is no indication that Article I intended to prohibit wall signs facing Highway 101 or any other highway open to public use in the County. To the contrary, several other businesses located between Lillie Avenue and Highway 101 have two permitted wall signs, including one wall sign visible from Highway 101. These include the Bikini Factory and Red Kettle Coffee. Thus, P&D staff has interpreted these provisions together to conclude that Article I does not prohibit a wall sign on a property with frontage on Highway 101, and that the County's Sign Regulations are intended to authorize wall signs on property facing a public right-of-way open to public use, to which the property has access to the travelling public for purposes of identifying and promoting its business. Therefore, the County's Sign Regulations do not prohibit the proposed wall sign in the proposed location on the rear of the building, and staff recommends approval.

**Applicant Appeal Issue #2 – Lack of Fair and Impartial Hearing**

The applicant contends that the SBAR was overly influenced by public comments and did not base their action on the merits of the signs, knowing that the signs would ultimately be reviewed by the Planning Commission in any event.

**Staff Response**

As indicated in the SBAR minutes (Attachment G), the SBAR’s decision was based on a finding that the rear of the building lacked street frontage and therefore no wall sign was allowed. There is no indication that their decision was overly influenced by public pressure, though the decision was based on an ordinance interpretation (with which staff disagrees) as opposed to the design merits of the sign itself.

**6.2 Environmental Review**

The proposed project is categorically exempt from environmental review under CEQA pursuant to Section 15311 [Accessory Structures] of the State CEQA Guidelines. Section 15311 exempts the construction or placement of minor structures accessory to existing commercial, industrial, or institutional facilities, including on premise signs. Given that the project is for the construction of two on-premise signs to be located on an existing convenience store in a commercially zoned district, Section 15311 applies to the project. See the Notice of Exemption (Attachment C) for a more detailed discussion of the CEQA exemption.

**6.3 Comprehensive Plan Consistency**

COASTAL DEVELOPMENT POLICIES	
REQUIREMENT	DISCUSSION
<b>ADEQUATE SERVICES</b>	
<p><b>Coastal Land Use Plan Policy 2-6:</b> <i>Prior to the issuance of a development permit, the county shall make the finding, based on information provided by environmental documents, staff analysis, and the applicant, that adequate public or private services and resources (i.e., water, sewer, roads, etc.) are available to serve the proposed development...</i></p>	<p><b>Consistent:</b> The proposed project is consistent with the policy to require adequate public and private services and resources, as the signage itself will neither require nor have any bearing on existing services provided to the site.</p> <p><i>Water:</i> Domestic water will continue to be provided by the Montecito Water District.</p> <p><i>Sewer:</i> Wastewater treatment would continue to be provided by the Summerland Sanitary District.</p>



	<p><i>Roads:</i> Access to the site would continue to be provided off of a private driveway from Lillie Avenue.</p> <p><i>Fire &amp; Police:</i> Fire protection services would continue to be provided by the Carpinteria-Summerland Fire District, and Police Services would continue to be provided by the County Sheriff.</p>
<b>VISUAL RESOURCES</b>	
<p><b>Coastal Land Use Plan Policy 4-6:</b> <i>Signs shall be of size, location, and appearance so as not to detract from scenic areas or views from public roads and other viewing points.</i></p>	<p><b>Consistent:</b> The proposed project is consistent with this policy. The signage will be located on existing, permitted convenience store walls and are sized appropriately and in compliance with the wall sign area requirements in Summerland. In addition, there are numerous commercial signs along Lillie Avenue that are visible from the highway. The size, location, and appearance of the signs are in conformance with other commercial signs in Summerland and will therefore not detract from scenic areas or views.</p>
<b>NOISE</b>	
<p><b>Noise Element Policy 1:</b> <i>In the planning of land use, 65 dB Day-Night Average Sound Level should be regarded as the maximum exterior noise exposure compatible with noise-sensitive uses unless noise mitigation features are included in project designs.</i></p>	<p><b>Consistent:</b> The proposed project is consistent with the policy that requires noise exposure to be limited. The signage will not produce any noise.</p>
<b>SUMMERLAND COMMERCIAL DESIGN GUIDELINES</b>	
<p><b>Summerland Commercial Design Guidelines (SCG) Policy C7.2:</b> <i>Signs should be located in a manner that provides clear identification and direction.</i></p> <p><b>Summerland Commercial Design Guidelines (SCG) Policy C7.3:</b> <i>Signs should be mounted on buildings flush or nearly flush to the façade.</i></p>	<p><b>Consistent:</b> The proposed project is consistent with these commercial design guidelines as the proposed signs will be 1) located on the front and rear of the building to provide clear identification and direction; 2) mounted flush to the walls of the building; 3) will be consistent with the scale, proportion, style, and character of the</p>

<p><b>Summerland Commercial Design Guidelines (SCG) Policy C7.4:</b> <i>All signs should be consistent with the scale, proportion, architectural style, and character of the attached or adjacent building.</i></p> <p><b>Summerland Commercial Design Guidelines (SCG) Policy C7.5:</b> <i>All signs should be constructed of high quality, non-reflective matte finish materials in simple symmetrical shapes.</i></p> <p><b>Summerland Commercial Design Guidelines (SCG) Policy C7.7:</b> <i>Sign lighting should be minimal and should limit impacts to the night sky and to off-site areas.</i></p>	<p>existing building as demonstrated by the fact that the signs comply with the size limits for wall signs and meet the mounting and construction material standards as set forth in the ordinance; 4) will be constructed of non-reflective matte materials in simple shapes; and 5) lighting will be hooded and directed downward on to the signage in order to avoid spillover onto adjacent properties.</p>
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## 6.4 Zoning: Article II

### Section 35-77 A. Purpose and Intent (of the C-1 Limited Commercial Zone District) states:

*The purpose of the C-1 zone district is to provide areas for commercial activities, including both retail business and service commercial activities that serve the travelling public as well as the local community. This zone district allows diverse used, yet restricts the allowable uses to those that are also compatible with neighboring residential land uses in order to protect such uses from any negative impacts such as noise, odor, lighting, traffic or degradation of visual aesthetic values.*

The proposed project is located within the C-1 Zone District. The proposed signage will serve as advertising and identification for the existing gas service station and convenience store, which are allowed uses within the C-1 Zone District.

### Section 35-77A.7 - Setbacks

1. **Front:** *30 feet from centerline and 15 feet from right of way. Open canopies, porches, and similar unenclosed structures may extend to within five feet of the public right-of-way.*
2. **Side:** *10 percent of the width of the lot but no less than five feet and no greater than 10 feet.*
3. **Rear:** *10 percent of the depth of the lots, but in no case shall the rear setback be required to exceed 10 feet.*

The proposed signage is compliant with the setback requirements of the C-1 Zone District as demonstrated on the Site Plan (Attachment F)

### **Section 35-77A.10 Height Limits**

1. *Except as provided below, no building or structure shall exceed 25 feet to the highest point of the roof.*
  - a. *Within the Summerland Community Plan area, no building or structure in the Commercial Core area south of Lillie Avenue and south of Ortega Hill Road shall exceed 22 feet to the highest point of roof.*

The proposed signage is compliant with the height limits of the C-1 zone district. Wall sign 'A' will be mounted at a height of 7.5 feet. Wall sign 'B' will be mounted at a height of 10.5 feet.

### **Division 13- Summerland Community Plan Overlay Section 35-191.9 Exterior Lighting**

1. *In addition to the permit application submittal requirements required in Division 11 (Permit Procedures) any application for a permit that includes outdoor light fixtures shall include plans showing the location and lumen output of all outdoor light fixtures, both existing and proposed.*
2. *The regulations contained in this Subsection 2 shall be known and referred to as the "Outdoor Lighting Regulations for the Summerland Community Plan Area".*
  - e. **General Requirements.** *All nonexempt light fixtures that require a County permit prior to installation shall be subject to the following general requirements:*
    - 1) *All outdoor light fixtures installed after June 9, 2016 and thereafter maintained upon private property, public property, or within the public right-of-way shall be fully shielded (full cutoff).*
      - a. *Sign illumination shall only illuminate the signage and shall not spill into adjacent areas.*
    - 2) *All replaced or repaired lighting fixtures requiring a permit shall be subject to the requirements of this Subsection.*
    - 3) *Light trespass and glare shall be reduced to the maximum extent feasible through downward directional lighting methods.*
    - 4) *Externally illuminated signs, advertising displays, and building identification shall use top mounted light fixtures which shine downward and are fully shielded (full cutoff).*

The proposed project is compliant with the Outdoor Lighting Regulations for the Summerland Community Plan Area. The site plans (Sheets 6 and 7, Attachment E) depict the proposed, fully shielded lighting fixtures, note the wattage of each fixture, and note that only the sign area will be illuminated. The elevations provided within the site plans (Sheets 4 and 5, Attachment E)

clearly show that the light fixtures will be top-mounted and will shine downward on to the signage.

## **Section 35-138 Signs and Advertising Structures**

### **A. Special Sign Standards for Summerland**

- 1. Applicability.** *Signs within the Commercial, Industrial, and Public Utility zones located within the Summerland Community Plan area shall comply with the regulations of the other Sections of this Chapter, as well as the regulations of this Section. If there is a conflict the regulations of this Section shall apply.*
- 2. Allowed Signs.** *Only those signs of each type listed below shall be allowed to be erected or maintained on any structure, or lot located in the Commercial, Industrial, and Public Utility Zones.*
  - a. Wall Signs.** *One or more wall signs on each street frontage unlighted or indirectly lighted. These signs shall not exceed the lesser of the following areas:*
    - 1) One-tenth of the square footage of the structure façade of that portion of a single floor occupied by a business and upon which façade the wall sign is to be located; or*
    - 2) 60 square feet*
- 3. Sign Standards.**
  - a. Construction.** *The exposed face of signs shall be either of wood (painted and/or carved) or of painted non-gloss material. Signs of other material shall be deemed to be banner signs.*
  - b. Illumination.** *Illuminated signs shall be externally lit and the lighting source shall be shielded or situated so as not to cast stray light beyond the property line on which they are installed. The source of illumination shall be extinguishable at closing time of the business.*

The proposed project includes two wall signs that are consistent with sign and advertising requirements for Summerland. Wall sign 'A' measures 14.2 sq. ft., and comprises 1.3% of the structure's northern façade upon which the sign is to be located. Wall sign 'B' measures 42.5 sq. ft. and comprises 3.7% of the structure's southern façade upon which the sign is to be located. The combined square footage of the signs is 56.7 square feet. As proposed, the signage is compliant with the maximum allowable square footage. Both signs are located along street frontages. Except as provided in Section 35-138, signs and advertising structures are regulated by Article I of Chapter 35 of the County Code. Article I defines street frontage as: "*The footage of the property that abuts an improved street or streets open to public use to which the property has access.*" (County Code Article I, Section 35-3.) The purpose of Article I is to harmonize by regulations the County's interest in promoting "public safety, health, and welfare" with "the legitimate private purpose of signs; that is, the identification and promotion of the seller to the buyer." (County Code Article I, Section 35-2.) Both Lillie Avenue and Highway 101 are public

rights-of-way, open for public use, to which the property has access to the travelling public for purposes of identifying and promoting its business.

Wall sign 'A' fronts Lillie Avenue and Ortega Hill Road. Wall sign 'B' fronts Highway 101. This is consistent with other retail spaces along Lillie Avenue that have wall signs facing both Lillie Avenue and the highway. Both signs are additionally compliant with the Summerland design standards. Wall sign 'A' is constructed of aluminum pin mounted letters and is painted with a non-gloss material. Wall sign 'B' is constructed of an MDO (plywood) panel, and will be painted with flat paint colors. The proposed project includes a total of seven light fixtures that will illuminate the signage. Wall sign 'A' will be externally lit by two gooseneck light fixtures. Wall sign 'B' will be externally lit by four gooseneck light fixtures. The light fixtures will not exceed 10 LED watts per fixture. All of the proposed light fixtures are fully shielded and directed downward on to the signage, so as not to cast stray light past the property line.

## **6.5 Design Review**

The Proposed Project was conceptually and preliminarily reviewed on April 15, 2022, by the SBAR. The SBAR denied the project on a 4-1-1 vote (4 No, 1 Yes, 1 Abstention) on the basis that the SBAR did not believe that Wall Sign 'B' had street frontage and therefore the sign was not allowed. The SBAR meeting minutes are included as Attachment G.

## **7.0 APPEALS PROCEDURE**

The action of the Planning Commission may be appealed to the Board of Supervisors within 10 calendar days of said action. The appeal fee to the Board of Supervisors is \$709.06.

## **ATTACHMENTS**

- A. Findings
- B. Conditions of Approval
- C. CEQA Notice of Exemption
- D. Appellant Appeal Package
- E. Applicant Appeal Package
- F. Project Plans, dated March 24, 2022
- G. SBAR Minutes, dated April 15, 2022