

SANTA BARBARA COUNTY BOARD AGENDA LETTER



Clerk of the Board of Supervisors
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TO: Board of Supervisors

FROM: Dianne Meester, Interim Director
Planning and Development

STAFF CONTACT: Bill Hatcher, Supervising Planner (x8058)
Adam Baughman, Planner (x6263)

SUBJECT: Ralph's Magnolia Shopping Center partial demolition and reconstruction,
Planning and Development case numbers
01RVP-00000-00011 and 01ORD-00000-00016.
2nd Supervisorial District

Recommendations:

That the Board of Supervisors adopt the Planning Commission recommendations and approve the above referenced projects:

1. Adopt the required findings for the project specified in Attachment A including CEQA findings;
2. Approve the Final Mitigated Negative Declaration 02-ND-26, and adopt the mitigation monitoring program contained in the conditions of approval, Attachment B,
3. Approve 01ORD-00000-00016 and adopt the ordinance included as Board Letter Attachment C; and
4. Approve the Revised Development Plan 01RVP-00000-00011, subject to the conditions included in Attachment D,

Alignment with Board Strategic Plan:

The recommendations are primarily aligned with actions required by law or by routine business necessity.

Executive Summary and Discussion:

At the Planning Commission hearing of October 2, 2002, the Commission, by a vote of 5-0, recommended that the Board of Supervisors approve the proposed project subject to the action as stated above. The Planning Commission's October 2, 2002 Action Letter is included as Exhibit 2 of this Board Letter, and the September 25, 2002 staff report prepared for the hearing is included as Exhibit 3.

Requested Permits

Revised Development Plan (01RVP-00000-00011)

Ralph's Grocery Company requests approval of a Revised Development Plan to the Final Development Plan (88-DPF-35) to allow the demolition of four contiguous structures of approximately 42,107 square feet (s.f.) and construction of a 41,380 s.f. Grocery Store in the same location. The project site is located within the 9.53 acre Magnolia Shopping Center located at 5140 Hollister Avenue in Goleta.

The property is currently developed with three single story structures with a total area of 116,430 square feet. The structures contain a variety of commercial/retail shops, restaurants, and a grocery store. Access to the site would be taken from three existing access points along Hollister Ave. on the southern property line.

The project would involve the demolition of 42,107 s.f. of existing buildings (18,387 s.f. of Scolari's Market, 16,720 s.f. of Miller's Outpost, 3,500 s.f. of Easter Seals, and 3,500 s.f. of the Golden One Credit Union), and the reconstruction of a 41,380 s.f. Ralph's Grocery Store in their place. The resulting total building square footage on the parcel would be 115,094 s.f. (a reduction of 1,336 s.f. from the existing building coverage). The highest point of the proposed building would not exceed 35-feet with the average height of the building being approximately 27-feet. The project would also include the reconfiguration of the existing parking lot with an increase of one parking space for a total of 576 spaces, and the inclusion of new landscaping for a total area of 34,420 s.f. The parking lot redesign is necessary to accommodate better internal traffic flow and to comply with handicapped parking requirements. The proposed hours of operation for the new store would be from 6 a.m. to 12 a.m., seven days a week.

A new recycling center is proposed against the rear (west side) of the proposed Ralph's building. This recycling center would replace the existing recycling center currently located near the southwest corner of the project parcel and would include two, light-gray colored, roll-off containers measuring 21-feet by 8-feet by 9-feet tall. The normal hours of staffed operation would be Tuesday through Saturday from 10AM to 5PM. Automated redemption machines would operate from 7AM to 9PM on weekdays, and 7 a.m. to 7 p.m. on weekends. Pick-up of the roll-off containers would occur 3 to 5 times per month as needed. Additionally, the existing trash enclosure on the western edge of the project parcel would remain.

Approximately 30 trees on the interior portion of the parcel would be removed, but the specimen magnolia tree that presently exists on the southeasterly portion of the site would remain. In

addition, the mature trees that exist on the perimeter of the property would be retained. A conceptual landscape plan for the project provides for a mixture of native and non-native trees, shrubs, vines and groundcover. The landscape plan would remove 20 magnolias, 6 jacarandas, and 4 carrotwoods that were installed with previous parking lot enhancements and add approximately 66 additional trees and 39 palms throughout the parking lot and the perimeter of the site.

The proposed project site is generally flat and would require 150 cubic yards of cut and 2,400 cubic yards of fill with 2,250 cubic yards of import.

The Goleta Water District and Goleta Sanitary District would continue to serve the project parcel. All utility extensions would be located underground. The new structure would include a sprinkler system for fire suppression purposes.

Please refer to Attachment B of Board Letter Exhibit 2 for a more detailed description of the proposed Revised Development Plan.

Ordinance Amendment (01ORD-00000-00016)

The existing shopping center development was originally approved through an ordinance amendment process that amended Article IV of Ordinance No. 661 and created a development plan for the Center (Ordinance 1043 approved 7/27/59; superceded by Ordinance 1775 approved 2/14/67). Ordinance 1775 is incorporated into Article III by reference, and continues to affect development proposals on the parcel. Subsequent to Ordinance 1775, the Planning Commission approved a Development Plan (86-DPP-085) on May 18, 1988 to allow an addition which is now the Santa Barbara Bank & Trust. On November 3, 1988, the Director of Planning and Development approved 88-DPF-035 to effectuate the Development Plan. P&D records indicate that Ordinance 1775 has never been rescinded as part of any subsequent permit. Therefore, an ordinance amendment is proposed to rescind the "antiquated" ordinance, and replace conditions governing the development from the rescinded ordinance with conditions of approval proposed for the Revised Development Plan. With this application, the proposed Final Development Plan would supercede the previously approved development plans and Ordinance 1775 would be rescinded. Any subsequent improvements occurring on the property would be accomplished through either an Amendment or Revision to the Development Plan, which require final action by either the Planning Commission or the Director.

Discussion

The Planning Commission reviewed the proposed project on October 2, 2002. Discussion focused primarily on protection of the surrounding residential neighborhood from noise associated with the development, mainly, the proposed recycling center. The Planning Commission recommended the restriction of the hours of operation of the automated redemption machines of the recycling center to 7 a.m. to 9 p.m. Monday through Friday and 11 a.m. to 7 p.m. Saturday and Sunday as indicated in the Action Letter dated October 30, 2002.

Other issue areas identified in the Staff Report are summarized below:

- **AESTHETICS:** The proposed Ralph's would be built contiguous with the existing buildings to the south that house the Santa Barbara Bank & Trust & Glendale Federal Bank (SBB&T). The architectural style of the proposed Ralph's is a masonry block building designed with a Mediterranean theme. The architecture of the proposed Ralph's would be consistent with the architecture of the most recently constructed building on the site, the adjacent Santa Barbara Bank & Trust building. The SBB&T building and the Ralph's building would essentially establish the architectural theme for possible future renovations/remodels of the remaining two buildings on site. The highest elements of the proposed Ralph's roofline, a mansard roof element at the entrance, would have a maximum height of 35 feet with a majority of the building having an overall height of 26 feet. This includes the height of the roof parapet, which will screen the roof-mounted mechanical equipment. The proposed height is compatible with the adjacent SBB&T building. Lighting, loading docks and mechanical equipment have been oriented to minimize impacts on the adjacent residential uses.

Tree Removal/Replacement: The proposed landscape plan would remove 30 existing trees (20 magnolias, 6 jacarandas, and 4 carrotwood) that were installed with previous parking lot enhancements but would add approximately 66 additional trees and 39 palms. The proposed landscape plan has incorporated both canopy trees to provide shade and accent trees to provide screening. Approximately 30 trees interior to the parcel would remain as well as all of the existing mature perimeter trees. The tree removal is necessary to allow for the reconfiguration of the parking lot (See Transportation/Circulation: On-site circulation section below). The specimen magnolia tree in front of Woody's (a restaurant in the Center) would remain and would be protected during construction. Approximately 14,960 s.f. of landscaping would be added to the existing 19,460 s.f. for a total of 34,420 s.f. of landscaping on the project parcel. This includes additional landscaping along the Hollister frontage following a relocation of the existing, nonconforming parking spaces out of the required front-yard setback. A final landscape plan must be reviewed and approved by the County's Board of Architectural Review prior to issuance of a Land Use Permit. Finally, the applicant would be required to post a performance security with the County to ensure the installation and maintenance of the proposed landscaping.

- **SIGNAGE:** The existing Overall Sign Plan indicates the number, location, size, illumination, and types of signs permitted for the Center and its various tenants. The applicant has shown a conceptual representation of the proposed signage for context with the architecture of the building. However, no signs would be approved as part of this action (01RVP-00000-00011, 01ORD-00000-00016). Signage would require review and approval under separate permit(s) after being found in conformance with 99-M-002.
- **TRANSPORTATION/CIRCULATION:** Access to the Center is from Hollister Avenue, located along the southern frontage of the project site. Hollister Avenue is a four-lane east-west arterial that parallels U.S. Highway 101 on the south. The section of Hollister Avenue

adjacent to the project site is a four-lane divided roadway. The closest signalized intersections to the shopping center along Hollister, excluding the main entrance signal, are Lassen Drive to the west and Walnut Lane to the east.

Traffic: The proposed project would decrease the amount of overall building square footage by 1,336 s.f. (727 s.f. reduction in actual, usable, interior space). Since the project would be a replacement of existing uses and traffic demand is calculated for large shopping centers as a whole, the proposed project would result in the long run in a net decrease of 57 average daily trips (ADT), from the maximum trip generation for the existing Center, a decrease of eight (8) A.M. peak hour trips (PHT), and a decrease of five (5) P.M. PHT. Therefore, the proposed project would not result in a net increase in traffic demand (ADT and PHT).

The intersections in the vicinity of the Magnolia Shopping Center currently operate at LOS C or better. The remodel will only bring the Center's volumes back to those originally forecasted when the Center was built as the current site is considered underutilized. The Center may initially experience higher traffic volume levels than anticipated due to a "newness" effect of the Ralph's grocery store, however, based on past experience with shopping center demolition/remodels, there is only a temporary influx of traffic and the initial surge in traffic is short-lived. Traffic volumes typically return to projected levels within a few months.

On-site Circulation: As mentioned, access control and internal circulation for the project has been modified to improve movement of traffic throughout the site, while minimizing turning movement conflicts and increasing pedestrian access. A number of changes in the existing parking lot and driveways aisles have been incorporated to facilitate better internal circulation. More specifically, the parking lot drive aisles would be reoriented perpendicular to the proposed Ralph's for better pedestrian access to the store (to avoid the need to weave through parked cars). Additionally, the turning radii would be increased both at the access points to the parcel and internally to better accommodate large delivery trucks. A proposed loading dock would provide an adequate area for delivery trucks to park while loading and unloading (deliveries currently take place in the alley, blocking through access, as there is no loading dock at the site). The main entrance would be redesigned to allow better stacking for vehicles waiting to exit the parcel and prevent cross-traffic congestion. Finally, more appropriately placed handicapped accessible parking spaces would be provided, more pedestrian walkways will be added, and designated cart return areas have been incorporated.

Parking: The existing Development Plan 86-DP-085 (88-DPF-035) requires the Center to maintain 575 spaces, although under current ordinance, the Center would be required to provide 582 spaces. The SC (Shopping Center) zone district requires one parking space for every 200 s.f. of net floor area. The proposed project would require $115,094/200 = 575.47$ or 576 spaces. Therefore, the current proposal includes an additional parking space for a total of 576 spaces, consistent with the ordinance. As mentioned earlier, the applicant also proposes

to relocate the existing, nonconforming parking spaces within the front-yard setback and replace them with additional landscaping.

- **NOISE:** Land uses in the project vicinity include residential development on all sides of the project parcel and other commercial development within the 9-acre shopping center. Ambient noise is generated primarily from vehicle traffic on Hollister Avenue, residential operational noise, and operational noise from the Magnolia Shopping Center. The proposed conditions of approval include mitigation measures from a site-specific noise study to reduce the potential for noise impacts to nearby neighbors. These conditions and project include: the construction of a parapet wall to screen noise from noise-generating, roof-top equipment; the construction of an enclosed loading dock with a recessed ramp and screening wall to prevent noise from deliveries; prohibition of idling trucks in the alley way adjacent to the residences; restriction on the delivery hours of the Ralph's; restriction of construction hours and the placement of noise-generating construction equipment; requirement of notification of the neighbors with a construction schedule prior to construction activities; and restriction on the hours of operation of the recycling center and automated redemption machines.

For a more detailed discussion of these issues areas please refer to the Planning Commission staff report included as Exhibit 2.

Mandates and Service Levels:

Pursuant to County Code Chapter 35, Article III (Inland Zoning Ordinance), Sections 35-317.2.1.4, 35-325, and 35-292d, the project was considered by the Planning Commission for an advisory recommendation to the Board of Supervisors, the final decision-maker. Rescission of Ordinance 1775 is a legislative act under the jurisdiction of the Board of Supervisors. No change in programs or service levels are anticipated.

Fiscal and Facilities Impacts:

No fiscal impact associated with this request is expected. All costs of permit processing of 01RVP-00000-00011 and 01ORD-00000-00016 are the responsibility of the project applicant. There are no facilities impacts.

Special Instructions:

Clerk of the Board will forward a copy of the Minute Order, together with any pertinent documents (i.e., signed ordinance) to Planning and Development Hearing Support Section, Attn: Cintia Mendoza.

Planning and Development will prepare all final action letters and otherwise notify concerned parties of the Board of Supervisors' final action.

Concurrence:

County Counsel

ATTACHMENTS:

- A. Board of Supervisors Findings**
 - B. Board of Supervisors Conditions of Approval**
 - C. Board of Supervisors Ordinance**
- Exhibit 1: Planning Commission Action Letter dated October 30, 2002**
- Exhibit 2: Planning Commission Staff Report for hearing of October 2, 2002**
- Exhibit 3: Comment Letters**
- Exhibit 4: Site Plan, Floor Plan, and Elevations**