CITY OF GOLETA

DIRECTOR DECISION
November 6, 2025

TO: Peter T. Imhof, Director

FROM: Lisa Prasse, Current Planning Manager
Brian Hiefield, Senior Planner

SUBJECT: Development Plan Amendment (DPAM) for the Toyota Dealership at 5611 Hollister Avenue; APN 071-140-083; Case No. 24-0011-DP

RECOMMENDATION:

1. Accept the CEQA Notice of Exemption in Attachment 1;
2. Adopt DPAM Findings in Attachment 2; and
3. Approve the DPAM (Case No. 24-0011-DP), subject to the conditions included in Attachment 3.

If the Director takes other than the recommended action, refer the matter back to staff for the preparation of appropriate findings and conditions.

PROPERTY OWNER
VAG TSBCA RE LLC
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Scottsdale, AZ 85260

APPLICANT/AGENT
Van Tuyl Companies
Megan Burra
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Scottsdale, AZ 85260

APPLICANT'S REQUEST

The applicant is requesting a Development Plan Amendment to demolish the existing unpermitted detached service shop structure within the Streamside Protection Area (SPA) and construct a new detached service shop structure outside the SPA. Also proposed is an addition to the service shop that is part of the main building, an attached vehicle delivery canopy, an overhang addition, new landscaping, and façade improvements.

JURISDICTION

The Director has jurisdiction over the requested Development Plan Amendment, pursuant to GMC Section 17.52.100(C). Decisions by the Director are discretionary and subject to appeal to the Planning Commission.

BACKGROUND

The dealership building was constructed in 1987. The current underlying applicable entitlement for this parcel, Development Plan (DP) 19-074-DP, was approved November 2, 2020. At that time, Tentative Parcel Map (TPM) 19-072-TPM was approved to split the original parcel into three parcels, one for each dealership. The Final Map associated with the three-lot parcel split was recorded on June 15, 2021. Each of the three dealerships is now on one of three separate legal lots and operates under one of three individual development plans.

The 19-074-DP entitlement included the demolition and relocation of the service shop and other minor site improvements. The existing service shop building located within the SPA buffer area was constructed without benefit of City review and permits in approximately 2014, and this project will resolve the issue. The current request, Development Plan Amendment (DPAM) 24-0011-DP, seeks to amend 19-074-DP to include the project described in the Project Description section below.

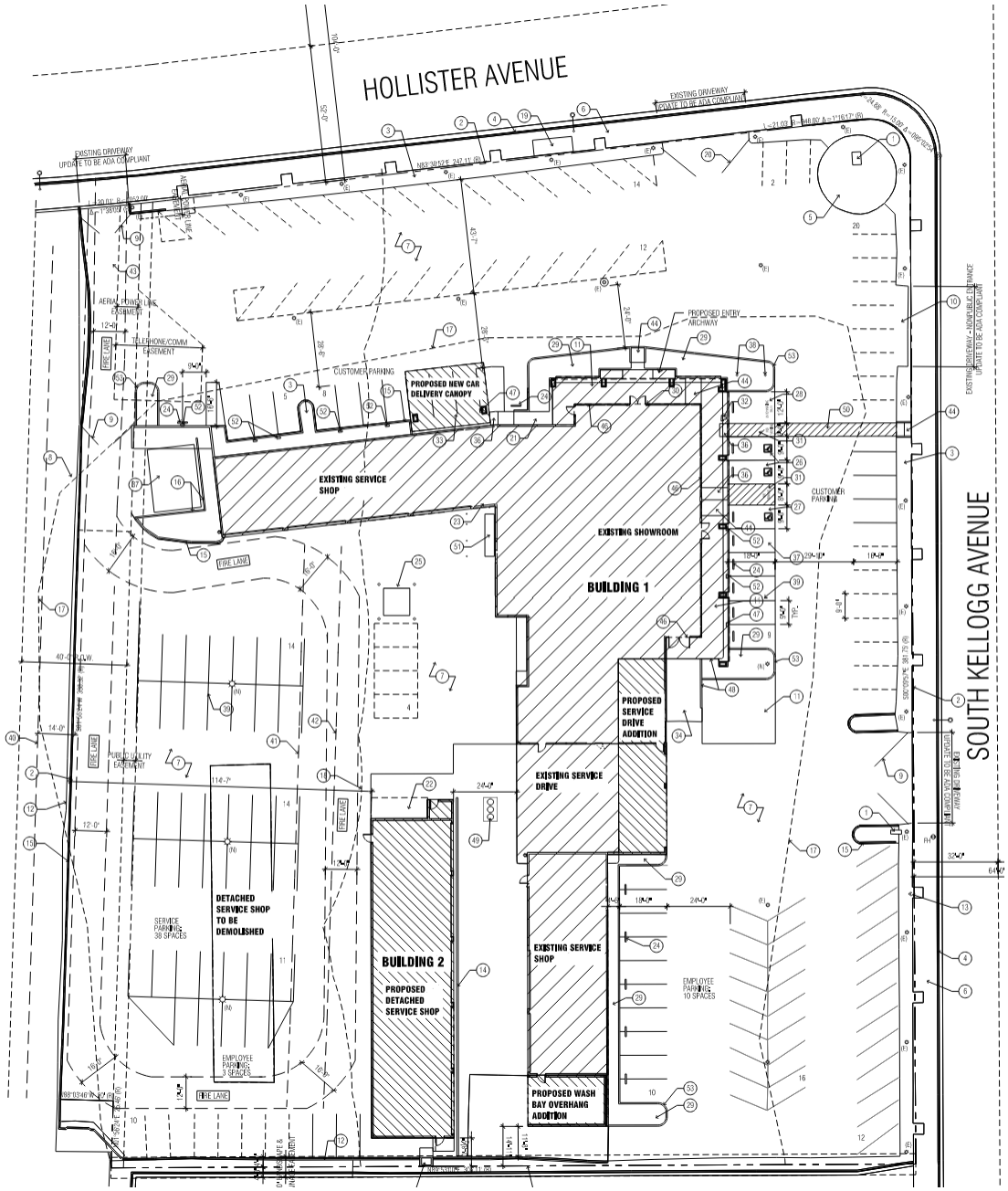
Design Review Board (DRB)
On August 12, 2025, the DRB reviewed and granted Preliminary Design Approval for the project. The DRB found the proposed detached service shop, additions, architectural and landscaping changes, and site improvements to be appropriate, and adopted the required DRB findings. The DRB meeting can be viewed at: https://goleta.granicus.com/player/clip/2131?view_id=5&redirect=true. The DRB's action was not appealed, so the Preliminary Design Approval is in effect.

PROJECT DESCRIPTION

The proposed project requests a Development Plan Amendment to 19-074-DP to demolish the existing unpermitted detached service shop structure within the SPA and construct a new detached service shop structure outside the SPA. Also proposed is an addition to the service shop that is part of the main building, an attached vehicle delivery canopy, an overhang addition, new landscaping, and façade improvements. The details of the proposed project are as follows:

- Demolition of an existing unpermitted detached service shop structure as required by 19-074-DP – 2,385 sq. ft.
- Construction of a new detached service shop structure (relocated outside the SPA as required by 19-074-DP) – 3,831 sq. ft.
- Construction of a new service drive and auto-detailing addition to the main building – 2,116 sq. ft.
- Construction of a new attached vehicle delivery canopy – 690 sq. ft.
- Reconfiguration of the parking in the rear area – 76 spaces total (plus 85 display/inventory spaces)
- Construction of façade improvements to Building 1
- Installation of new landscaping

The new net building square footage added for the project will be 4,302 sq. ft.



DISCUSSION

The following discussion includes the project's consistency with General Plan policies and zoning regulations, and the findings necessary to approve the project components.

General Plan Consistency and Zoning Consistency

The Land Use Element in the General Plan/Coastal Land Use Plan (GP/CLUP) designates the property as Old Town Commercial (C-OT). The C-OT designation permits

a wide range of local- and community-serving retail and office uses. A major purpose is to enhance the physical and economic environment for existing businesses and uses of the Old Town commercial district. Land Use Element Policy LU 3.4 allows for a number of retail uses, including automobile sales. Further, LU 3.4(d) recognizes existing heavy commercial uses, such as automobile services and repair, as allowed uses.

The proposed project is consistent with Visual and Historic Resources Element Policy VH 4, Design Review, using high quality design that preserves Goleta's character. The entirety of the proposed new square footage for the detached service shop is located behind the existing Building 1 and is not easily visible from the public Rights-of-Way (Hollister and S. Kellogg Avenues). The DRB found the additional square footage and façade improvements to Building 1 are appropriate in size and scale to the on-site development and are compatible with the other uses onsite. New landscaping is proposed in the bioswale as part of the site drainage improvements and around the new glass entry portal. The DRB suggested using native plants in the bioswale. The entire western edge of the project site is screened by existing hedges, which provide screening of the vehicle storage and service shop building to the property to the west. All other existing landscaping will remain as it is.

The project's traffic trip generation report estimates that the project will produce 210 average daily trips and 14 P.M. peak hours trips, which will not cause the intersections and roadways in the area to exceed LOS C, consistent with General Plan Transportation Element Policy TE 4.

The project's biological study states that the proposed improvements to the Toyota dealership have no potential to impact any federally or state-protected, threatened, endangered or candidate species. They also have no potential to impact any CDFW special status species or any CDFW fully protected species. The project will not impact any protected native trees, any rare plants, or any City of Goleta-designated ESHA. All proposed new structures at the Toyota dealership are outside of the Streamside Protection Area (SPA), pursuant to General Plan Conservation Element Policy CE 2.2. Demolition of the detached service shop will occur within the 100-ft. SPA, in the southwestern portion of the property. The structure is located approximately 45 ft. east of the outer edge of the riparian canopy of Old San Jose Creek ESHA. It is important to note that the entire 100-ft. SPA is developed with asphalt pavement or pre-existing structures which will remain unchanged. Demolition will not impact any ornamental vegetation on the property, nor will it impact any vegetation within the Old San Jose Creek ESHA. Removal of the detached service shop structure from within the 100-ft. SPA will ensure that the project conforms to CE 2.2 and resolve a longstanding code violation.

Therefore, the proposed DPAM will be consistent with all applicable GP/CLUP policies, including allowable uses, design-related policies, transportation policies, and conservation policies.

Regarding zoning consistency, the consistency analysis in the following table focuses on applicable Development Regulations within the OT zone district, pursuant to Zoning Ordinance Section 17.08.030 (Development Regulations), 17.38.040 (parking), and 17.30.070 (SPA):

Table 1
Consistency with Applicable Development Regulations

Development Regulations within OT Zone Districts	***Proposed Development***	***Consistent?***
Parking Required: Customer/Employee: 1 per 3,000 sf net lot area Service Bays: 2 spaces per bay Total required for Customer/Employee: 38 Total required for Service Bays: 38 Total Required: 76	Proposed as follows: Customer/Employee: 38 Service: 38 Total Provided: 76 (Plus Display/Inventory: 85 spaces)	Yes
Setbacks Required (OT): Front: 0 ft. Interior Side 0 ft. Street Side 0 ft. Rear 10 ft.	 Proposed: Front: 73 ft. Interior Side: 114 ft. Street Side: 65 ft. Rear: 11 ft.	 Yes Yes Yes Yes
Building Height Required: 35 ft	 Proposed: 20 ft.	 Yes
Streamside Protection Area Buffer Required: 100 ft.	 Proposed: 114 ft.	 Yes

To summarize Table 1, the proposed 76 parking spaces meet the required 76 spaces pursuant to GMC 17.38, Parking and Loading. All setbacks exceed the requirements of the OT zone district. The structure height of the proposed service shop is 20 feet, which is consistent with the 35 feet allowed in the OT zone district.

The Toyota Dealership is within the Old Town Heritage District, and new developments here would typically be subject to the Goleta Old Town Heritage District Architecture and Design Guidelines (Design Guidelines) pursuant to Title 17, Zoning, Section 17.19.030, Permitting and Processing Requirements in the Old Town Heritage Overlay District. However, the proposed service bay building and additions to the existing building are not considered new development for purposes of the Design Guidelines, since they are accessory to an approved use that was entitled prior to the Design Guidelines going into effect. Therefore, the Design Guidelines are not applicable. That being said, the DRB found that the project acknowledges its location in Old Town with its proposed size, bulk, and scale and is consistent with the scale of the neighborhood.

Other zoning standards apply regarding lighting and noise. New exterior lighting is limited to the project area depicted on the lighting plans and will not cause light levels at the property lines to exceed 0.1 foot-candles as shown on the photometric plan, pursuant to GMC 17.35, Lighting. The existing perimeter lighting outside of the project area is not within the scope of this project and will remain as it is.

The project's noise study states that noise generated by the service shop and detail canopy will remain below the required 60 dBA, pursuant to GMC 17.39.070, Noise. Note that the dealership and service shop no longer use a PA system in its operations.

Public Works Review

Drainage improvements to the site will include the installation of a prefabricated bioswale upstream of the existing catch basin, which will retain and clarify stormwater before it leaves the site. This improvement is consistent with GMC 17.38.110(H) for parking surfacing, which requires that stormwater be directed to landscaping, bio-retention areas, or other water collection/treatment areas.

The Public Works Department staff have reviewed and found the design acceptable. The Public Works Department has provided conditions of approval to ensure that the new infrastructure functions as expected into the future. Public Works conditions of approval are incorporated into Attachment 3.

The proposed project does not alter the course of a stream or river and/or substantially alter the existing drainage pattern of the site/areas. The proposed Project, through the incorporation of bioretention areas on-site, decreases the post-project peak flow of runoff to that of the pre-project value.

FINDINGS AND JUSTIFICATIONS FOR APPROVAL

Findings for Approval:

The proposed project complies with the General Plan and Zoning Designation of the subject parcel as discussed above. The proposed development also complies with the findings of Title 17, including Zoning Ordinance Sections 17.52.070 (Common Findings), 17.58.080 (Design Review), and 17.59.030 (Development Plans), if approved, as the project site continues to be adequate in size, shape, and location to accommodate the density and intensity of the project and potential adverse impacts are mitigated to the maximum extent feasible.

As outlined in the findings, the proposed development will not cause harm to the environment or public health. Site preparation and construction activity shall be limited to the hours between 8:00 am and 5:00 pm, Monday through Friday. The drainage improvements on site in coordination with the stormwater control plan will manage drainage and storm water. Therefore, the project site continues to be adequate in size, shape, location, and physical characteristics to accommodate the existing and proposed project. Attachment B provides project consistency for findings required for approval of a Development Plan Amendment.

CALIFORNIA ENVIRONMENTAL QUALITY ACT

Pursuant to the requirements of the California Environmental Quality Act (CEQA) (Public Resources Code §§ 21000 et seq.), the regulations promulgated thereunder (14 Cal. Code of Regulations §§ 15000 et seq.), and the City's Environmental Review Guidelines, the project has been found to be exempt from CEQA. Specifically, the project is categorically exempt from environmental review pursuant to CEQA Guidelines §15301(e)(2), §15302(b), and §15303(c) as follows:

- **§15301(e)(2)** – The additions to existing structures are less than 10,000 square feet (2,806 square feet of additions), the project is in an area where all public services and facilities are available to allow for maximum development permissible in the General Plan, and the area is not environmentally sensitive. The project is consistent with the Land Use Designation (OT) adopted in the General Plan and the additions to existing buildings are outside the 100-foot SPA buffer area.

- **§15302(b)** – The proposed detached service shop is substantially the same size, purpose, and capacity as the current detached service shop to be demolished. The proposed detached service shop will be 1,446 square feet larger than the current detached service shop, of which approximately 221 square feet are a proposed trash enclosure and compressor enclosure for noise attenuation. The proposed detached service shop will have one additional service bay (nine) and serve the same purpose of servicing vehicles.

- **§15303(c)** – The project involves the construction of new commercial structures not exceeding 10,000 square feet in floor area on a site zoned for such use, not involving the use of significant amounts of hazardous substances, and all

necessary public services and facilities are available, and the surrounding area is not environmentally sensitive. The proposed detached service shop is outside the 100-foot SPA buffer area.

The City of Goleta is acting as the Lead Agency and a Notice of Exemption is proposed to be adopted, included as Attachment 1 to the staff report.

Moreover, none of State CEQA Guidelines Section 15300.2's exceptions to the Class 32 exemption apply to the project. The exception set forth in State CEQA Guidelines section 15300.2(a), by its own terms, does not apply to projects that fall within the Class 32 exemption; moreover, the project will not impact an environmental resource of hazardous or critical concern that is designated, precisely mapped, or officially adopted pursuant to law by federal, state, or local agencies. Section 15300.2(b)'s exception, relating to cumulative impacts, does not apply as technical reports in the record of proceedings demonstrate that the project would not result in significant cumulative impacts; moreover, there are no other successive projects of the same type in the same place that could result in significant cumulative impacts.

Section 15300.2(c)'s exception does not apply because there are no "unusual circumstances" that apply to the project; construction of commercial buildings as urban infill on commercially zoned land next to existing development does not constitute an unusual circumstance. Section 15300.2(d)'s exception does not apply because the project is not located near a highway officially designated as a state scenic highway. Section 15300.2(e)'s exception does not apply because the project site and off-site improvement locations do not contain hazardous waste and are not on any list compiled pursuant to Section 65962.5 of the Government Code. Finally, Section 15300.2(f)'s exception does not apply because the project has no potential of causing a substantial adverse change in the significance of a historical resource as there are no buildings of historic significance on the project site nor any nearby that would be impacted by the development and the site has a low potential for discovery of archaeological resources given previous disturbance and the minimal ground disturbance associated with the project.

Consistent with the requirements of the Class 1, 2, and 3 requirements above, and pursuant to CEQA Guidelines *§15300.2, Exceptions to the Exemption,* the entirety of the project falls within the Class 1, 2, and 3 Exemptions set forth in State CEQA Guidelines Section 15301, 15302, and 15303.

APPEALS PROCEDURE

The action of the Planning Director may be appealed to the Planning Commission within 10 calendar days following final action by an applicant or an aggrieved party, pursuant to Goleta Municipal Code Section 17.52.120. Appeals must be filed, and associated fees must be paid, within 10 calendar days of the appealable decision.

NOTICE

On October 20, 2025, notice of this action of the Planning Director was posted on the site and on the City's website a minimum of 15 days prior to the November 6, 2025 Director Decision.

ATTACHMENTS:

1. Notice of Exemption
2. DPAM Findings
3. Conditions of Approval
4. Project Plans