



DESIGN REVIEW BOARD AGENDA

Planning & Environmental Services
130 Cremona Drive, Suite B, Goleta, CA 93117
(805)961-7500

REGULAR MEETING

Tuesday, June 9, 2009

CONSENT CALENDAR

Scott Branch, Planning Staff

SIGN SUBCOMMITTEE – 2:15 P.M.

Members: Carl Schneider, Cecilia Brown, Thomas Smith

STREET TREE SUBCOMMITTEE

Members: Chris Messner, Bob Wignot, Simon Herrera

ADMINISTRATIVE AGENDA – 3:00 P.M.

REGULAR AGENDA – 3:15 P.M.

**GOLETA CITY HALL – COUNCIL CHAMBERS
130 CREMONA DRIVE, SUITE B, GOLETA, CALIFORNIA**

Members:

Thomas Smith (At-Large Member), Chair
Cecilia Brown (At-Large Member), Vice Chair
Scott Branch (Architect)
Simon Herrera (Landscape Contractor)

Chris Messner (Landscape Contractor)
Carl Schneider (Architect)
Bob Wignot (At-Large Member)

Notices:

- Requests for review of project plans or change of scheduling should be made to the City of Goleta, 130 Cremona Drive, Suite B, Goleta, California, 93117; Telephone (805)961-7500.
 - In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City of Goleta at (805)961-7500. Notification at least 48 hours prior to the meeting will enable the City staff to make reasonable arrangements.
 - Preliminary approval or denial of a project by the Design Review Board may be appealed to the Goleta Planning Commission within ten (10) calendar days following the action. Please contact the Planning & Environmental Services Department for more information.
 - Design Review Board approvals do not constitute Land Use Clearances.
 - The square footage figures on this agenda are subject to change during the review process.
 - The length of Agenda items is only an estimate. Applicants are responsible for being available when their item is to be heard. Any item for which the applicant is not immediately available may be continued to the next meeting.
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A. CALL MEETING TO ORDER AND ROLL CALL

B. ADMINISTRATIVE AGENDA

B-1. MEETING MINUTES

A. Design Review Board Minutes for May 26, 2009

B-2. STREET TREE SUBCOMMITTEE REPORT

B-3. PLANNING DIRECTOR REPORT

C. **PUBLIC COMMENT:** General comments regarding topics over which the Design Review Board has discretion will be allowed. Comments from concerned parties regarding specific projects not on today's agenda will be limited to three minutes per person.

D. **REVIEW OF AGENDA:** A brief review of the agenda for requests for continuance.

E. CONSENT CALENDAR SUBCOMMITTEE REPORT

F. CONSENT CALENDAR

- NONE

G. SIGN SUBCOMMITTEE REPORT

H. SIGN CALENDAR

H-1. DESIGN REVIEW BOARD PERMIT NO. 09-042-DRB

111 Castilian Drive (APN 073-150-025)

This is a request for *Conceptual* review. The property includes a 21,800-square foot commercial building with a 2,570-square foot outdoor mechanical equipment yard on a 3.6-acre parcel in the M-RP zone district. The applicant proposes an Overall Sign Plan (OSP) for the building. The proposed OSP provides for two (2) different types of signs: a monument sign and wall signs. The OSP specifies the maximum number of signs of each type and the maximum sign area for each permissible sign area. The project was filed by Jeff Gorrell of Lenvik and Minor Architects, agent, on behalf of Mark Winnikoff of Frieslander Holdings LLC, property owner. Related cases: 09-042-OSP. (Continued from 5-12-09) (Shine Ling)

Comments from prior DRB meeting:

5-12-09 Meeting:

1. The Sign Subcommittee recommended that the following edits and language be added to the proposed Overall Sign Plan:

Item III. Tenant Signage:

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#4: The height of the logo shall not exceed 12" and should be proportional.

#4: The letter size needs to be differentiated between the wall sign and the freestanding sign. The height of the letters shall not exceed 12" on the freestanding sign. The size of the freestanding sign shall be restricted to 48" x 12". Logos may be included on the freestanding sign.

#6: Change "Signage" to "Letters and logos".

#7: Add a new Item #7 to clarify that there will be no lighting on the wall or freestanding signs.

If an additional tenant is added, the Overall Sign Plan will need to be reviewed.

SIGN SUBCOMMITTEE ACTION: Brown moved, seconded by Schneider, and carried by a 3 to 0 vote, to continue Item H-3, DRB Permit No. 09-042-DRB, 111 Castilian Drive, to June 9, 2009, with comments.

H-2. DESIGN REVIEW BOARD PERMIT NO. 09-077-DRB

6015 Hollister Avenue (APN 073-080-029)

This is a request for *Conceptual/Preliminary/Final* review. The property includes a 3,688-square foot automobile service shop on a 14,400-square foot lot in the C-2 zone district. The applicant proposes two new wall signs that read "jiffy lube" and depict the jiffy lube logo, one on the northern elevation and one on the eastern elevation. Each sign will be constructed of white face-lit channel letters with white acrylic faces, mounted on a red aluminum panel that measures 8.5 feet wide by 2.75 feet tall, with a sign area of 23.2 square feet, each. The letters are a maximum of 20-inches tall; the logo is 22-inches tall. The project was filed by Christian Muldoon of Vogue Signs, agent, on behalf of Mike McLean, property owner. Related cases: 09-077-SCC, and 09-078-SCC. (Shine Ling)

H-3. DESIGN REVIEW BOARD PERMIT NO. 09-081-DRB

7000 Hollister Avenue (APN 073-030-021)

This is a request for *Conceptual/Preliminary/Final* review. The property includes an 8,106-square foot television studio and a 1,440-square foot bank automatic teller machine facility on a 1.244-acre in the PI zone district. The applicant proposes to change the face of two existing internally illuminated box signs, one on the south elevation and one on the east elevation. Each signs would be constructed of an acrylic face with translucent digital print and would read "The Santa Barbara Channels" on two lines and depict two logos. The size of each sign is 8.0 feet wide by 2.5 feet tall, with a sign area of 20 square feet. The letters are a maximum of 7-inches tall, and the logos are 20-inches tall. The project was filed by Wasantha Mohottige of Sign-A-Rama, agent, on behalf of Westar Management for Goleta Hollister LLC, property owner, and Santa Barbara Channels, tenant. Related cases: 09-081-SCC, and 09-082-SCC. (Shine Ling)

I. REVISED FINAL CALENDAR

- NONE

J. FINAL CALENDAR

- NONE

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K. PRELIMINARY CALENDAR

- NONE

L. CONCEPTUAL/PRELIMINARY CALENDAR

L-1. DESIGN REVIEW BOARD PERMIT NO. 09-067-DRB

6550 Hollister Avenue (APN 073-330-006)

This is a request for *Conceptual/Preliminary* review. The property includes a 38,000-square foot commercial building on a 3.43-acre parcel in the M-RP zone district. The applicant proposes to remodel the façade of the building's southwest corner. Three new canopies above the main entrance (north elevation) with a total roof area of 562 square feet are proposed. Also, a 395-square foot aluminum canopy with a 20-foot tall entry wall is proposed to partially enclose a courtyard area in front of the main entrance. No changes in building coverage, signage, or floor area are proposed. Materials proposed for the façade remodel include stainless steel for the canopies, and blue reflective glass with white mullions to match existing. Colors would consist of Sherwin Williams "Interactive Cream" SW6113 for the building and Sherwin Williams "Coconut Husks" SW6111 for the entry wall. A new landscape plan is also proposed for the front courtyard, with new plantings consisting of specimen palm trees, lilies, yellow-leaved Calamus, and other plant species. The project was filed by Anthony Molina of Poliquin Kellogg Design Group, agent, on behalf of Alan Grosbard of Park One LLC, property owner. Related cases: 09-067-LUP. (Shine Ling)

L-2. DESIGN REVIEW BOARD PERMIT NO. 09-084-DRB

5266 Hollister Avenue (APN 065-050-022)

This is a request for *Conceptual/Preliminary* review. The property includes three commercial buildings totaling 26,422 square feet on a 3.4-acre parcel in the PI zone district. The applicant proposes to install security gates on the west and east entryways to the courtyard for the rear building of the complex (Building C). The gates would be constructed of steel and painted to match the beige color of the building, with a botanical motif painted green and welded over the security bars. Security bars are also proposed to be installed in the interior of the security office and would be screened by curtains. No changes to height, floor area, landscaping, or parking are proposed. The project was filed by William Fedderson of Luminare Design Group, agent, on behalf of Stonebrook Square Ltd., property owner. Related cases: 09-084-LUP. (Shine Ling)

M. CONCEPTUAL CALENDAR

- NONE

N. ADVISORY CALENDAR

- NONE

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O. DISCUSSION ITEMS

**O-1. ZONING ADMINISTRATOR/SIGNAGE PROGRAMS PROCESS PATH
DISCUSSION**

O-2. REQUESTS FOR FUTURE AGENDA ITEMS BY MEMBERS

O-3. ANNOUNCEMENTS BY MEMBERS

P. ADJOURNMENT

Design Review Board Abridged Bylaws and Guidelines

Purpose (Design Review Board Bylaws, 1.1)

The purpose of the City Design Review Board (DRB) is to encourage development that exemplifies the best professional design practices so as to enhance the visual quality of the environment, benefit surrounding property values, and prevent poor quality of design.

Authority (Design Review Board Bylaws, 1.2)

The Goleta City Council established the DRB and DRB Bylaws in March of 2002 (Ordinance No. 02-14 as amended by Ordinance No. 02-26). DRB Bylaws have subsequently been amended through Resolutions 02-69, 04-03, 05-27, 07-22 & 09-04. The DRB currently operates under Bylaws from Resolution 09-04

Design Review Board Procedures

Goals (Design Review Board Bylaws, 1.3)

The DRB is guided by a set of general goals that define the major concerns and objectives of its review process. These goals are to:

- 1) ensure that development and building design is consistent with adopted community design standards (e.g. General Plan, Goleta Old Town Heritage District Architectural and Design Guidelines, Design Standards for Commercial Projects);
- 2) promote high standards in architectural design and the construction of aesthetically pleasing, architecturally correct, structures so that new development does not detract from existing neighborhood characteristics;
- 3) encourage the most appropriate use of land;
- 4) promote visual interest throughout the City through the preservation of public scenic, ocean and mountain vistas, creation of open space areas, and providing for a variety of architectural styles;
- 5) preserve creek areas through restoration and enhancement, discourage the removal of significant trees and foliage;
- 6) ensure neighborhood compatibility of all projects;
- 7) ensure that architecture will respect the privacy of neighbors and is considerate of private views and solar access;
- 8) ensure that grading and development are appropriate to the site and that long term visible scarring of the landscape is avoided where possible;
- 9) preserve and protect native and biologically and aesthetically valuable nonnative vegetation or to ensure adequate and appropriate replacement for vegetation loss;
- 10) ensure that the continued health, safety and welfare of the neighborhood are not compromised;
- 11) provide for adequate street design and sufficient parking for residents and guests in a safe and aesthetically pleasing way;
- 12) ensure that construction is in appropriate proportion to lot size;
- 13) encourage energy efficiency; and
- 14) ensure that air circulation between structures is not impaired and shading is minimized on adjacent properties.

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Aspects Considered in Review (Design Review Board Bylaws, 6.1)

The DRB shall review each project for conformity with the purpose of this Chapter, the applicable comprehensive plan policies and guidelines, including without limitation, the Goleta Old Town Heritage District Architecture and Design Guidelines, the Highway 101 Corridor Design Guidelines, the Goleta Architecture and Design Standards for Commercial Projects, and the applicable City sign and zoning regulations. The DRB's review shall include:

- 1) Height, bulk, scale and area coverage of buildings and structures and other site improvements.
- 2) Colors and types of building materials and application.
- 3) Physical and design relation with existing and proposed structures on the same site and in the immediately affected surrounding area.
- 4) Site layout, orientation, and location of buildings, and relationship with open areas and topography.
- 5) Height, materials, colors, and variations in boundary walls, fences, or screen planting.
- 6) Location and type of existing and proposed landscaping.
- 7) Sign design and exterior lighting.

Findings (Design Review Board Bylaws, 6.2)

In approving, approving with conditions, or denying an application, the DRB shall examine the materials submitted with the application and any other material provided to Planning and Environmental Services to determine whether the buildings, structures, or signs are appropriate and of good design in relation to other buildings, structures, or signs on the site and in the immediately affected surrounding area. Such determination shall be based upon the following findings, as well as any additional findings required pursuant to any applicable comprehensive plan policies and guidelines, including without limitation, the Goleta Old Town Heritage District Architecture and Design Guidelines, the Highway 101 Corridor Design Guidelines, the Goleta Architecture and Design Standards for Commercial Projects and the applicable City sign and zoning regulations:

- 1) The development will be compatible with the neighborhood, and its size, bulk and scale will be appropriate to the site and the neighborhood.
- 2) Site layout, orientation, and location of structures, buildings, and signs are in an appropriate and well-designated relationship to one another, and to the environmental qualities, open spaces and topography of the property.
- 3) The project demonstrates a harmonious relationship with existing and proposed adjoining developments, avoiding excessive variety and monotonous repetition, but allowing similarity of style, if warranted.
- 4) There is harmony of material, color, and composition of all sides of a structure or buildings.
- 5) A limited number of materials will be on the exterior face of the building or structure.
- 6) There is consistency and unity of composition and treatment of exterior elevation.
- 7) Mechanical and electrical equipment is well integrated in the total design concept and screened from public view to the maximum extent practicable.
- 8) All visible onsite utility services are appropriate in size and location.
- 9) The grading will be appropriate to the site.
- 10) Adequate landscaping is provided in proportion to the project and the site with due regard to the preservation of specimen and landmark trees, and existing native vegetation.
- 11) The selection of plant materials is appropriate to the project and its environment, and adequate provision will be made for the long-term maintenance of such plant materials.
- 12) The project will preserve and protect, to the maximum extent practicable, any mature, specimen or skyline tree, or appropriately mitigate the loss.

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- 13) The development will not adversely affect significant public scenic views.
- 14) Signs, including their lighting, are well designed and are appropriate in size and location.
- 15) All exterior site, structure and building lighting is well-designed and appropriate in size and location.
- 16) The proposed development is consistent with any additional design standards as expressly adopted by the City Council.
- 17) The development will enhance the appearance of the neighborhood.
- 18) The public health, safety and welfare will be protected.
- 19) The project architecture will respect the privacy of neighbors and is considerate of private views and solar access.
- 20) The project will provide for adequate street design and sufficient parking for residents and guests in a safe and aesthetically pleasing way.

Levels of Review (Design Review Board Bylaws, 5.1)

Conceptual Review

Conceptual review is a required step that allows the applicant and the DRB to participate in an informal discussion about the proposed project. Applicants are encouraged to initiate this review as early in the design process as possible. This level of review is intended to provide the applicant with good direction early in the process to avoid spending unnecessary time and money by developing a design concept that may be inconsistent with the City's architectural guidelines and development standards. When a project is scheduled for conceptual review, the DRB may grant preliminary approval if the required information is provided, the design and details are acceptable and the project is properly noticed for such dual approval.

Information required for conceptual review includes:

- a. Photographs which show the site from 3 to 5 vantage points or a panorama from the site and of the site as seen from the street, and photographs of the surrounding neighborhood showing the relationship of the site to such adjacent properties. Aerial photographs are helpful if available and may be required at later stages.
- b. Site plan showing vicinity map, topography, location of existing and proposed structures and driveways, and locations of all structures adjacent to the proposed structure. The site plan shall also indicate any proposed grading, an estimate of the amount of such grading, and any existing vegetation to be removed or retained.
- c. Site statistics including all proposed structures, square footage by use, and the number of covered and uncovered parking spaces.
- d. Schematics of the proposed project shall include rough floor plans and at least two elevations indicating the height of proposed structures. Perspective sketches of the project may also be required. Proposed materials and colors shall be indicated. (Schematics and sketches may be rough as long as they are to scale and describe the proposed development accurately and sufficiently well to allow review and discussion.)

Preliminary Review

Preliminary review involves the substantive analysis of a project's compliance with all applicable City architectural guidelines and development standards. Fundamental design issues such as precise size of all built elements, site plan, elevations and landscaping are resolved at this stage of review. The DRB will identify to the applicant those aspects of the project that are not in compliance with applicable architectural guidelines and development standards and the findings that the DRB is required to make.

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Preliminary approval of the project's design is the point in the process at which an appeal of DRB's decision can be made. Preliminary approval of the project's design is deemed a basis to proceed with working drawings, following the close of the appeal period and absent the filing of an appeal.

Information required for preliminary review, in addition to the information required for conceptual review, includes:

- a. Complete site plan showing all existing structures, proposed improvements, proposed grading, including cut and fill calculations, lot coverage statistics (i.e., building, paving, usable open space and landscape areas), vicinity map, and topography.
- b. Floor plans and roof plans (1/8" scale minimum).
- c. All elevations (1/8" scale minimum) with heights, materials and colors specified.
- d. Preliminary landscape plan, when required, showing existing and proposed trees and shrubs, including any existing vegetation to be removed. This landscape plan shall also include all retaining and freestanding walls, fences, gates and gateposts and proposed paving and should specify proposed materials and colors of all these items.
- e. Site section for projects on slopes of 20 percent or greater, and when required by the DRB.

Final Review

Final review confirms that the working drawings are in conformance with the project that received preliminary approval. In addition to reviewing site plan and elevations for conformance, building details and the landscape plan will be reviewed for acceptability.

Final review is conducted by the Planning and Environmental Services staff, in consultation with the DRB Chair or the Chair's designees. In the event that final plans are not in substantial conformance with the approved preliminary plans, the DRB Chair and Planning staff shall refer the matter to the full DRB for a final determination.

Information required for final review, in addition to the previous review requirements, includes:

- a. Complete set of architectural details, which must include window, eave & rake, chimney, railing and other pertinent architectural details, including building sections with finished floor, plate, and ridge heights indicated.
- b. 8 1/2" X 11" materials sample board of materials and colors to be used, as well as an indication of the materials and colors on the drawings. Sheet metal colors (for vents, exposed chimneys, flashing, etc.) shall also be indicated. All this information shall be included on the working drawings.
- c. Final site grading and drainage plan when required, including exact cut and fill calculations.
- d. Final landscape drawings, when required, showing the dripline of all trees and shrubs, and all wall, fence, and gate details. The drawings must show the size, name and location of plantings that will be visible from the street frontage, landscape screening which will integrate with the surrounding neighborhood, and irrigation for landscaping. Landscape drawings shall include a planting plan specifying layout of all plant materials, sizes, quantities and botanical and common names; and a final irrigation plan depicting layout and sizes of all equipment and components of a complete irrigation system (automated system required on commercial and multiple-residential developments). Planting and irrigation plans shall depict all site utilities, both above and below grade.

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Revised Final

Revised final review occurs when a substantial revision (e.g., grading, orientation, materials, height) to a project is proposed after final DRB approval has been granted. Plans submitted shall include all information on drawings that reflect the proposed revisions. If the revisions are not clearly delineated, they cannot be construed as approved.

Multiple Levels of Approval at a Single Meeting

Planning staff may accept and process signs for two or more levels of DRB review (e.g., conceptual and preliminary) at a single meeting provided all required information is submitted and the project is properly noticed and agendized for such multiple levels of approval.

Presentation of Projects (Design Review Board Bylaws, 5.3)

All levels of review with the exception of the consent agenda require the presentation of the project by the applicant or the applicant's representative. Items on the regular agenda that do not have a representative will be continued to a later hearing or removed from the agenda. The applicant or representative will be responsible for rescheduling the project if the project is removed from the agenda.

Public Testimony (Design Review Board Bylaws, 5.4)

Members of the public attending a DRB meeting are encouraged to present testimony on agenda items. At the appropriate time, the DRB Chair will ask for public testimony, and will recognize those persons desiring to speak. A copy of any written statements read by a member of the public shall be given to the DRB Secretary. All speakers should provide all pertinent facts within their knowledge, including the reasons for their position. Testimony should relate to the design issues of the project and the findings upon which the DRB must base its decision. An interested party who cannot appear at a hearing may write a letter to the DRB indicating their support of or opposition to the project, including their reasoning and concerns. The letter will be included as a part of the public record.

Continuances, Postponements, and Absences (Design Review Board Bylaws, 5.5)

A continuance is the carrying forward of an item to a future meeting. The applicant may request continuance of a project to a specified date if additional time is required to respond to comments or if they will be unable to attend the meeting. This is done either during the DRB meeting or by calling the DRB Secretary prior to the scheduled meeting so that the request may be discussed as part of the agenda status report at the beginning of the meeting.

Appeals (Design Review Board Bylaws, 5.8)

Sign Appeal Periods

The **Final** or **Revised Final** approval or **denial** of a sign project by the DRB may be appealed. Any person withstanding may appeal a DRB decision to the City Planning Commission. An appeal application, a letter stating the reasons for the appeal, along with the appropriate fee, must be filed with Planning and Environmental Services within the ten (10) days following the final action. If the tenth day falls on a day that the Planning and Environmental Services offices are closed or closed early (such as on Fridays which close at 1:00 p.m.), the appeal period is extended until 5:30 p.m. on the following

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business day. Planning and Environmental Services will notify the DRB as to the scheduled date of the appeal hearing. The DRB will designate a member to attend an appeal hearing.

All Other Appeal Periods

The **Preliminary** or **Revised Final** approval or **denial** of a non-sign project by the DRB may be appealed. Any person withstanding may appeal a DRB decision to the City Planning Commission. An appeal application, a letter stating the reasons for the appeal, along with the appropriate fee, must be filed with Planning and Environmental Services within the ten (10) days following the final action. If the tenth day falls on a day that the Planning and Environmental Services offices are closed or closed early (such as on Fridays which close at 1:00 p.m.), the appeal period is extended until 5:30 p.m. on the following business day. Planning and Environmental Services will notify the DRB as to the scheduled date of the appeal hearing. The DRB will designate a member to attend an appeal hearing.