



DESIGN REVIEW BOARD MINUTES - UNAPPROVED

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)

A. CALL MEETING TO ORDER AND ROLL CALL

The regular meeting of the City of Goleta Design Review Board was called to order by Chair Smith at 3:00 p.m. in the Goleta City Hall, 130 Cremona Drive, Suite B, Goleta, California.

Board Members present: Thomas Smith, Chair; Cecilia Brown, Vice Chair; Scott Branch; Simon Herrera; Chris Messner, and Carl Schneider.

Board Members absent: Bob Wignot.

Staff present: Shine Ling, Assistant Planner; Steve Chase, Director of Planning and Environmental Services; and Linda Gregory, Recording Clerk.

Design Review Board Minutes - Unapproved

June 9, 2009

Page 2 of 10

B. ADMINISTRATIVE AGENDA

B-1. MEETING MINUTES

A. Design Review Board Minutes for May 26, 2009.

MOTION: Branch moved, seconded by Brown, and carried by a 6 to 0 vote (Absent: Wignot), to approve the Design Review Board Meeting Minutes for May 26, 2009, as submitted.

B-2. STREET TREE SUBCOMMITTEE REPORT

Street Tree Subcommittee Chair Messner reported that the next Subcommittee meeting will be on June 23, 2009, at 2:00 p.m.

B-3. PLANNING DIRECTOR REPORT

Assistant Planner Shine Ling reported: 1) Senior Planner Scott Kolwitz was unable to attend the DRB meeting today. 2) On June 16, 2009, the City Council agenda will include consideration of the proposed new telecommunications facilities regulations; the proposed plans for Glen Annie Fields; and a report on the Goleta Growth Management Ordinance (GGMO). 3) On June 22, 2009, the Planning Commission will conduct Conceptual Review of the Kenwood Village Project. 4) On June 2, 2009, the City Council reviewed the Citrus Village Project. 5) On June 8, 2009, the Planning Commission conducted a Housing Element Study Session. 6) The DRB agenda for June 23, 2009, includes Final review of Cabrillo Business Park, Building 4 and Buildings 12A and 12B; and also the Cabrillo Business Park Overall Sign Plan.

Member Brown requested that the Sign Subcommittee be scheduled for 1:30 p.m. on June 23, 2009, to allow appropriate time for review of the Cabrillo Business Park Overall Sign Plan.

C. PUBLIC COMMENT:

No speakers.

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

Assistant Planner Shine Ling stated that no requests for continuance have been received.

E. CONSENT CALENDAR SUBCOMMITTEE REPORT

No report.

F. CONSENT CALENDAR

- NONE

G. SIGN SUBCOMMITTEE REPORT

Sign Subcommittee Member Brown reported that the Subcommittee reviewed today Item H-1, DRB Permit No. 09-042-DRB, 111 Castilian Drive; Item H-2, DRB Permit No. 09-077-DRB, 6015 Hollister Avenue; and Item H-3, DRB Permit No. 09-081-DRB, 7000 Hollister Avenue.

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)

Sign Subcommittee Action on June 9, 2009:

Assistant Planner Shine Ling stated that the applicant proposes some more changes and clarifications to the proposed Overall Sign Plan (OSP), for additional Conceptual review, before the proposed OSP is presented to the Zoning Administrator.

The plans were presented by Jeff Gorrell of Lenvik and Minor Architects, agent, on behalf of Mark Winnikoff of Frieslander Holdings LLC, property owner. He stated that the changes include: a) increase the height of the logo for the wall sign; b) add the option for lighting, which, if provided, shall be limited to halo-lit letters both for the wall sign and monument sign; c) update the language with regard to the monument sign to indicate that the height of the logo shall not exceed 12" and the lettering shall be proportional to the logo; and d) the monument sign will be addressed in a separate section for clarity.

Sign Subcommittee Comments:

1. Member Brown commented: a) The requested changes are fine; and b) The list of prohibitive signs is appreciated. She noticed that the existing landscaping will need to be removed to install the proposed monument sign in the front, and expressed concern that consideration should have been given with regard to providing for other landscaping. (Assistant Planner Shine Ling stated that staff will request a landscape detail from the applicant when the Sign Permit and the Land Use Permit for the structure are considered).

SIGN SUBCOMMITTEE ACTION: By consensus, the Sign Subcommittee continued Item H-1, DRB Permit No. 09-042-DRB, 111 Castilian Drive, to June 23, 2009, for Preliminary/Final review, with the changes as submitted.

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)

Sign Subcommittee Action on June 9, 2009:

The plans were presented by Christian Muldoon of Vogue Signs, agent, on behalf of Mike McLean, property owner.

Sign Subcommittee Comments:

1. Member Schneider commented: a) Changing the color to white for the returns and the trim caps on the channel letters would give them some dimension which would look better; b) Suggested that the "J" and the arrow portion of the logo be punched through; and c) Sign C should be either raised or lowered so either the top of the sign or the bottom of the sign would align with the window.
2. Member Smith commented: a) The elevation would not seem as cluttered if Sign C was raised so the bottom of the sign matches the top of the window.
3. Member Brown commented: a) There is a difference in the proposed red color for the opaque vinyl on the face of the "J" and for the proposed red color that will be painted on the background. It may not be as noticeable with the separation by the white color. The colors will fade over time.

SIGN SUBCOMMITTEE MOTION: Schneider moved, seconded by Smith, and carried by a 3 to 0 vote, to grant Preliminary Approval and Final Approval of Item H-2, DRB Permit No. 09-077-DRB, 6015 Hollister Avenue, as submitted, with the following conditions: 1) The color of the returns on the channel letters shall be white; 2) The color of the trim caps on the channel letters shall be white; and 3) Sign C shall be raised so that the bottom of the sign matches the top of the window.

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

Design Review Board Minutes - Unapproved

June 9, 2009

Page 5 of 10

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 sign 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)

Sign Subcommittee Action on June 9, 2009:

The plans were presented by Wasantha Mohottige of Sign-A-Rama, agent, on behalf of Westar Management for Goleta Hollister LLC, property owner, and Santa Barbara Channels, tenant. Hap Freund, Executive Director, Santa Barbara Channels was also present.

Sign Subcommittee Comments:

1. Member Brown commented: a) Adding dimensionality to the sign to provide some depth is preferred and would be more interesting rather than a plain vinyl sign; b) The added depth to the sign will be more apparent when viewed during the day rather than at night; and c) The logo for Channel 17 is very attractive.

SIGN SUBCOMMITTEE MOTION: Smith moved, seconded by Schneider, and carried by a 3 to 0 vote, to grant Preliminary Approval and Final Approval of Item H-3, DRB Permit No. 09-081-DRB, 7000 Hollister Avenue, as submitted, with the following condition: 1) The two logos shall be mounted on 3/8" plexiglass to add some dimensionality to the sign.

I. REVISED FINAL CALENDAR

- NONE

J. FINAL CALENDAR

- NONE

K. PRELIMINARY CALENDAR

- NONE

RECESS HELD FROM 3:17 P.M. TO 3:26 P.M.

L. CONCEPTUAL/PRELIMINARY CALENDAR

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

Design Review Board Minutes - Unapproved

June 9, 2009

Page 6 of 10

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)

Site visits: Made by Members Branch, Brown, Herrera, Messner, Schneider, and Smith.

Ex-parte conversations: None reported.

The plans were presented by Brian Poliquin and Anthony Molina of Poliquin Kellogg Design Group, agent, on behalf of Alan Grosbard of Park One LLC, property owner; and the project team including Erin Carroll and Derek Eichelberger, Arcadia Studio, project landscape architects. Brian Poliquin stated that the proposed project basically will have no changes to the site other than refurbishing the parking lot and adding some elements to the building for the purpose of upgrading the architecture. Erin Carroll and Derek Eichelberger presented the landscape plan.

Assistant Planner Shine Ling commented that it would be appropriate to encourage the applicant to consider the sensitivity of the vegetation along the Glen Annie Creek area when implementing the project.

Comments:

1. Member Herrera commented: a) The proposed planting species are a good selection; and b) The plantings, especially the grasses, will look very nice and will be a big improvement.
2. Member Messner commented: a) All of the proposed planting species are good selections, including the *Clivia* species and the Black Mondo Grass; b) The *Juncas patens* species is good for cleaning the roots of the soil in the water; c) The proposed landscape plan is appreciated; and d) Coral Trees are problematic and will break down in the long run, noting that problems will begin if the trees are trimmed improperly.
3. Member Brown commented: a) The proposed plant palette is nice; b) The *Bergenia cordifolia* species is a very interesting plant and not seen very often; c) The proposed brown color for the entry area does not seem to be a friendly or

Design Review Board Minutes - Unapproved

June 9, 2009

Page 7 of 10

inviting color; d) A green color would seem more appropriate for the entry area; or possibly consider another color; e) The applicant will need to present the proposed lighting plan; f) Any new landscaping that will be installed in addition to the proposed plans should reinforce the proposed plant palette; and g) If the existing Coral Trees are proposed to be removed, the plans will need to be reviewed. (Member Brown agreed with a staff comment to encourage the applicant to consider the sensitivity of the Glen Annie Creek area when implementing the project).

4. Member Schneider commented: a) Overall, the proposed project is a big improvement and is moving in a good direction, both architecturally and with the landscape plan; b) The architectural concept is appreciated, including the creation of the entry wall and the courtyard; c) The proposed brown color may not be appropriate for the entry and should be restudied. His concerns are to create a contrast between the colors, and that the color of the wall should be a rich color. Gray would not be appropriate; d) The existing Coral Trees look nice and appear to be in good shape; but Coral Trees are problematic in the long-run, because they break down and do not last. Removing the Coral Trees would be a drastic change and they would need to be replaced by plantings of a significant specimen size; e) He pointed out that the view of the proposed architectural elements at the corner of the building is blocked by the existing Coral Trees; f) Landscaping should be added in the parking lot, for example, in the parking strips and fingers; and g) The glass forms should be returned in at the corner of the building at the Los Carneros and Hollister Avenue intersection.
5. Member Branch commented: a) Agreed with Member Schneider's comment regarding returning the glass forms in on the lower levels at the corner of the building; b) The color for the wall at the entrance area should be a rich color and create a good, high contrast; c) The proposed brown color is good, although it may be too much of a copper tone; and d) Overall, the applicant has done a good job.
6. Chair Smith commented: a) The proposed brown color and proposed texture for the wall at the entrance are not appropriate; b) Consider changing the wall texture to something more reflective, with more of a sheen on the vertical element; c) A slate green color (as suggested by the applicant) on the wall would keep more with the plant palette and windows; d) Overall, the proposed plan is a vast improvement; e) The vertical element and the canopies at the entrance area are appreciated; and f) Agreed with Members Branch and Schneider that the forms should be returned in at the corner of the building.

MOTION: Brown moved, seconded by Schneider, and carried by a 6 to 0 vote (Absent: Wignot) to grant Preliminary Approval of Item L-1, DRB Permit No. 09-067-DRB, 6550 Hollister Avenue, with the following conditions: 1) The applicant shall restudy and provide different color and texture considerations for the wall at the entry area; 2) The applicant shall provide a lighting plan if lighting is proposed for now or in the future; 3) The glass forms should be returned in at the corner of the building at the Los Carneros/Hollister Avenue intersection; 4) If additional landscaping will be added that is not included in the proposed landscape plan, the selection of the species shall complement the proposed plant palette; and 5) If the existing Coral Trees will be removed, the proposed

plans shall be presented for review; and to continue Item L-1, DRB Permit No. 09-067-DRB, to July 14, 2009, for Final review on the Final Calendar.

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)

Site visits: Made by Members Branch, Brown, Herrera, Messner, Schneider, and Smith.

Ex-parte conversations: None reported.

The plans were presented by William Fedderson of Luminare Design Group, agent, on behalf of Stonebrook Square Ltd., property owner. He submitted one detail sheet that was changed slightly since the plans were originally presented. He stated that the change would be to place a two-inch wide flat steel-cut decoration with a "botanical motif" welded over the security bars.

There being no objections, Chair Smith stated that the DRB will accept the detail sheet submitted today by the applicant.

Comments:

1. Member Branch commented: a) The new design with the wider steel decoration and the color is more effective; and b) Overall, the proposed project is fine.
2. Member Schneider commented: a) The applicant is requested to provide clarification regarding the requirements for egress hardware details which should be considered aesthetically; b) The concept of the design is quite nice; and c) Recommended that both of the gates at the front be opened during the day.
3. Member Brown commented: a) The design is appreciated because the project appears friendlier than just having security bars.
4. Chair Smith commented: a) The project is very well done; and b) The new design with the wider steel decoration will work well.

MOTION: Smith moved, seconded by Brown, and carried by a 6 to 0 vote (Absent: Wignot) to grant Preliminary Approval of Item L-2, No. 09-084-DRB, 5266 Hollister Avenue, as submitted, with the following conditions: 1) The plans shall show the double gate opening at the front; and 2) The applicant is

requested to provide clarification regarding the requirements for egress hardware which should be considered aesthetically; and to continue Item L-2, No. 09-084-DRB, to June 23, 2009, for Final review on the Consent Calendar.

M. CONCEPTUAL CALENDAR

- NONE

N. ADVISORY CALENDAR

- NONE

RECESS HELD FROM 4:16 P.M. TO 4:22 P.M.

O. DISCUSSION ITEMS

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

Shine Ling, Assistant Planner, provided a brief overview of the history and current sign review process path. He stated that the Sign Subcommittee conducts a very detailed Conceptual review of Overall Sign Plans prior to the required review by the Zoning Administrator. Typically, the only land use issues regarding signs that would not be in the purview of the DRB would be when a modification may need to be considered with regard to signs located within a setback. Public notices are prepared for both the DRB hearings as well as the Zoning Administrator hearings.

Steve Chase, Director of Planning and Environmental Services, provided an overview of the history of the role of the Zoning Administrator in the signage program process. He noted that the Zoning Administrator has supported almost all of the DRB reviews with regard to design issues that relate to Overall Site Plans. He commented that the function of the Zoning Administrator with regard to signage may need to be updated for the purposes of cost efficiency and effectiveness of the process.

Member Schneider commented that the DRB conducts public hearing reviews of Overall Sign Plans which also require review by the Zoning Administrator. He believes that removing the requirement for additional review by the Zoning Administrator would eliminate an unnecessary step in the process.

Member Brown commented that removal of the requirement for a Zoning Administrator hearing regarding Overall Sign Plans would also reduce some of the fees for the applicant as well as streamline the process.

Steve Chase, Director of Planning and Environmental Services, stated that the DRB may transmit a recommendation to the City Council by motion regarding a particular item the DRB Members believe needs to be addressed prior to the update of the entire Zoning Ordinance. He stated that staff would support the recommendation to remove the requirement for Zoning Administrator review of Overall Sign Plans.

Design Review Board Minutes - Unapproved

June 9, 2009

Page 10 of 10

Member Schneider requested that staff provide additional proposed changes that would be appropriate to add to the recommendation from the DRB to the City Council. He suggested adding a recommendation to remove the Conditional Use Permit requirement for Informational and Directional Signs.

By consensus, the DRB Members requested that the language in the minutes clearly reflects the recommendation from the DRB to the City Council.

MOTION: Schneider moved, seconded by Brown, and carried by a 6 to 0 vote (Absent: Wignot) to recommend to the City Council for consideration:

- 1) The appropriate ordinances shall be amended to remove the requirements for review by the Zoning Administrator of all Overall Sign Plans, Informational and Directional Signs, and any other sign category that would require Zoning Administrator review.**
- 2) The Design Review Board shall be authorized to review Overall Sign Plans, Informational and Directional Signs, and any other sign program that currently requires Zoning Administrator approval, with an appeal path to the Planning Commission and thereafter the City Council.**
- 3) The appeal point for Overall Sign Plans, and other designated signage, shall be at the Final project review level which is consistent with the current Design Review Board procedures for sign applications.**

O-2. REQUESTS FOR FUTURE AGENDA ITEMS BY MEMBERS

No requests for future agenda items.

O-3. ANNOUNCEMENTS BY MEMBERS

No announcements.

P. ADJOURNMENT: 4:45 P.M.

Design Review Board Agenda

June 9, 2009

Page 11 of 11