



DESIGN REVIEW BOARD Staff Report

Planning and Environmental Services
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AGENDA ITEM H-1

DATE: July 14, 2009
TO: Goleta Design Review Board
FROM: Brian Hiefield, Planning Technician
SUBJECT: 09-055-DRB; Chase Bank Signage; 52 North Fairview Avenue;
APN 069-110-091

APPLICANT: Bill Hellmann
319 Elaines Court
Dodgeville, WI 53533

PROJECT DESCRIPTION:

This is a request for *Conceptual/Preliminary* review. The property includes a 5,990-square foot commercial property on a 24,394-square foot lot in the C-2 zone district. The applicant proposes to replace the existing Washington Mutual signage with Chase Bank signage of varying types including a freestanding monument sign, two wall signs, two ATM signs, and ground signs at the entrance and exit to the property. Signage details are as follows:

Freestanding Monument Sign:

The proposed Freestanding Monument Sign would measure 17-feet tall by 3.3-feet wide for an aggregate of 56 square feet. As proposed, the vertically aligned sign would have white routed aluminum letters measuring 2-feet wide and a blue Chase Bank logo measuring 2.3-feet wide. The sign would be internally illuminated.

Wall Signs:

Northeast Elevation – The proposed wall sign would measure 1.7-feet tall by 11.7-feet wide for an aggregate of 20 square feet. The sign would have black internally illuminated 7.4-inch deep channel letters measuring 1.7-feet tall and a blue Chase Bank logo measuring 2.2-feet wide.

Southwest Elevation – The proposed wall sign would measure 2-feet tall by 14-feet wide for an aggregate of 28 square feet. The sign would have black internally illuminated 7.8-inch deep channel letters measuring 2-feet tall and a blue Chase Bank logo measuring 2.6-feet wide.

ATM Signs:

Two signs are proposed atop the ATMs that would measure 1.2-feet tall by 3.8-feet wide for an aggregate of 5 square feet. The internally illuminated signs would have white letters measuring 6-inches tall and a blue Chase Bank logo.

Ground Signs:

The proposed ground signs marking the entrance, and exit to the property would measure 1.8-feet tall by 1.1-feet wide for an aggregate of 2 square feet. The non-illuminated signs would be mounted on a 3-foot tall pole.

The project was filed by agent Bill Hellmann on behalf of Chase Bank, property owner. Related cases: 92-SCC-011; 99-SCC-010

BACKGROUND:

The project was submitted on April 20, 2009. This is the first time the project has been before the DRB. There are no known violations on the property.

There is not a freestanding monument sign of this nature currently on the property, nor do any of the previous sign permits vest this type of monument sign.

ANALYSIS:

Zoning Consistency:

| | <i>Required</i> | <i>Proposed</i> | <i>Consistent Y/N</i> |
|---------------|---|---|---------------------------|
| Monument Sign | <p>One on each parcel occupied by an enterprise, if the parcel has a street frontage of at least 125 feet.</p> <ul style="list-style-type: none"> Not more than 2 separate signs may be placed on each freestanding sign structure. If only one sign is placed on a freestanding sign structure, it shall not exceed 100 square feet. The height shall not exceed 30 feet. Height shall be measured from the centerline of the improved portion of the public right-of-way to which the property has access and more specifically, from that point in the centerline which is closest to the sign. No part of the sign or supporting structure shall project over the street right-of-way. The base of the supporting structure shall be set back at least 5 feet from the street right-of-way line. | <p>One monument sign:</p> <ul style="list-style-type: none"> Frontage along Calle Real is 187 lineal feet. 2-sided monument sign with one sign on each side. Each sign is 56 square feet in area. Height of monument sign structure is 17 feet. No part of the monument sign structure is proposed to project over the street right-of-way. The base of the monument sign structure is set back 8.5 feet from the right-of-way line of Fairview Avenue. | Yes |

| | <i>Required</i> | <i>Proposed</i> | <i>Consistent Y/N</i> |
|--------------------|--|--|---------------------------|
| Wall Signs | <p>One on each street frontage.</p> <ul style="list-style-type: none"> Not to exceed $\frac{1}{8}$th of the square footage of the building façade of that portion of the first-floor occupied by the enterprise and upon which façade the wall sign is to be located. Not to exceed 100 square feet unless otherwise provided in the approved OSP. | <ul style="list-style-type: none"> Northeast Elevation Wall Sign – 20 square feet. $\frac{1}{8}$th of building façade = approximately 190 square feet Southwest Elevation Wall Sign – 28.1 square feet. $\frac{1}{8}$th of building façade = approximately 170 square feet | Yes |
| Under Canopy Signs | <ul style="list-style-type: none"> One for each enterprise offering service under the canopy. Not to exceed 6 square feet in sign area. Lower edge of the sign must be at least 8 feet above finished ground level. | <ul style="list-style-type: none"> Southeast Elevation– Two under canopy ATM signs. Each sign would be 5 square feet. Lower edge of the sign would be 5.6' above finished ground level | TBD |
| Ground Signs | <p>One on-premise sign for each entrance and exit.</p> <ul style="list-style-type: none"> Sign not to exceed 3 feet in height. Sign not to exceed 2 square feet in sign area. | <p>One sign at entrance, and one sign at exit</p> <ul style="list-style-type: none"> Both signs are 3 feet high Both signs are 2 square feet. | Yes |

The proposed project is yet to be determined consistent with the above requirements of Article I, Chapter 35, Sign Regulations.

ISSUES:

- **City of Goleta General Plan VH 4.13 – Signage**

Signs shall maintain and enhance the city's appearance through design, character, location, number, type, quality of materials, size, height, and illumination. The following standards shall apply:

- a. Signs shall minimize possible adverse effects on nearby public and private property, including streets, roads, and highways.
 - b. Signs shall be integrated into the site and structural design, shall be compatible with their surroundings, and shall clearly inform pedestrians, bicyclists, and motorists of business names.
 - c. **Signs shall not detract from views or the architectural quality of buildings, structures, and/or the streetscape. Protrusion of signs and/or sign structures into the skyline should be minimized to avoid a cluttered appearance.**
 - d. Signs shall be of appropriate and high quality style, color, materials, size, height, and illumination.
 - e. Lighting is considered an integral part of sign design and shall be controlled to prevent glare and spillage onto adjacent areas.
 - f. **Internally illuminated cabinet or can signs shall be prohibited.**
 - g. Billboards and other off-premises advertising signs shall be prohibited.
- **The proposed monument sign is both an internally illuminated cabinet sign and is higher than a typical monument sign. Possible alternatives should be discussed to become more compliant with the General Plan.**

ATTACHMENTS:

- Reduced 11" x 17" copies of site plans and elevations.