



DESIGN REVIEW BOARD Staff Report

Planning and Environmental Services
130 Cremona Drive, Suite B, Goleta, CA 93117
Phone: (805) 961-7500 Fax: (805) 961-7551
www.cityofgoleta.org

AGENDA ITEM H-4

DATE: August 11, 2009
TO: Goleta Design Review Board
FROM: Shine Ling, Assistant Planner
SUBJECT: 09-107-DRB; Fairview Corporate Center Overall Sign Plan Amendment;
420, 430, & 450 South Fairview Avenue; APN 071-130-057; -061; -062

APPLICANT: Craig Minus
The Towbes Group, Inc.
21 E. Victoria St. Ste. 200
Santa Barbara, CA 93101

PROJECT DESCRIPTION:

This is a request for *Conceptual* review. The project site is located within the Fairview Corporate Center (FCC), which includes 17.31 acres gross (16.67 acres net) addressed as 420, 430, and 490 South Fairview Avenue (APN 071-130-057, 071-130-061 & 071-130-062). Three commercial buildings are located on site: 420 South Fairview is a 73,203-square foot 2-story building; 430 South Fairview Avenue is a 60,797-square foot building; and 500 South Fairview Avenue is a 108,000-square foot building. The applicant proposes amendments to the FCC's Overall Sign Plan (OSP). The proposed changes to the OSP include the relocation and redesign of a monument sign and two additional wall signs for the building at 420 South Fairview Avenue. The project was filed by Craig Minus of The Towbes Group, property owner. Related cases: 09-107-OSP; 02-088-OSP, -DRB.

BACKGROUND:

The project was submitted on July 9, 2009. This is the first time the project has been before the DRB. The FCC Overall Sign Plan was initially reviewed and approved by the DRB on April 6, 2004, and subsequently approved by the Zoning Administrator on August 6, 2004. There are no known violations on the property.

PROJECT INFORMATION:

The existing OSP is to remain as-is, except for the following proposed revisions:

Monument Sign

One freestanding monument sign for the FCC is currently approved to be located along Fairview Avenue near the entrance to the roundabout. This location is not feasible because the sign cannot be constructed within a bioswale located there; thus, the monument sign is proposed to be relocated to the center of the roundabout. The monument design would also be revised to be a stucco wall that is 15 feet wide and 4 feet tall from grade and capped with taupe cultured stone to match the building within the FCC. The sign would read "FAIRVIEW CORPORATE CENTER" and "420, 430, 490 SOUTH FAIRVIEW AVENUE" in two lines. The letters would be constructed of bronze and have a maximum letter height of 6 inches. The sign area would be 20 square feet. No lighting is proposed. Individual placards for tenants on the monument sign are no longer proposed.

Wall Signs

The approved OSP allows a maximum of two wall signs per building, with a maximum of one sign per elevation. For the building at 420 South Fairview Avenue, one sign is allowed on the east elevation and one on the west elevation. The proposed change to the OSP would allow for a total of four wall signs for the 420 South Fairview building only. Two signs would be allowed on the west elevation, and two on the south elevation. The sign area allowances and design standards would remain the same (48 square feet maximum sign area; maximum dimension of 16 feet by 3 feet; halo-lit lighting only).

ANALYSIS:

Zoning Consistency

	Required	Proposed	Consistent Y/N
Front Yard Setback	80 feet from the centerline of South Fairview Avenue and; 50 feet from the right-of-way;	Greater than 80 feet from the centerline of South Fairview Avenue and; 50 feet from the right-of-way;	Yes
Side Yard Setback	10 feet; On corner lots, the side yard along the street shall conform to the front setback of this district	Greater than 10 feet; consistent with 35 feet from the right-of-way along Carson Street	Yes
Rear Yard Setback	10 feet	Greater than 10 feet	Yes
Building Coverage	35% of net property maximum	Approximately 18%	Yes

Sign Ordinance Consistency

	Required	Proposed	Consistent Y/N
Wall Signs	<p>One on each street frontage.</p> <ul style="list-style-type: none"> Not to exceed 1/8th 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. <p>Not to exceed 100 square feet unless otherwise provided in the approved OSP.</p>	<p>All sides of each building constitute a street frontage.</p> <ul style="list-style-type: none"> Two wall signs on the east elevation and two on the south elevation; sign area not to exceed 48 square feet. 	TBD, pending OSP approval
Freestanding 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 two 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 in sign area Height shall not exceed 30 feet No part of the sign shall project over the street right of way Base of the supporting structure shall be set back at least 5 feet from the street right-of-way line 	<p>One sign on the proposed parcel.</p> <ul style="list-style-type: none"> One sign proposed on the structure; sign area of 20 square feet 8-foot tall structure No part of sign structure projecting over right-of-way Structure base set back greater than 5 feet from the right-of-way line of Fairview Avenue 	Yes

The proposed project is consistent with the above requirements of Article I, Chapter 35 (Sign Regulations) and Article III, Chapter 35 (Inland Zoning Ordinance).

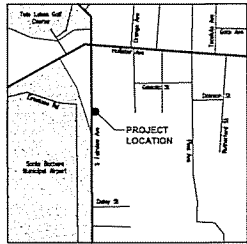
ATTACHMENTS:

- Reduced 11" x 17" copies of site plans and elevations.
- Currently approved Fairview Corporate Center OSP

DESCRIPTION OF WORK

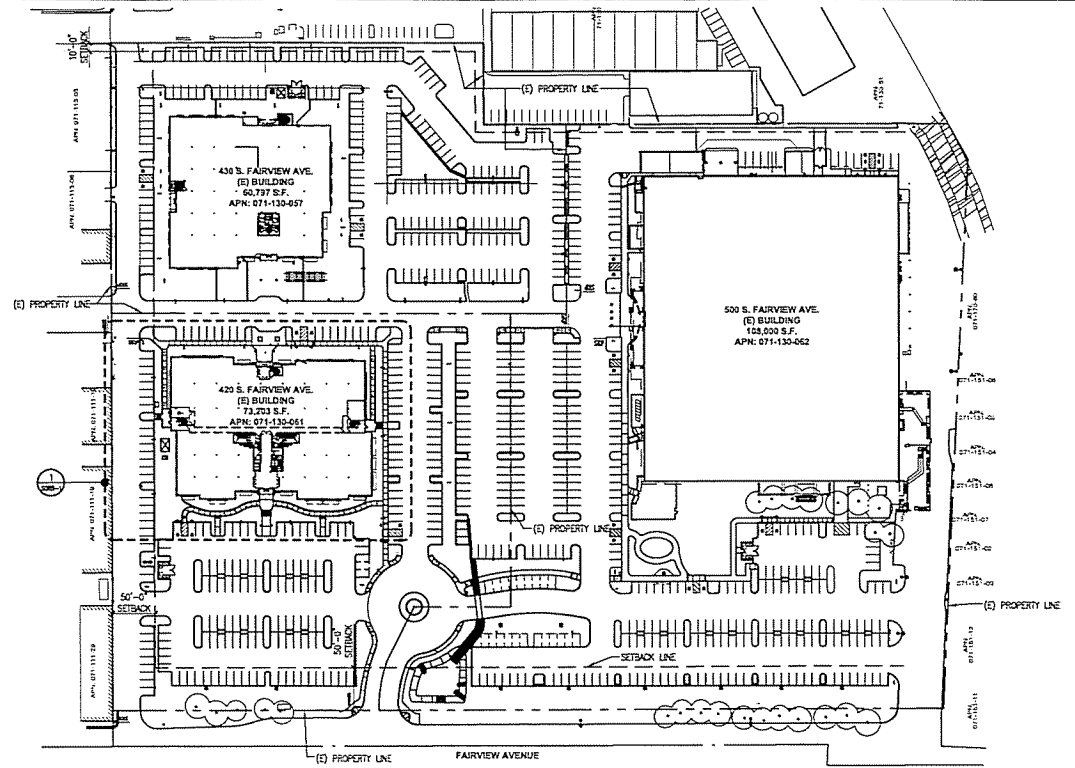
1. PROPOSED SIGNAGE LOCATIONS AND QUANTITIES, TOTAL OF (4) FIVE:
- (2) FOUR ON WEST ELEVATION.
TOTAL SIGNAGE SQUARE FOOTAGE ON WEST ELEVATION = 96 S.F.
 - (2) ONE ON SOUTH ELEVATION.
TOTAL SIGNAGE SQUARE FOOTAGE ON SOUTH ELEVATION = 96 S.F.
- TOTAL SIGNAGE SQUARE FOOTAGE = 192 S.F.

VICINITY MAP

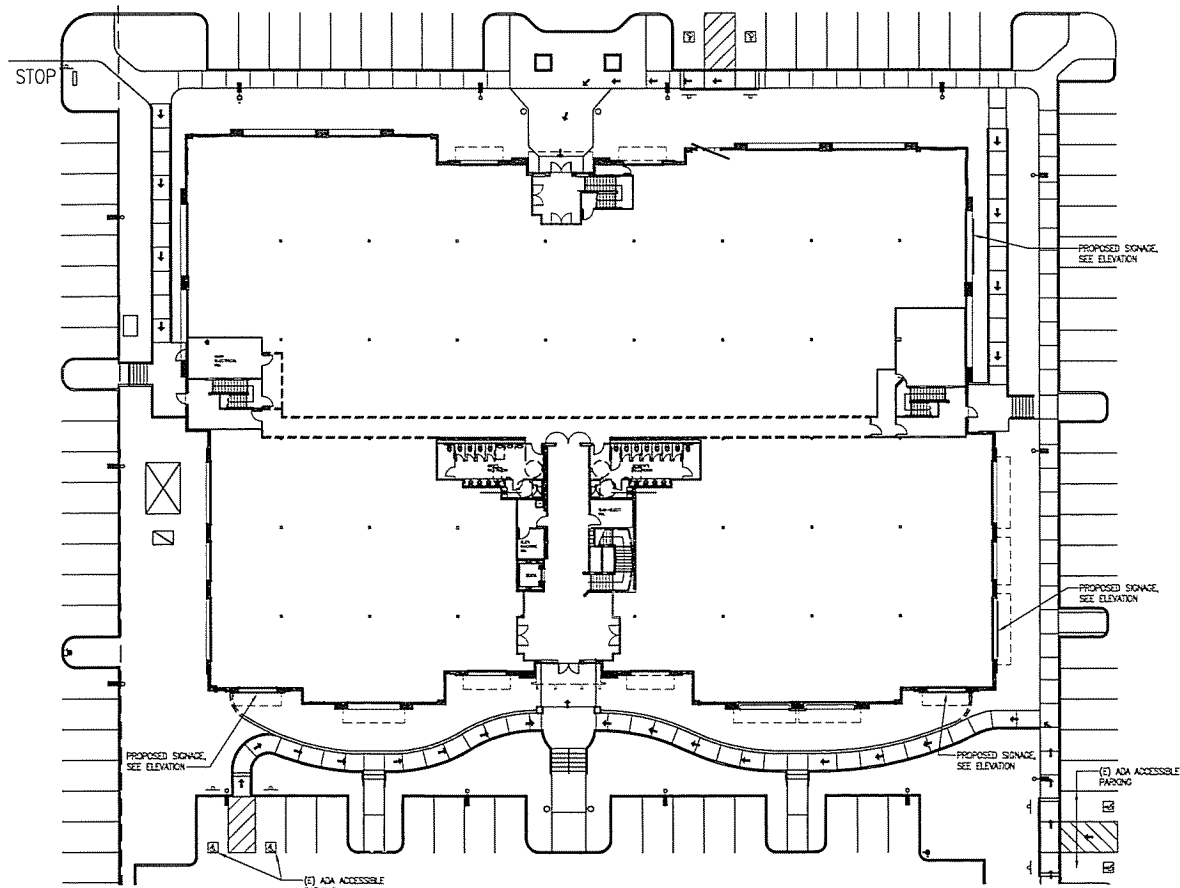


PROJECT SUMMARY

ZONING:	MCP
SITE AREA (INCLUDES 420, 430 & 500 S. FAIRVIEW AVE.):	17.31 ACRES (11.67 ACRES NET)
TOTAL BUILDING AREA (INCLUDES 420, 430 & 500 S. FAIRVIEW AVE.):	242,000 S.F.
EXISTING PARKING REQUIRED: 242,000 S.F. / 500 S.F. (PER 07-148-002)	484 SPACES
EXISTING PARKING PROVIDED:	497 SPACES
STANDARD SPACES:	210 SPACES (27% PROVIDED)
COMPACT SPACES (30% ALLOWED):	35 SPACES
ADA RESERVED SPACES:	25 SPACES
FUTURE STANDARD SPACES:	787 SPACES
TOTAL:	1/342 S.F.
EXISTING PARKING PROVIDED RATIO = 242,000 S.F./707 (NOT INCLUDING ADA RESERVED AND FUTURE SPACES)	
EXISTING ACCESSIBLE PARKING REQUIRED & PROVIDED: REQUIRED (2% TOTAL):	15 SPACES
PROVIDED:	15 SPACES
LANDSCAPE REQUIRED:	23% (167,013 S.F.)
EXISTING LANDSCAPE PROVIDED:	23.3% (168,499 S.F.)



SITE PLAN 2
1" = 80'



PARTIAL SITE PLAN/PARTIAL FLOOR PLAN 1
1" = 20'

FAIRVIEW CORPORATE CENTER
PROPOSED SIGNAGE
420 S. FAIRVIEW AVE
GOLETA, CA 93117

RECEIVED
JUL 09 2009

City of Goleta
Planning & Environmental Svcs.

Project: #08025
Scale: AS NOTED
Date: 06-30-2009
Drawn By: RM
Checked By: RS

SDRB-1

Architecture
Interior Design
Planning &
Facilities Resource
Management

420 Boyd Street, Suite 200
Los Angeles, CA 90013
Voice: 213.613.1050
Fax: 213.622.0012

510 State Street, Suite 215
Santa Barbara, CA 93101
Voice: 805.884.8334
Fax: 805.884.8335

Stewart,
Romberger
& Associates





EXTERIOR ELEVATION - WEST 4
1/8"=1'-0"



EXTERIOR ELEVATION - NORTH 3
1/8"=1'-0"



EXTERIOR ELEVATION - EAST 2
1/8"=1'-0"



EXTERIOR ELEVATION - SOUTH 1
1/8"=1'-0"

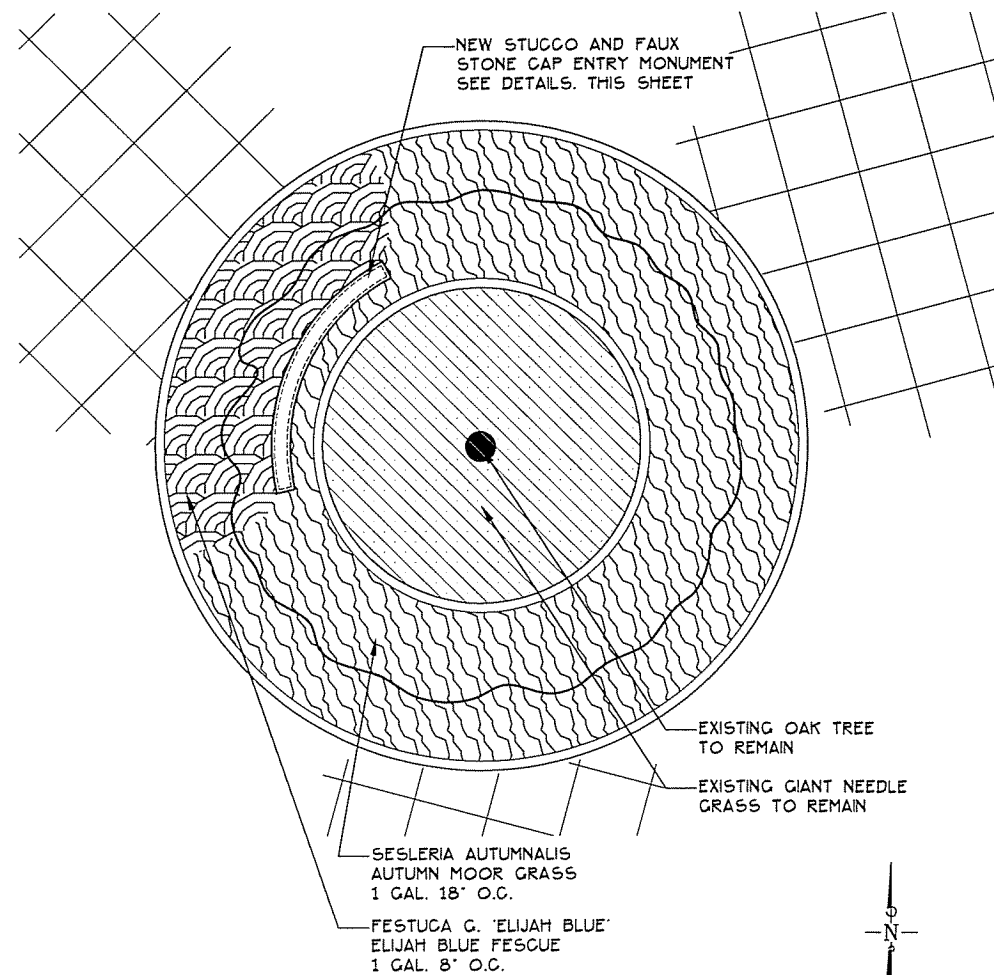
FAIRVIEW CORPORATE CENTER
PROPOSED SIGNAGE
420 S. FAIRVIEW AVE
GOLETA, CA 93117

Project: #06025
Scale: AS NOTED
Date: 05-30-2009
Drawn By: RW
Checked By: RS
Drawing Number: **SDRB-2**

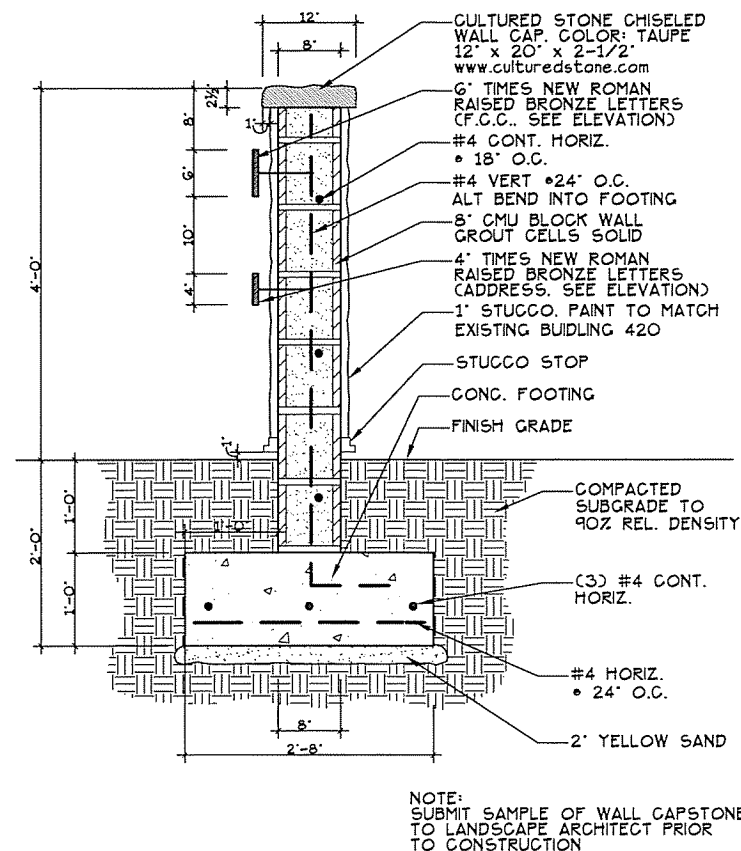
Architecture: 420 Boyd Street, Suite 200
Interior Design: Los Angeles, CA 90013
Planning & Voice: 213.612.1030
Facilities Resource Fax: 213.620.0012
Management: 510 State Street, Suite 315
Santa Barbara, CA 93101
Voice: 805.884.8334
Fax: 805.884.8335



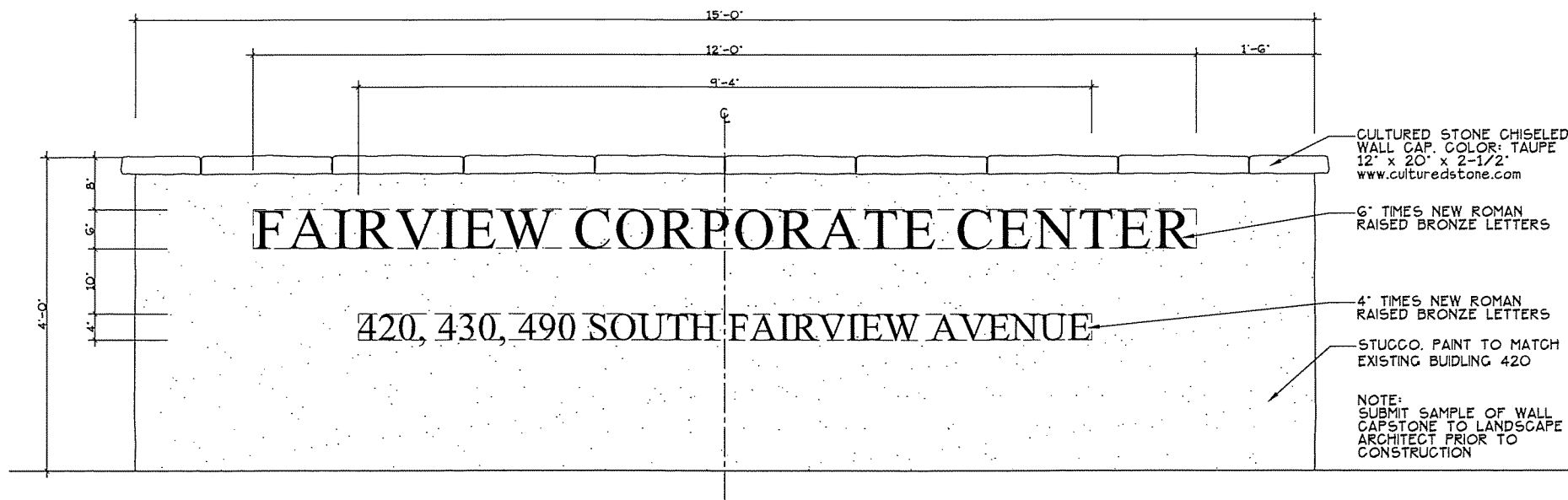
**Stewart,
Romberger
& Associates**



1 ENTRY SIGN - PLAN
1' = 10'-0"



2 ENTRY SIGN - PLAN
1/2' = 1'-0"



3 ENTRY SIGN - ELEVATION
1/2' = 1'-0"

TREE PROTECTION NOTES:

- EXISTING TREES LOCATED ON SITE SHALL BE PROTECTED TO THE MAXIMUM EXTENT FEASIBLE.
- NO GRADING OR DEVELOPMENT SHALL OCCUR WITHIN THE DRIPLINES OF TREES WHICH OCCUR IN THE CONSTRUCTION AREA.
- ALL TREES WITHIN 25 FEET OF PROPOSED GROUND DISTURBANCES SHALL BE TEMPORARILY FENCED WITH CHAIN-LINK OR OTHER MATERIAL SATISFACTORY TO THE COUNTY OF SANTA BARBARA THROUGHOUT ALL GRADING AND CONSTRUCTION ACTIVITIES. THE FENCING SHALL BE INSTALLED SIX FEET OUTSIDE THE DRIPLINE OF EACH TREE, AND SHALL BE STAKED EVERY SIX FEET.
- NO CONSTRUCTION EQUIPMENT SHALL BE PARKED, STORED, OR OPERATED WITHIN SIX FEET OF TREE DRIPLINE.
- NO FILL SOIL, ROCKS, OR CONSTRUCTION MATERIALS SHALL BE STORED OR PLACED WITHIN SIX FEET OF THE DRIPLINE OF TREES.
- ROOTS ENCOUNTERED THAT ARE ONE INCH IN DIAMETER OR GREATER SHALL BE CLEANLY CUT. THIS SHALL BE DONE UNDER DIRECTION OF AN ARBORIST/BIOLOGIST APPROVED BY THE COUNTY OF SANTA BARBARA.
- TRENCHING REQUIRED WITHIN THE DRIPLINE OR SENSITIVE ROOT ZONE OF TREE SHALL BE DONE BY HAND.
- CONSTRUCTION ACTIVITY REQUIRED WITHIN THREE FEET OF THE TREE'S DRIPLINE SHALL BE DONE WITH HAND TOOLS.

IRRIGATION NOTES:

- CONTRACTOR TO REVIEW EXISTING IRRIGATION SYSTEM FOR PROPER FUNCTIONING AND ADVISE AND RECOMMEND IMPROVEMENTS.
- WHERE EXPANSION OF EXISTING SYSTEM IS REQUIRED, CONTRACTOR TO PROVIDE A MATERIALS LIST, DIAGRAM AND DESCRIPTION FOR REVIEW BY LANDSCAPE ARCHITECT PRIOR TO INSTALLATION.
- EQUIPMENT AND ITS LOCATION TO BE REVIEWED BY LANDSCAPE ARCHITECT. EQUIPMENT AND INSTALLATION TO BE IN ACCORDANCE WITH HIGHEST QUALITY INDUSTRY STANDARDS FOR WATER EFFICIENT SYSTEM.
- IN ADDITION TO MANUFACTURER'S GUARANTEES OR WARRANTIES, WORK SHALL BE WARRANTED FOR ONE YEAR FROM DATE OF FINAL ACCEPTANCE AGAINST DEFECTS IN MATERIAL, EQUIPMENT AND WORKMANSHIP BY CONTRACTOR. WARRANTY SHALL ALSO COVER REPAIR TO THE SATISFACTION OF THE LANDSCAPE ARCHITECT OF DAMAGE TO PART OF THE PREMISES RESULTING FROM LEAKS OR DEFECTS IN MATERIALS, EQUIPMENT OR WORKMANSHIP. CONTRACTOR NOT RESPONSIBLE FOR DAMAGE OR FAILURE RESULTING FROM NEGLIGENCE OR ABUSE TO SYSTEM BY OTHER PARTIES.
- CONTRACTOR TO PROVIDE AS-BUILT DRAWING SHOWING VALVE LOCATIONS, ETC.

PLANTING NOTES:

- PRE-PLANTING SOIL PREPARATION: CULTIVATE TO A DEPTH OF 12' WITH A 3' LAYER OF N-FORTIFIED DECOMPOSED REDWOOD, CEDAR OR FIR COMPOST AND 50 LBS GROW POWER PLUS PER 1000 SQUARE FEET.
- PLANT MATERIALS AND INSTALLATION TO MEET HIGHEST QUALITY INDUSTRY STANDARD.
- LOCATE PLANTS WITHIN TWO WEEKS OF AWARD OF CONTRACT AND SHOW PROOF OF SAME TO LANDSCAPE ARCHITECT IN WRITING. NOTIFY LANDSCAPE ARCHITECT IMMEDIATELY OF SOURCING DIFFICULTY.
- VERIFY PLANTING DATE WITH LANDSCAPE ARCHITECT A MINIMUM OF TWO WEEKS PRIOR TO DATE.
- LANDSCAPE ARCHITECT RESERVES THE RIGHT TO REFUSE PLANTS DELIVERED TO SITE THAT ARE SUBSTANDARD. REPLACEMENT PLANTS ARE TO BE SUPPLIED BY CONTRACTOR AT NO ADDITIONAL COST TO OWNER.
- GUARANTEE PLANT MATERIAL 5 GALLON OR SMALLER EXCEPT TRANSPLANTS FOR A PERIOD OF 3 MONTHS FROM DATE OF FINAL REVIEW. REPLACE DEAD PLANTS AND PLANTS NOT IN VIGOROUS CONDITION, WITHOUT COST TO OWNER, AS DETERMINED BY LANDSCAPE ARCHITECT AT THE END OF WARRANTY PERIOD. GUARANTEE 15 GALLON AND LARGER, AND TRANSPLANTS FOR 1 YEAR.
- CONTRACTOR TO VERIFY QUANTITY OF PLANTS LISTED ON THE PLAN. IF DISCREPANCIES EXIST, CONSULT LANDSCAPE ARCHITECT FOR CLARIFICATION.
- PLANT BACKFILL: MIXTURE OF TWO PARTS SOIL FROM HOLE AND ONE PART SOIL AMENDMENT NITROGEN FORTIFIED REDWOOD SHAVINGS AND 10 LBS. 'GROW POWER PLUS' PER CUBIC YARD OF BACKFILL.
- PROVIDE AND INSTALL 2 1/2' MIN. DEPTH SHREDDED BARK MULCH IN PLANTED AREAS. PROVIDE SAMPLE FOR REVIEW BY LANDSCAPE ARCHITECT.
- CONTRACTOR SHALL PROVIDE 90-DAY MAINTENANCE PERIOD AS PART OF CONTRACT TO BEGIN AFTER INSTALLATION AND CONTINUOUSLY FOR 90-DAYS UNTIL FINAL REVIEW.

Remarks	Date	By

Sheet Title
ENTRY MONUMENT
SIGN

Drawn By HM

Project No

Date 6/17/09

Scale AS NOTED

Sheet L1