



## DESIGN REVIEW BOARD Staff Report

Planning and Environmental Services  
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### AGENDA ITEM H-3

DATE: August 11, 2009  
TO: Goleta Design Review Board  
FROM: Brian Hiefield, Planning Technician  
SUBJECT: 09-100-DRB; Wireless Now Verizon Wireless  
7127 Hollister Avenue; APN 073-440-012

**APPLICANT:** Ken Sorgman  
12 Ashley Avenue  
Santa Barbara, CA 93103

#### **PROJECT DESCRIPTION:**

This is a request for *Conceptual/Preliminary/Final* review. The property includes a 1,304-square foot commercial tenant space within a shopping center on a 9.3 acre lot in the SC zone district. The applicant proposes to install a two-line sign for the "Wireless Now Verizon Wireless" store measuring a maximum of 2.08-feet tall by 8.79-feet wide for an aggregate of 19.25 square feet. The non-illuminated sign shall have 3/4-inch deep red and black channel letters. The sign shall be centered on Wireless Now's frontage and located on the fascia within the approved sign area per The Plaza Overall Sign Plan. The project was filed by agent Ken Sorgman on behalf of Wireless Now, and Antonio Romasanta, property owner. Related cases: 23-SB-OSP; 23-SB-CUP; 23-SB-DP AM01; 23-SB-LUP.

#### **BACKGROUND:**

The project was submitted on June 29, 2009. This is the first time the project has been before the DRB. There are no known violations for this tenant space.

The Plaza Overall Sign Plan (23-SB-OSP) was approved September 18, 2009.

**ANALYSIS:**

**Overall Sign Plan (23-SB-OSP) Consistency:**

General Criteria	Required	Proposed	Consistent Y/N
	<ul style="list-style-type: none"> <li>All lettering will be consistent with a registered trademark, or if there is no registered trademark, then lettering shall be limited to one letter size taking into account capital and lower case letters and one of the following fonts: Italia Medium or Century Schoolbook.</li> </ul>	<ul style="list-style-type: none"> <li>“Wireless Now” in XXXX font.</li> <li>“Verizon Wireless” has a trademark.</li> </ul>	Yes
	<ul style="list-style-type: none"> <li>The tenant identification sign shall display only the registered business name and shall not include identifying objects.</li> </ul>	<ul style="list-style-type: none"> <li>“Wireless Now Verizon Wireless Authorized Retailer”</li> </ul>	TBD
	<ul style="list-style-type: none"> <li>No product signs advertising merchandise or services carried by the tenants shall be permitted.</li> </ul>	<ul style="list-style-type: none"> <li>“Wireless Now Verizon Wireless Authorized Retailer”</li> </ul>	TBD

Minor Tenant	Required	Proposed	Consistent Y/N
	<ul style="list-style-type: none"> <li>• The maximum letter height shall be 12-inches.</li> <li>• Wall signs would not exceed two lines of text.</li> </ul>	<ul style="list-style-type: none"> <li>• Maximum letter height 12-inches</li> <li>• Three lines of text.</li> </ul>	TBD
	<ul style="list-style-type: none"> <li>• Tenants are allowed to display the company logo as it is typically incorporated into the company name within the allocated space.</li> <li>• Logos would not exceed 12-inches in height.</li> </ul>	<ul style="list-style-type: none"> <li>• Signage proposed per Verizon Wireless specifications (see attached specs).</li> <li>• Maximum logo height 10.9-inches.</li> </ul>	Yes
	<ul style="list-style-type: none"> <li>• Lettering shall be externally illuminated, internally illuminated channel lettering or reverse channel letters with halo illumination.</li> </ul>	<ul style="list-style-type: none"> <li>• No illumination</li> </ul>	Yes
	<ul style="list-style-type: none"> <li>• The maximum sign area shall not exceed the lesser of 70-square feet or one-eighth of the square footage of the building façade of that portion occupied by the enterprise and upon which façade the wall sign is to be located.</li> </ul>	<ul style="list-style-type: none"> <li>• One-eighth façade area = 21.88</li> <li>• Proposed = 19.25</li> </ul>	Yes
	<ul style="list-style-type: none"> <li>• No more than one tenant shall be identified on each wall sign.</li> </ul>	<ul style="list-style-type: none"> <li>• One tenant identified</li> </ul>	Yes

The proposed project is yet to be determined consistent with the above requirements of The Plaza Overall Sign Plan.

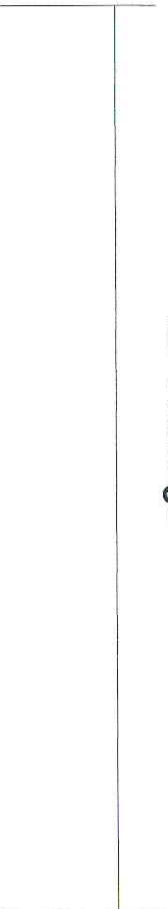
**ISSUES:**

- **Discuss the intent of the following sections of the sign plan and how they relate to the current proposal. Determine if the proposed sign meets the intent of the sign plan with regard to identifiers and services carried. The portion of the sign specifically in question is “Verizon Wireless Authorized Retailer.”**
  - **Section 2-A, 6: The tenant identification sign shall display only the registered business name and shall not include indentifying objects.**
  - **Section 2-A, 7: No product signs advertising merchandise or services carried by the tenant shall be permitted.**
- **Minor tenants are allowed two lines of text. The DRB should determine whether “Authorized Retailer” is a third line.**

**ATTACHMENTS:**

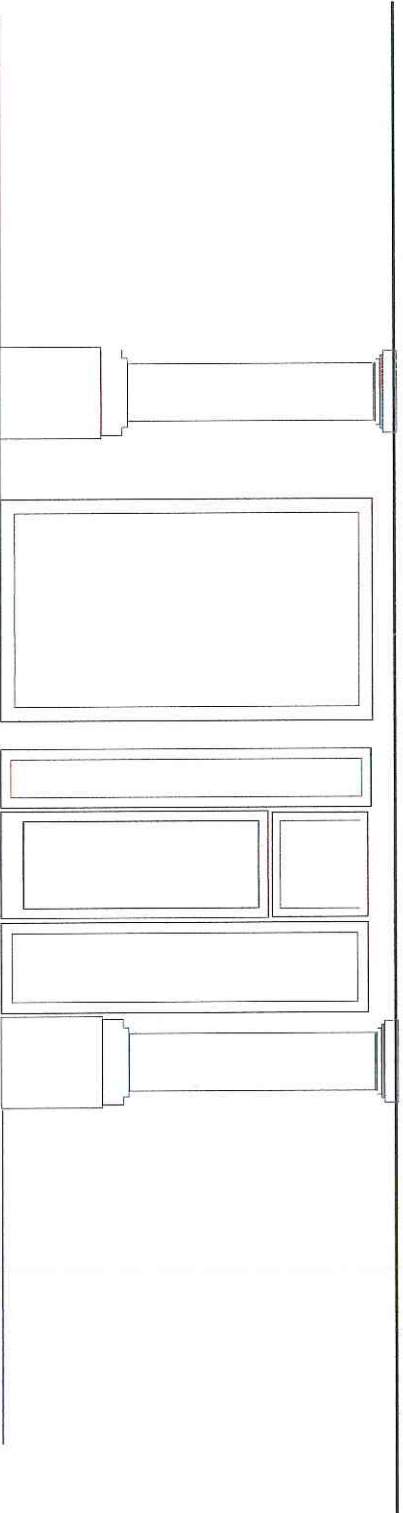
- Reduced 11” x 17” copies of site plans and elevations.

25' Frontage



Wireless Now  
verizonwireless  
Authorized Retailer

7'-0"



3/16=1'-0"



RED = pms 032  
65/35 RATIO  
10.7" X 63.7"

**CALCULATIONS:**  
Building Facade on Sign Area  
7' x 25' = 175 SQ. FT. x .125 = 21.875 SQ. FT. Allowed  
Sign Area 25' x 11' = 19.25 SQ. FT.

Signs By Ken, Inc.  
12 Ashley Avenue  
Santa Barbara, CA 93103

**3/4" THICK PVC SINTRA LETTERS  
AND LOGO  
FLUSH MOUNTED -  
GE RTV108 SILICONE ADHESIVE  
3M VHB TAPE**



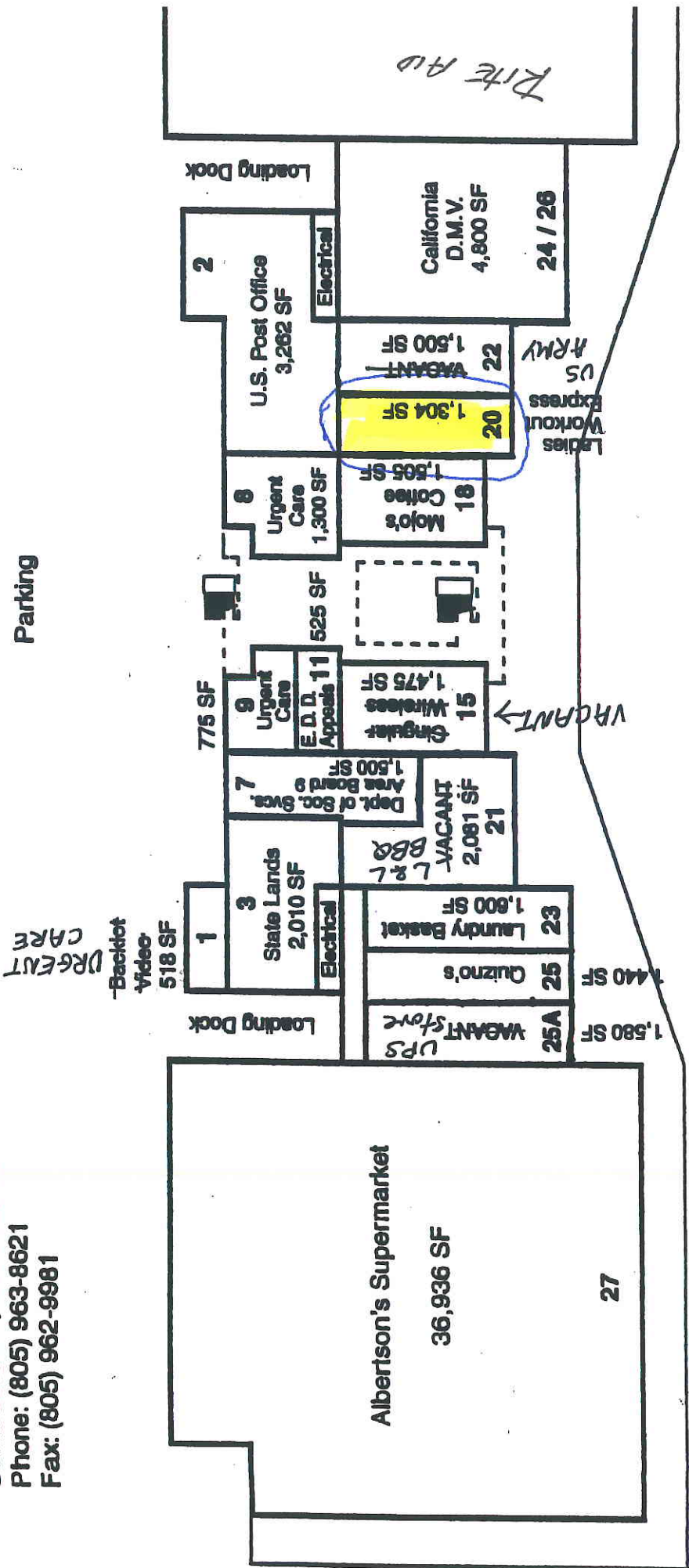
**RED = pms 032**



**1/2"=1'-0"**

**FOR LEASING INFORMATION PLEASE CONTACT:**

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**THE PLAZA - GROUND FLOOR**

7127 Hollister Avenue, Goleta, California

Total Complex Size: 94,666 square feet