



DESIGN REVIEW BOARD Staff Report

Planning and Environmental Services
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AGENDA ITEM H-5

DATE: September 8, 2009
TO: Goleta Design Review Board
FROM: Shine Ling, Assistant Planner
SUBJECT: 09-132-DRB: Goleta Valley Cottage Hospital Overall Sign Plan; 351 S. Patterson Avenue and 5333 Hollister Avenue; APN 065-090-022; -023

APPLICANT: Maruja Clensay
Suzanne Elledge Planning & Permitting Services
800 Santa Barbara St.
Santa Barbara, CA 93101

PROJECT DESCRIPTION:

This is a request for *Conceptual* review. The properties include a 93,090-square foot hospital and a 41,224-square foot medical office building located on two parcels totaling 10 acres in area. The applicant requests a new Overall Sign Plan (OSP) for the Goleta Valley Cottage Hospital campus. The proposed OSP provides for three (3) different types of signs: monument signs, directional signs, and wall signs. The project was filed by Maruja Clensay of Suzanne Elledge Planning and Permitting Services, agent, on behalf of Goleta Valley Cottage Hospital, property owner. Related cases: 09-132-OSP; -CUP; -DPAM.

BACKGROUND:

The project was submitted on August 17, 2009. This is the first time the project has been before the DRB. There are no known violations on the property.

The Goleta Valley Cottage Hospital project (07-171-DP) was approved in December 2008 by the City Council. The Development Plan would allow for construction of a 152,925 square foot hospital and associated infrastructure. A separate application for a new medical office building on the northern parcel is pending. Approval of an OSP is a condition of approval of the Development Plan.

PROJECT INFORMATION

Proposed Signage Types and Allowances

A summary table of proposed signage is below; a complete schedule of all proposed signage is attached.

<i>Sign Category</i>	<i>Sign Type</i>	<i>Quantity</i>	<i>Permits Required</i>
I. Monument Sign	Primary Monument (Hollister at Patterson)	1	LUP/SCC
II. Directional Signage	Vehicular Directional Monuments	17	LUP/CUP/SCC
	Directional Wall Signs	7	CUP/SCC
III. Wall Signs	Hospital Wall Signs	2	SCC
	Building Address Signs	--	Exempt

ANALYSIS:

Zoning Consistency

The Sign Regulations indicate the following standards and allowances for signage in commercial and industrial areas not in a shopping center. These allowances may be exceeded subject to the approval of an Overall Sign Plan.

	<i>Ordinance Standard</i>
Monument Signs	<p>One on each parcel occupied by an enterprise, if the parcel has a street frontage of at least 125 square 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 in area. • The height shall not exceed 30 feet. • 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.

	<i>Ordinance Standard</i>
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.• Not to exceed 100 square feet unless otherwise provided in the approved OSP.
Informational Signs	<ul style="list-style-type: none">• Informational Signs are subject to a Conditional Use Permit approved by the Zoning Administrator specifying size and location.

DISCUSSION:

The purpose of the DRB's Conceptual Review is to provide direction to the applicant as to the number, location, and design of new signs proposed. Staff will provide a complete zoning consistency analysis of the OSP at the next DRB review.

One condition of approval of the Development Plan for the Hospital pertains to signage. The OSP will be reviewed for consistency with this condition.

4. A new Overall Sign Plan (OSP) that integrates/revises existing signage with proposed new signage shall be required. The new OSP shall be consistent with Article I (Sign Regulations). The OSP shall include criteria and guidelines that achieve a visually coordinated, understandable, and appealing signage environment. Standards shall include, but not be limited to:
 - Signage shall be compatible with the visual image and architectural design of the GVCH.
 - Human scale shall be maintained.
 - Signage shall contain only that information necessary to identify the associated use.
 - Monument signs shall not exceed 6 feet in height.
 - Signage shall identify public access to emergency facilities.

ATTACHMENTS:

- Schedule of proposed signs
- Reduced 11" x 17" copies of site and signage plans

EXTERIOR SIGN PROGRAM

SIGN MESSAGE SCHEDULE

**Goleta Valley Cottage Hospital
Exterior Sign Program**

Date: 8/24/09

Job Number: CG00801

**Design Review Submission
Do not build from this document.**

Sign Location	Exterior Sign Type	Sign Text	Line #	Sign Side	Layout/Symbol	Illumination	General Notes	Revised Date
010	ST1.01	Goleta Valley Cottage Hospital		A		X		
011	ST3.01	↑ Emergency → Hospital & Medical Office Building Visitor Parking ----- ← Hospital & Medical Office Building Visitor Parking		A B		X		
012	ST2.01	Goleta Valley Cottage Hospital → Emergency Basic Emergency Medical Services Physician on Duty → Visitor Parking Patient Drop & Pick Up ----- Goleta Valley Cottage Hospital Emergency ← Basic Emergency Medical Services Physician on Duty Visitor Parking ← Patient Drop & Pick Up		A B		X	logo optional	

Sign Location	Exterior Sign Type	Sign Text	Line #	Sign Side	Layout/Symbol	Illumination	General Notes	Revised Date
013	ST3.01	(logo) Goleta Valley Cottage Hospital → Physical Therapy Wound Center Freight Receiving ----- (logo) Goleta Valley Cottage Hospital ← Physical Therapy Wound Center Freight Receiving		A --- B		x		
014	ST5.01	→ Physical Therapy Wound Center ↑ Freight Receiving						
015	ST7.04	Goleta Valley Cottage Hospital					logo option	
016	STX.03	Physical Therapy Wound Center					verify dept. name	
018	ST6.01	↑ Patient Drop Off & Pick Up						
019	ST7.08i	Goleta Valley Cottage Hospital				X		
020	ST7.01	“building address”						
021	ST3.01	↑ Emergency Additional Parking → Medical Office Building ← Patient Drop Off & Pick Up ----- → Patient Drop off & Pick Up ← Medical Office Building		A --- B		X		

Sign Location	Exterior Sign Type	Sign Text	Line #	Sign Side	Layout/Symbol	Illumination	General Notes	Revised Date
022	ST5.01	↑ Emergency		A				
		← Patient Drop Off & Pick Up ----- <i>blank</i>		B				
023	ST4.01	↑ Emergency Additional Parking		A		x		
		→ Medical Office Building -----		B				
		↑ Patient Drop off & Pick Up ← Medical Office Building						
024	ST5.01	↑ Main Entrance Patient Drop Off & Pick Up ----- <i>blank</i>		A				
				B				
025	ST4.01	↑ Emergency -----		A		X		
		↑ Main Entrance Medical Office Building		B				
026	ST3.01	Emergency Ambulatory Entrance Admitting Imaging Surgery ----- <i>(blank)</i>		A		x		
027	STX.02	Emergency Ambulatory Entrance						
028	ST7.06	Emergency				X		
029	ST7.06	Emergency				X		

Sign Location	Exterior Sign Type	Sign Text	Line #	Sign Side	Layout/Symbol	Illumination	General Notes	Revised Date
030	ST7.06	Emergency				X		
031	ST7.04	Ambulance Entrance						
032	ST7.04	Ambulance Entrance						
033	ST5.01	→ Emergency Ambulance Entrance Main Entrance		A				
		----- ← Emergency Ambulance Entrance Main Entrance		B				
034	ST5.01	↑ Emergency		A				
		← Medical Office Building ----- (blank)		B				
035	ST2.01	Goleta Valley Cottage Hospital		A		X	logo optional	
		→ Emergency Basic Emergency Medical Services Physician on Duty Ambulance Entrance						
		↑ Visitor Parking Patient Drop & Pick Up						
		----- Goleta Valley Cottage Hospital		B				
		← Emergency Basic Emergency Medical Services Physician on Duty Ambulance Entrance						
036	ST5.01	← Emergency -----		A				
		→ Emergency		B				

Sign Location	Exterior Sign Type	Sign Text	Line #	Sign Side	Layout/Symbol	Illumination	General Notes	Revised Date
037	ST5.01	← Emergency Main Entrance Patient Drop Off ----- <i>(blank)</i>		A				
				B				
038	ST5.01	→ Medical Office Building ----- <i>(blank)</i>		A				
				B				

Project Logos
Logo Font Life Roman, Optima Roman
Facility Font Optima Roman



GOLETA VALLEY COTTAGE HOSPITAL

Message Font Optima Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Graphics

Arrow & Text Size Relationship



Project Arrow



Project Colors & Finishes



Dark Green
match CMYK
C-82, M-59, Y-48, K-30



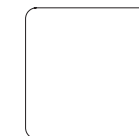
Green
DE5796
"Before the Storm"
Dunn-Edwards



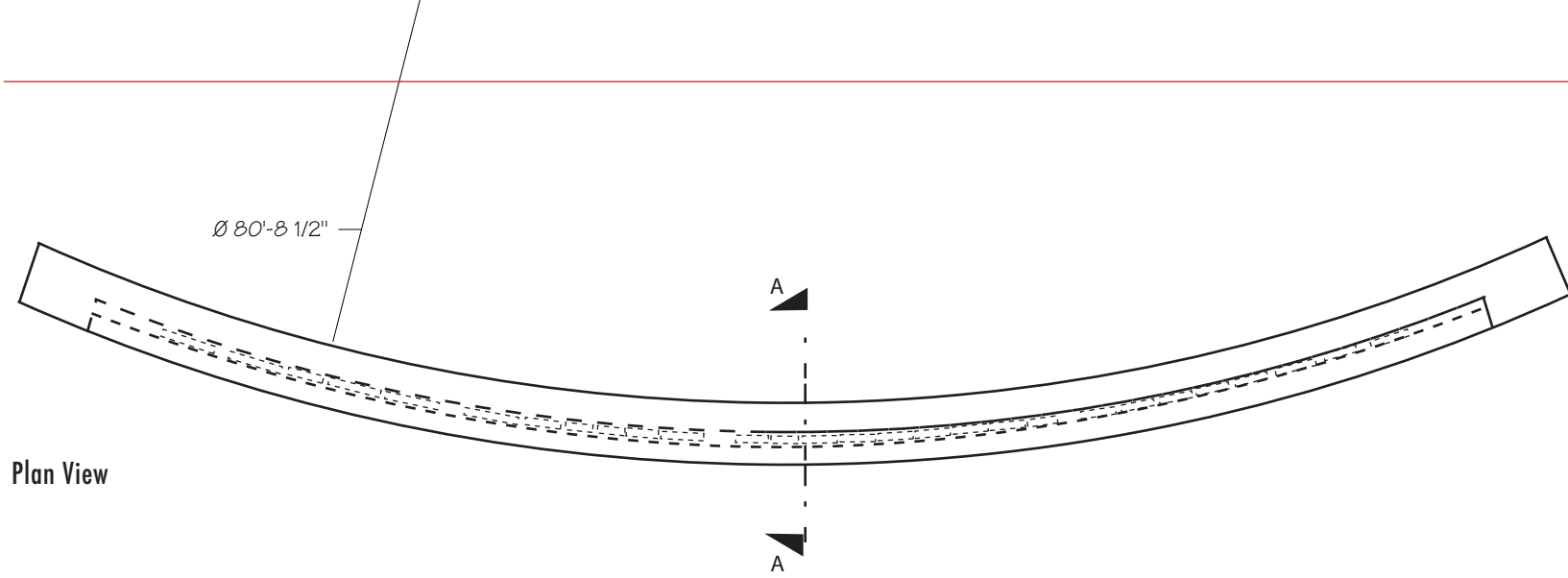
#4 Brushed aluminum



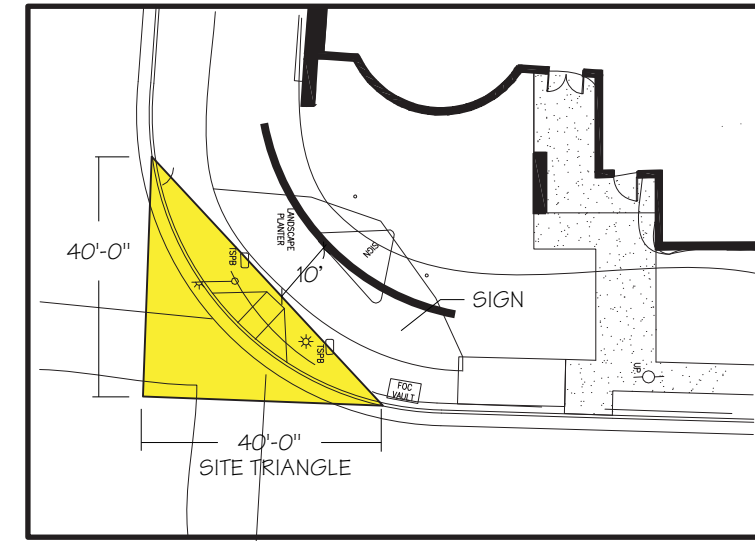
Red
DEA105
"Cherry Bomb"
Dunn-Edwards



White
Reflective
Vinyl and Translucent White
Acrylic



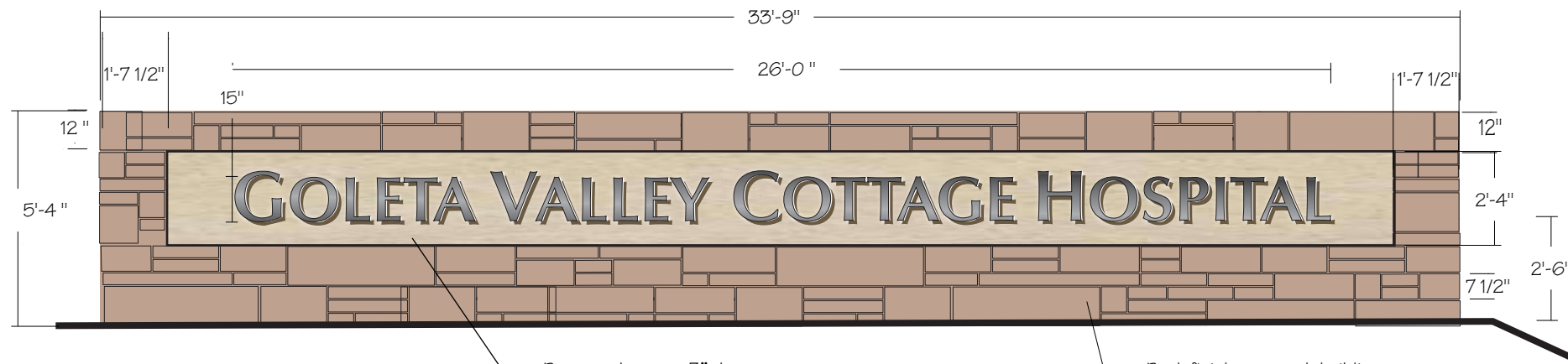
Plan View



SITE -Corner

SIGN TYPE:
ST1.01i
Corner landscape wall

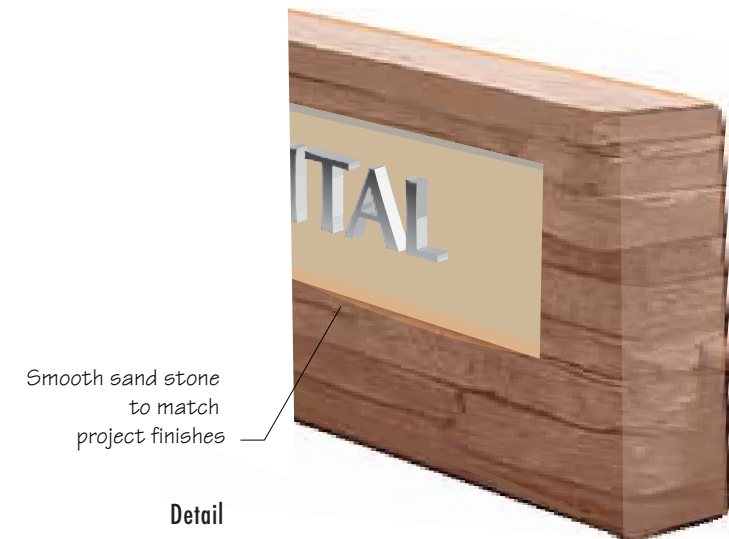
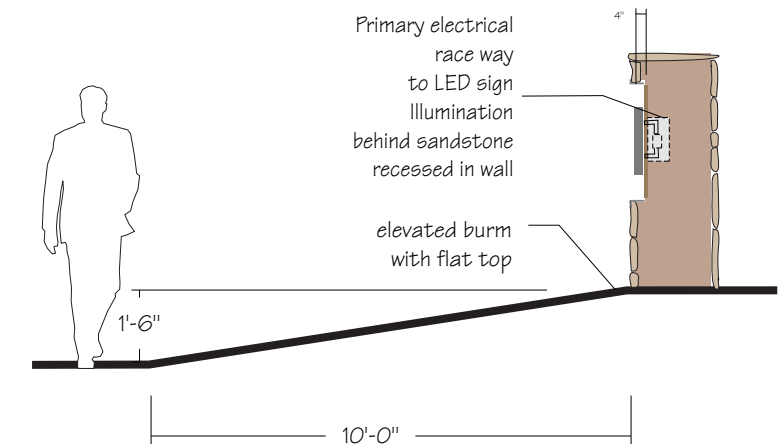
USE: Identify site
COLORS: Brushed Aluminum with smooth sand stone to match building finishes halo illuminated
TEXT AREA: 32.5 sqft
LOCATION: 010



ST01.01 Corner Monument

Recessed space 3" deep
Backed with smooth sand stone
Color to match rock face.
14" high Satin #4 brushed aluminum
halo illuminated with LED letters, White sides

Rock finish to match building
Santa Barbara Sand Stone Veneer
per DesignArc spec.



Smooth sand stone to match project finishes

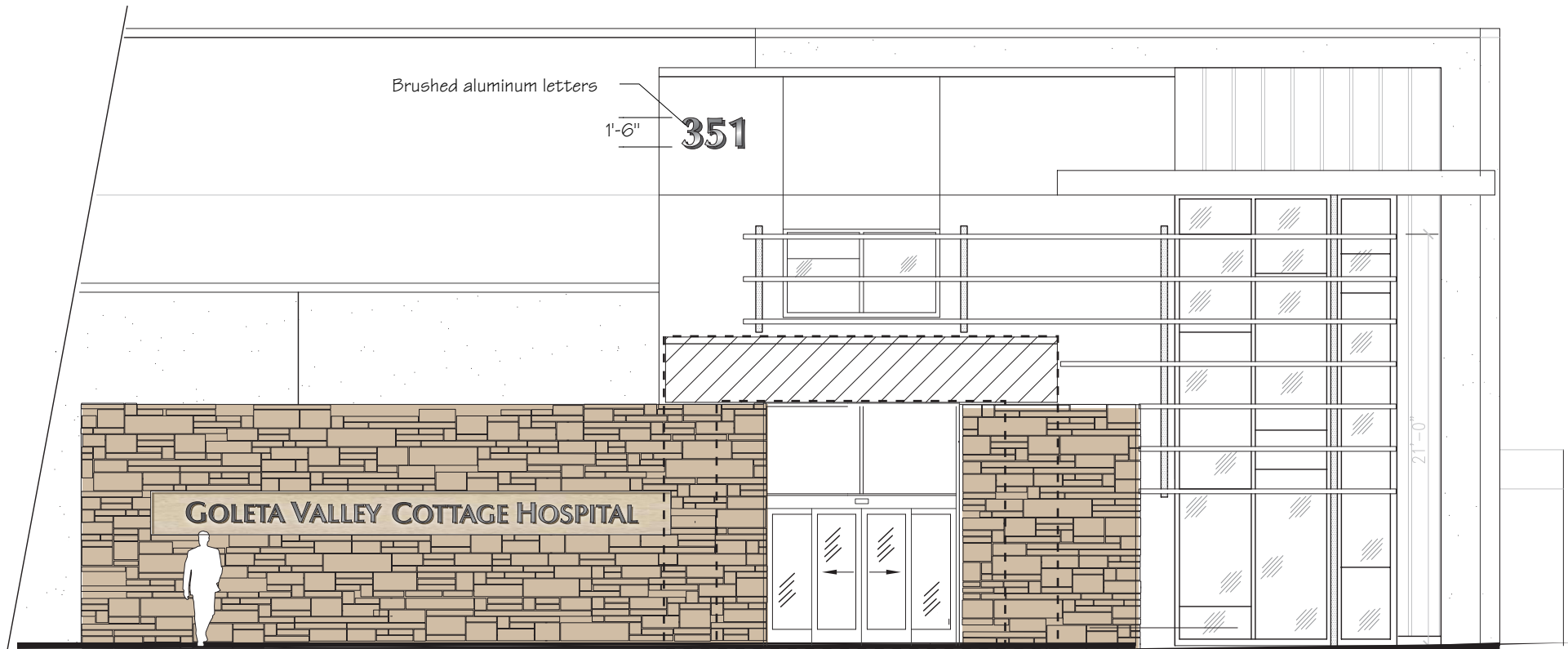
Detail

SIGN TYPE:

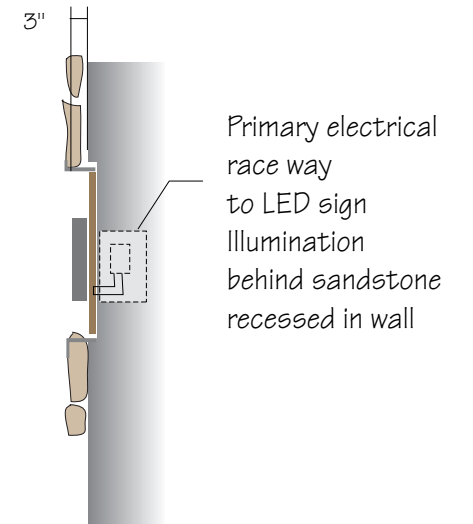
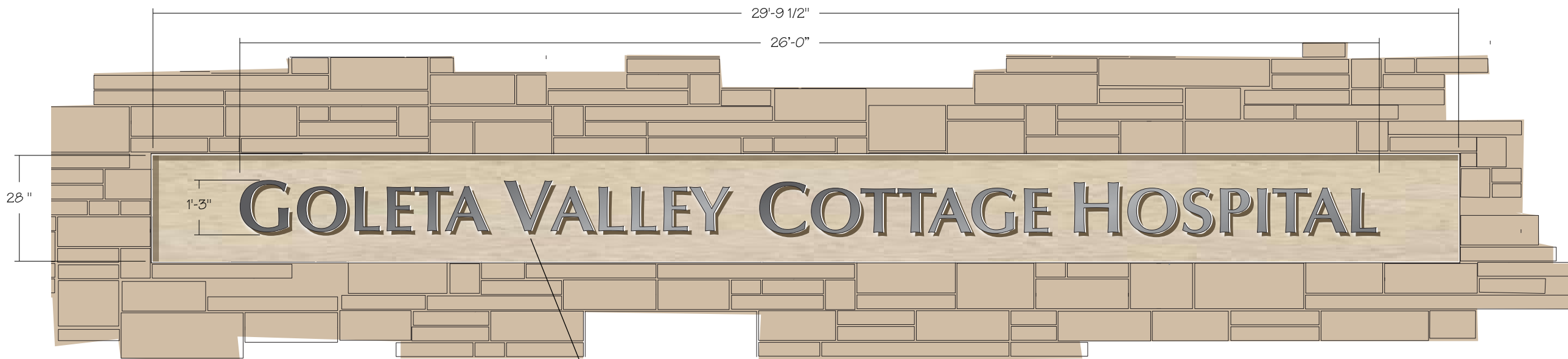
ST7.08i
Illuminated Dimensional
Letters & Logo

USE: Building Identification.

TYPE: Optima Bold
TEXT AREA: 32.5 sqft
LOCATION: 019



ST7.08i Building Entry Wall



ST7.08i
Building Entry Wall

Recessed space 3" deep backed with smooth sand stone. Color to match rock face. 9 1/4" halo illuminated LED letters. Satin #4 brushed aluminum face. Letter sides in white

DIRECTIONALS

SIGN TYPE: ST2.01i

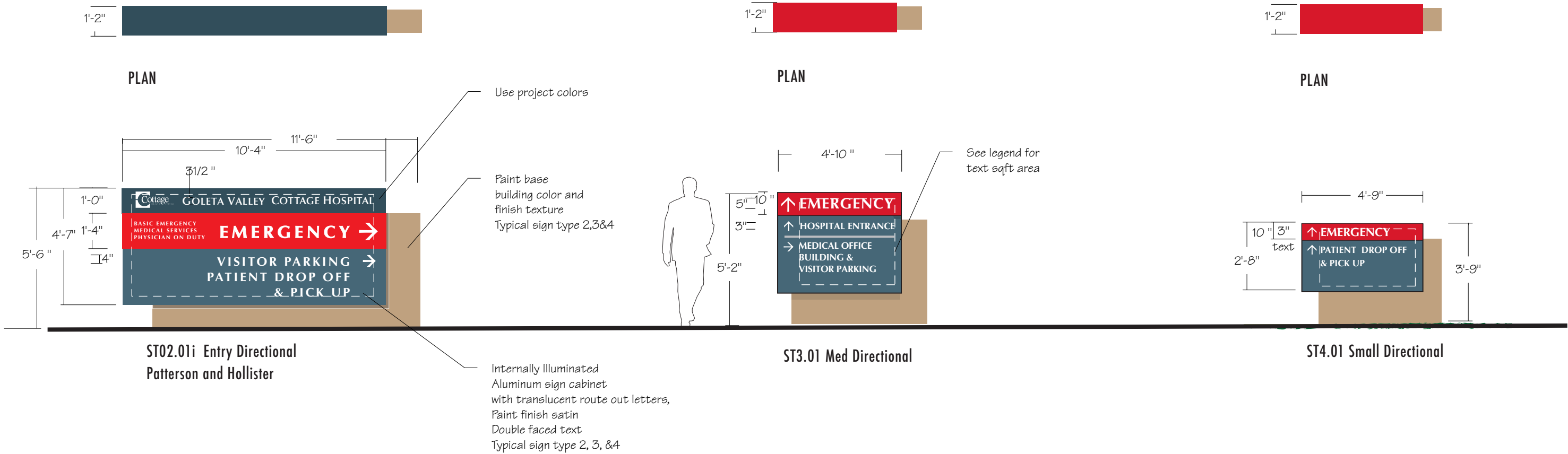
Entry Directional sign
illuminated
USE: Identify entrance
TEXT AREA: 38 sqft
LOCATION: 012, 035

SIGN TYPE: ST3.01

Med Directional sign
USE: Directional information
TEXT AREA: 14 sqft
LOCATION: 011, 013, 021, 026

SIGN TYPE: ST4.01

Small Directional sign
USE: Directional information
TEXT AREA: 8.5 sqft
LOCATION: 023, 025

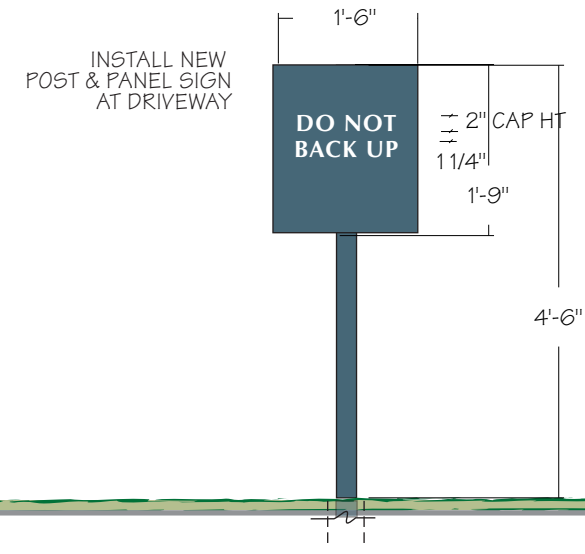
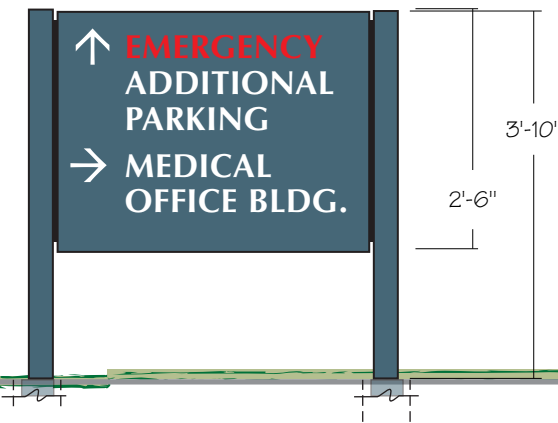
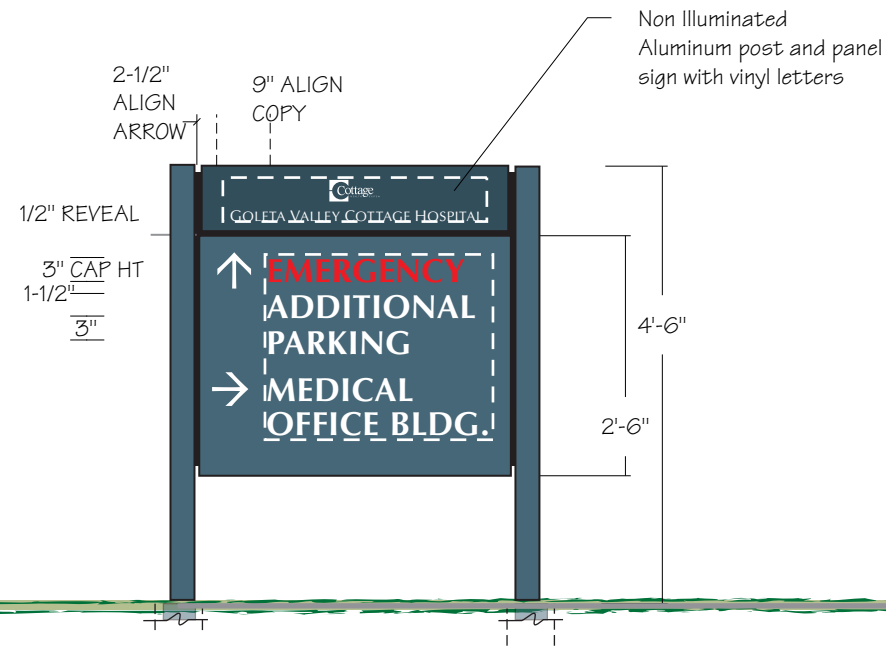
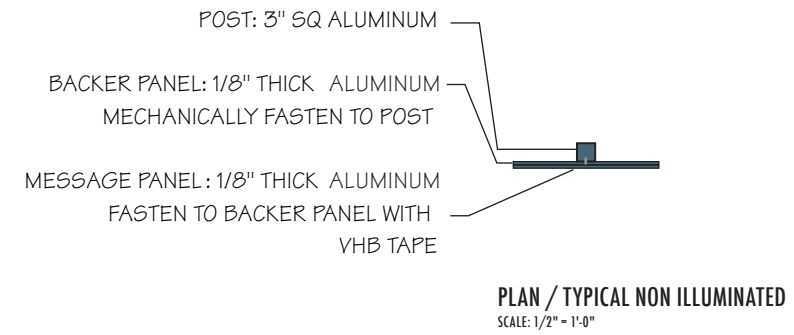
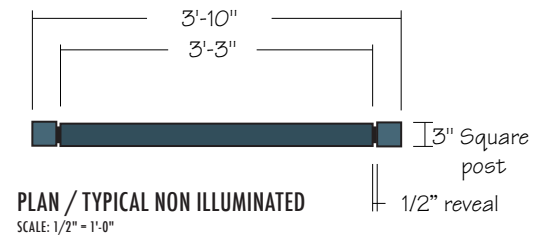


**SIGN TYPE:
ST5.01**
Small vehicular Directional
Exterior Sign

SIZE: 4'-6" high
USE: vehicular directional
information
TEXT AREA: 5.7 sqft
LOCATION: 014, 022, 024, 033,
034, 036, 037, 038

**SIGN TYPE:
ST6.01**
Medium vehicular Directional
Exterior Sign

SIZE: 4'-6" high
USE: Vehicular Information
TEXT AREA: 1.6 sqft
LOCATION: 018



SIGN TYPE:

ST7.06i
Illuminated Dimensional
Letters

USE: Building Identification.

TYPE: Optima Bold

COLORS: Red

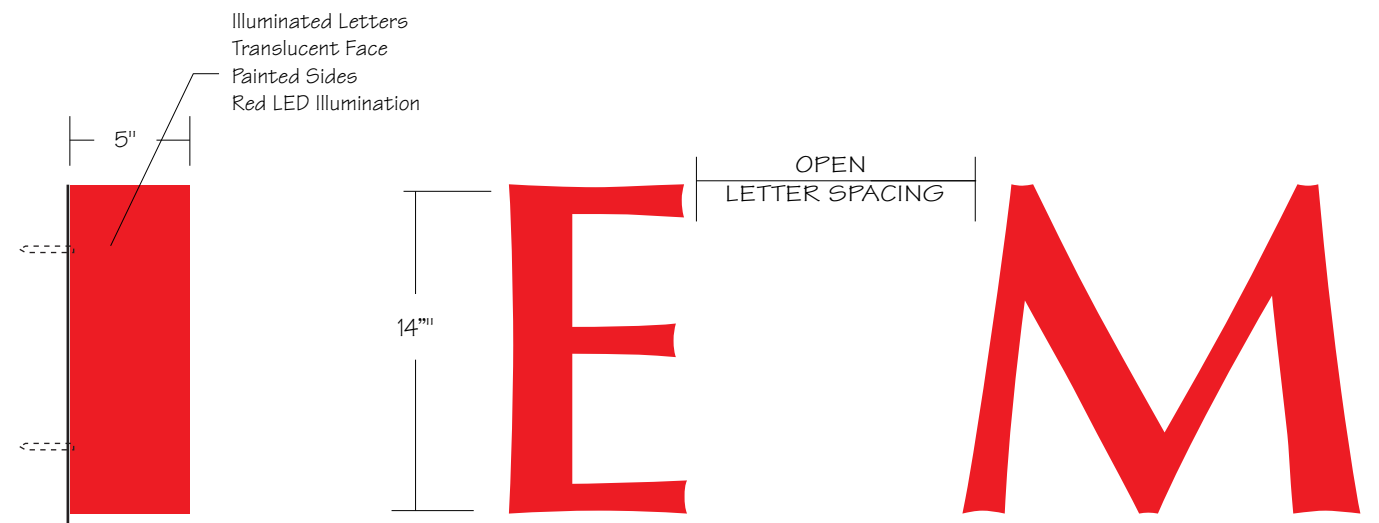
PRODUCT DESCRIPTION:
LED illumination, flush mount
to surface. Secure with
weatherproof silicone
adhesive as required

LOCATION: 028, 029, 030



NORTH ELEVATION - EMERGENCY ENTRANCE

SCALE: 1/8" = 1'-0"



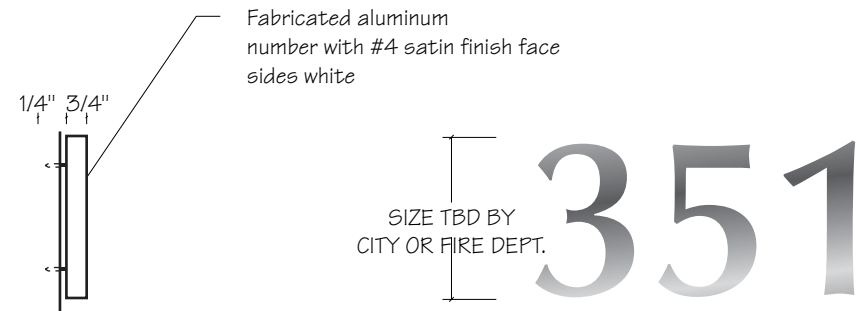
SIGN TYPE: ST7.06i

SIDE / TYPICAL

SCALE: 1 1/2" = 1'-0"

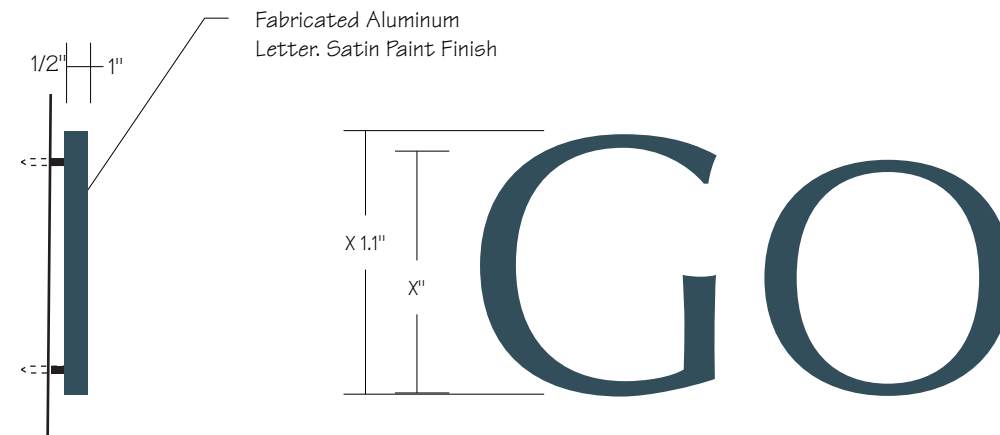
ELEVATION

SCALE: 1 1/2" = 1'-0"



SIDE / TYPICAL
SCALE: 1 1/2" = 1'-0"

ELEVATION
SCALE: 1 1/2" = 1'-0"



SIDE / TYPICAL
SCALE: 1 1/2" = 1'-0"

ELEVATION
SCALE: 1 1/2" = 1'-0"

SIGN TYPE:
ST7.01
Dimensional Letters

USE: Building Identification.

TYPE: Optima Bold

COLORS: Brushed Aluminum

PRODUCT DESCRIPTION:
Fabricated Letters

LOCATION: 020

SIGN TYPE:
ST7.04
Dimensional Letter

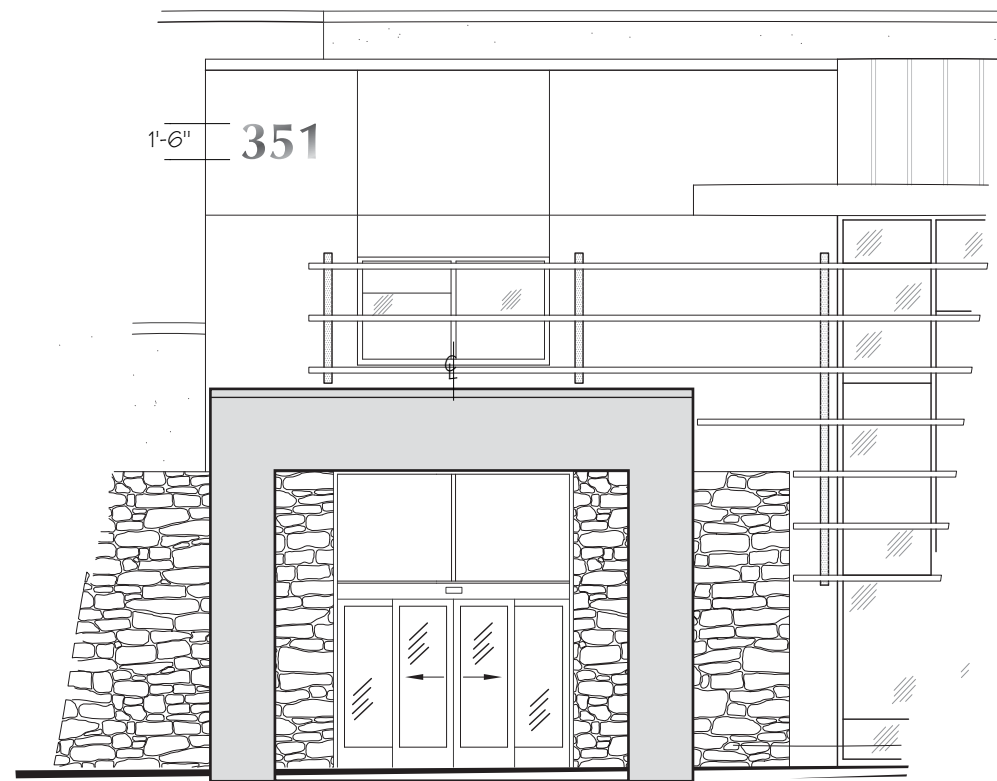
USE: Building Identification.

TYPE: Optima Bold

COLORS: Dark Green

PRODUCT DESCRIPTION:
Dimensional letters stud mount off wall surface 1/2", secure with weatherproof silicone adhesive as required

LOCATION: 015, 031, 032



Entry Building Address Numbers



NORTH ELEVATION - AMBULANCE ENTRANCE

SCALE: 1/8" = 1'-0"



SIGN TYPE:

STX.02

Med. Sign Cabinet wall mount

USE: Entrance Identification

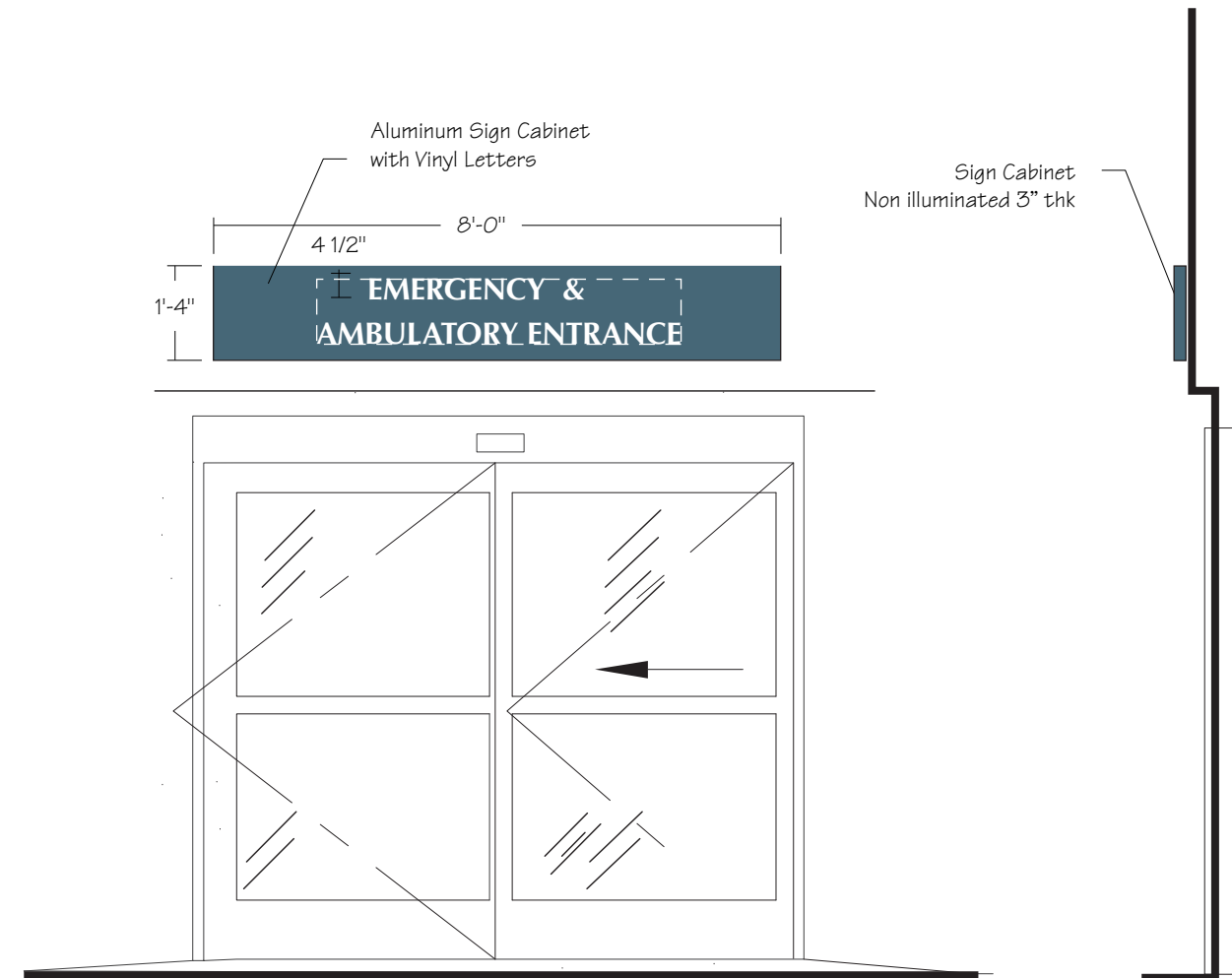
TEXT AREA: 4.6 sqft

LOCATION: 027



NORTH ELEVATION - EMERGENCY ENTRANCE

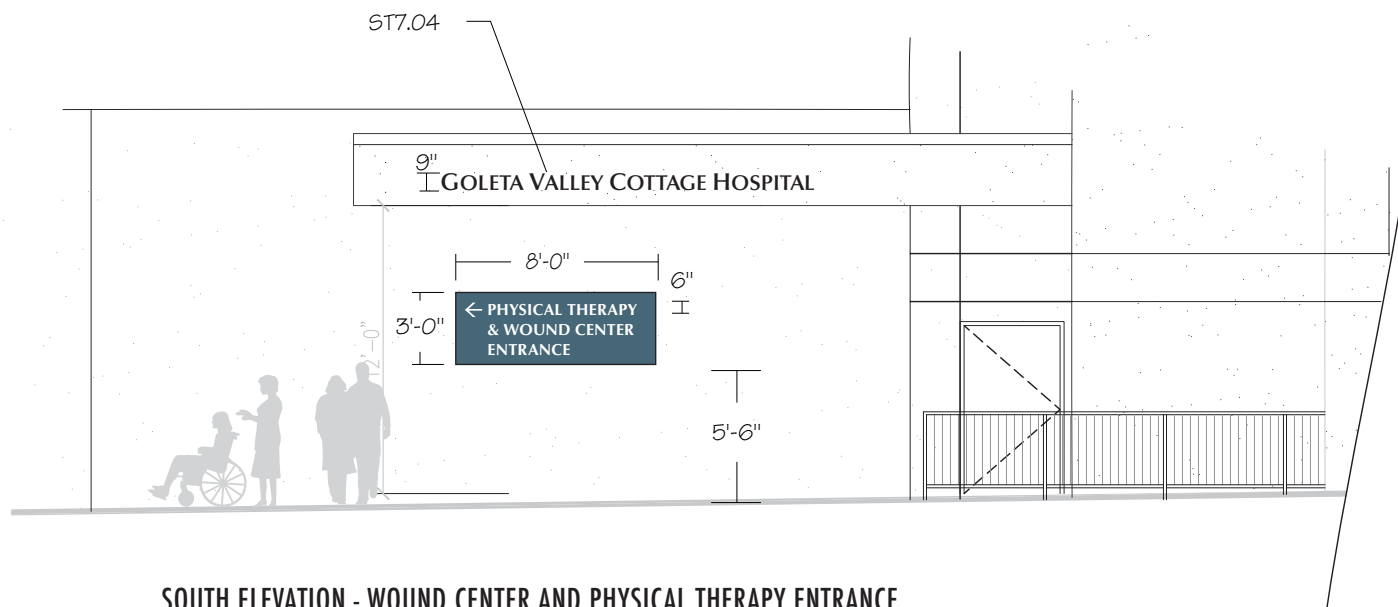
SCALE: 1/8" = 1'-0"



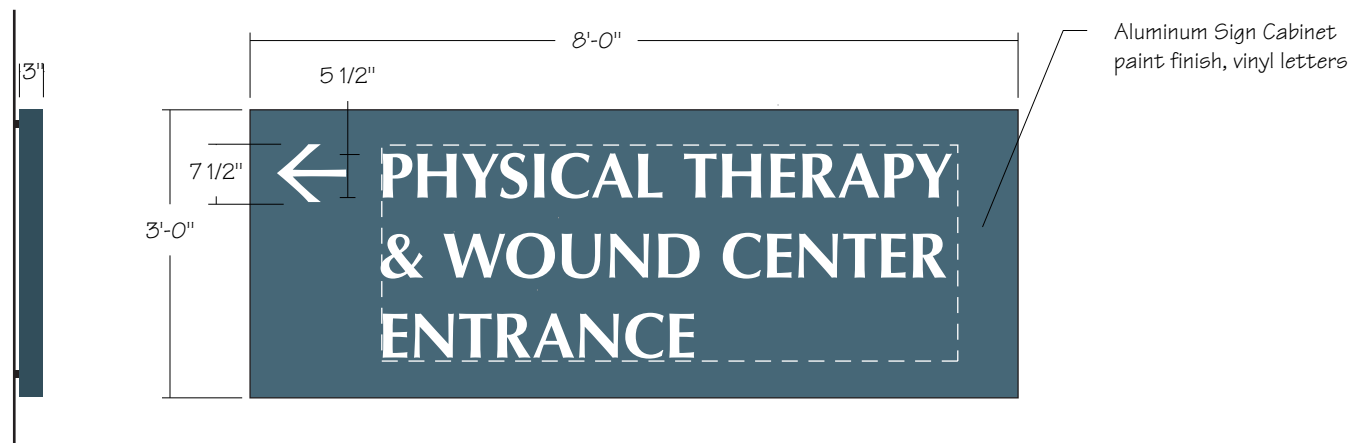
STX.02 Medium Cabinet

SIGN TYPE:
STX.03
Large Sign Cabinet wall
mount

USE: Entrance Directional
Identification
TEXT AREA: 13.5 sqft
LOCATION: 016



SOUTH ELEVATION - WOUND CENTER AND PHYSICAL THERAPY ENTRANCE
SCALE: 1/8" = 1'-0"



STX.03
Med. Sign Cabinet wall mount
SCALE : 1/2" = 1'