



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: September 8, 2009
TO: Goleta Design Review Board
FROM: Shine Ling, Assistant Planner
SUBJECT: 09-108-DRB; Holiday Inn Signage; 5650 Calle Real; APN 069-160-042

APPLICANT: Sue Modereger
Contractors Permit Services
7218 Piute Creek Drive
Corona, CA 92881

PROJECT DESCRIPTION:

This is a request for *Conceptual/Preliminary/Final* review. The property includes a hotel and restaurant totaling 42,694 square feet on a 4.23-acre site in the C-2 zone district. The applicant proposes to construct a new freestanding monument sign and a new wall sign. The monument sign would be 27 feet tall by 12.2 feet wide and have a sign area of 88 square feet and would display the Holiday Inn logo and "Holiday Inn" in green internally illuminated letters on a white pylon. The wall sign would display the Holiday Inn logo and "Holiday Inn" in white internally illuminated letters that are a maximum of 2.75 feet tall. The wall sign would be 21.3 feet wide by 4.1 feet tall and have a sign area of 76 square feet. The project was filed by Sue Modereger of Contractors Permit Services, agent, on behalf of Felcor Lodging Holding Company LLC, property owner. Related cases: 09-108-SCC; 09-109-SCC.

BACKGROUND:

The project was submitted on July 13, 2009. This is the first time the project has been before the DRB. There are no known violations on the property.

ANALYSIS:

Zoning Consistency:

	Required	Proposed	Consistent Y/N
Front Yard Setback	30 feet from Centerline 10 feet from right-of-way	30 feet from Centerline 10 feet from right-of-way	Yes
Side Yard Setback	3 feet	Greater than 3 feet (no change)	Yes
Rear Yard Setback	10 feet	Greater than 10 feet (no change)	Yes
Sign Structure Height	30 feet maximum	27 feet	Yes
Freestanding Signs	<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; street frontage is approximately 400 feet.</p> <ul style="list-style-type: none"> • One sign proposed on the structure; sign area of ~88 square feet • 27-foot tall structure • No part of sign projecting over street right-of-way • Base of the supporting structure to be set back at least 6 feet from the street right-of-way line 	Yes

	Required	Proposed	Consistent Y/N
Wall Sign	<p>One on each street frontage.</p> <ul style="list-style-type: none"> • Not to exceed one-eighth 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. 	<p>One wall sign, 76 square feet of sign area. (One-eighth of building façade area is greater than 100 square feet; therefore maximum allowable sign area is 100 square feet.)</p>	<p>Yes</p>

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

ISSUES:

General Plan Policy VH 4.13 states the following:

- VH 4.13 Signage. [GP]** 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.

ATTACHMENTS:

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

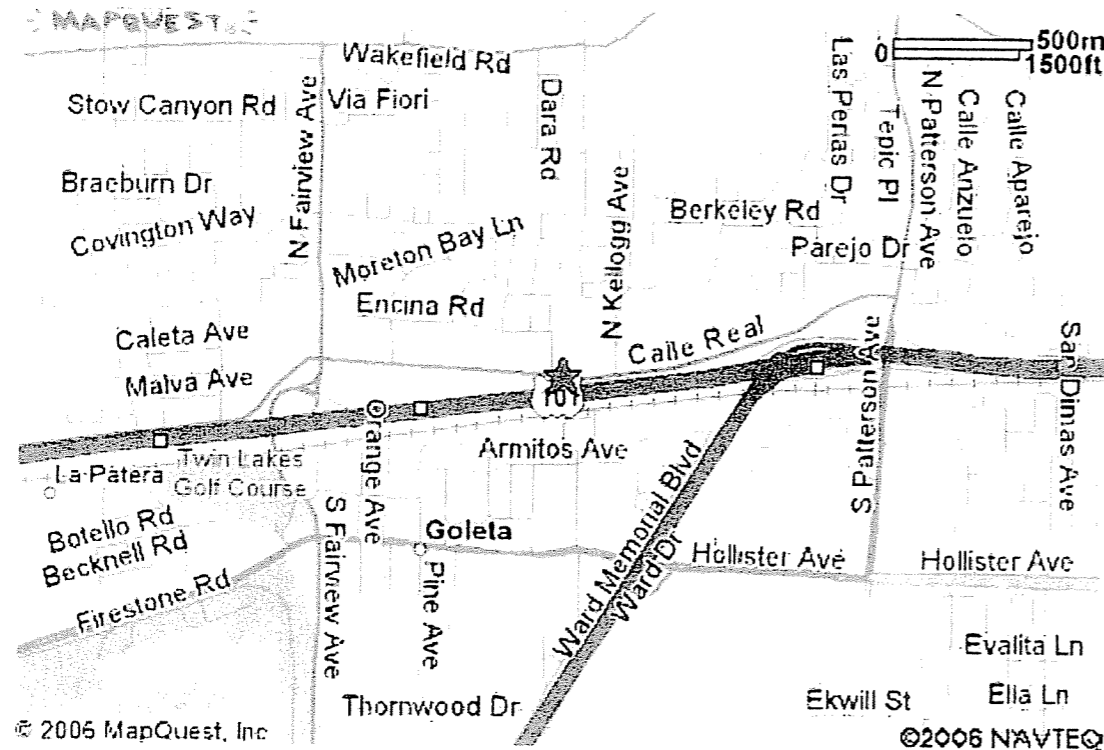
Table of Contents

- Location Map
- Sign Code Data
- Site Plan and Photo Key
- Site Photos
- Recommendation Drawings

Santa Barbara-Goleta

5650 Calle Real
Goleta, CA 93117
Site Number: CA01425
Inn Code: SBACA

Location Map



Sign Code Data

Codes Contact Information

Zoning classification: C-2 Commercial
Jurisdictional authority: Goleta Planning
Address: 130 Cremona Dr Ste B, Goleta, CA 93117
Contact: Scott Colats
Phone #: 805-961-7500

Ground Signs

Number of signs allowed: 1
Maximum allowable area: No formula stipulated., Max: 100sf per face.
Maximum height: 30ft
Minimum height: Not stipulated.
Setback requirements: Front: 5ft from ROW., Side: 5ft from ROW.

Wall Signs

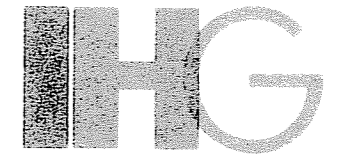
Number of signs allowed: 1 per street frontage.
Maximum allowable area: 100sf, Primary: 100sf, Secondary: 100sf, Side: 100sf, Rear: NA, Transferable: No
Maximum height: Not to exceed roofline.

Directional Signs

Number of signs allowed: Not stipulated
Maximum allowable area: 2sf
Maximum height: 3ft
Is logo allowed?: No

General Permitting Requirements

Permit required for face replacements?: Yes
Permit required for door/window vinyl?: No
Permit required for plaques: No
Temporary signs/banners allowed?: Yes
Contractors license required?: Yes
Sealed sign engineering drawings required?: Yes
Site plan required?: Yes
Building elevation drawings required?: Yes



InterContinental Hotels Group

Intercontinental Hotels Group
Three Ravinia Drive
Suite 100
Atlanta, GA 30346-2149

Signage Survey

January 8, 2009, Rev03

Santa Barbara-Goleta

5650 Calle Real
Goleta, CA 93117
Site Number: CA01425
Inn Code: SBACA

Table of Contents & Sign Code Data

RECEIVED

JUL 13 2009

City of Goleta
Planning & Environmental Svcs.



sign management consultants inc

2501 perimeter place dr suite 201
nashville, tn 37214
phone 615.885.1661
fax 615.885.1703
web www.signmgmt.com

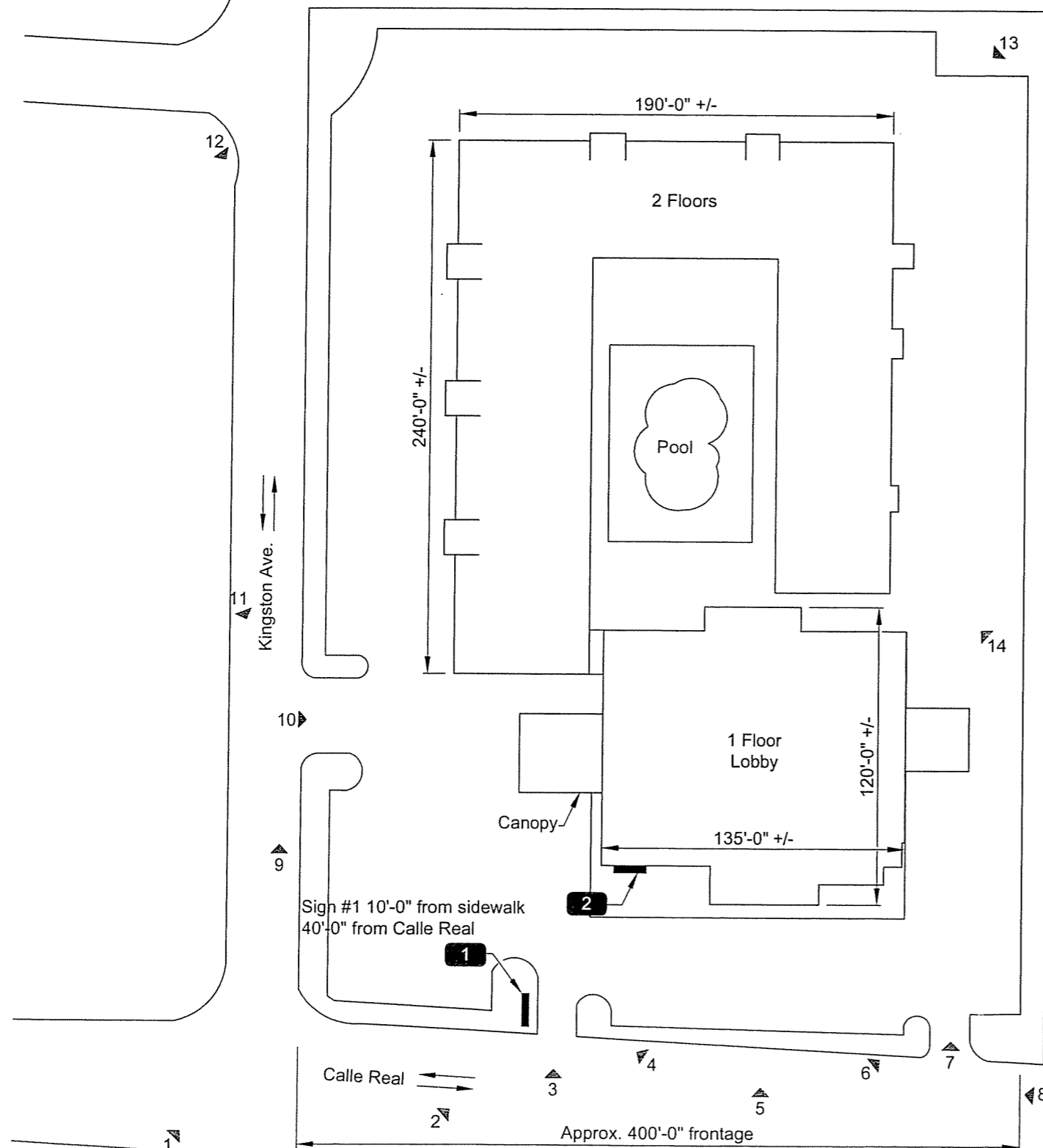
Graphics shown are representative only. Use only approved artwork and graphics standards for face decoration.

This is an original unpublished design, created by Sign Management Consultants, Inc. These drawings shall not be used except for the project in which they were developed without owner approval. These documents are for design intent purposes and shall not be interpreted as a final design. The product manufacturer shall be responsible for all structural, electrical, and mechanical engineering.



Legend:

- Camera Position
- 1 Photograph Number
- Sign Number



Existing Signs

- HI-12 Pylon Sign
- 22 ft. Script, Single-Line

Recommendations

- Remove and Replace with New P92-27 Pylon, 8'-6" x 12'-2", 26'-11" Overall Ht
- Remove and Replace with New L-LM-4W Building Letters, Linear, w/4'-1" Monogram, White Faces
- CO#1 - Sign # 2 changing to L-LM-L-4W



InterContinental Hotels Group

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 Three Ravinia Drive
 Suite 100
 Atlanta, GA 30346-2149

Signage Survey

June 25, 2009, Rev05

Santa Barbara-Goleta

5650 Calle Real
 Goleta, CA 93117
 Site Number: CA01425
 Inn Code: SBACA

Site Plan and Photo Key

Scale: N.T.S.

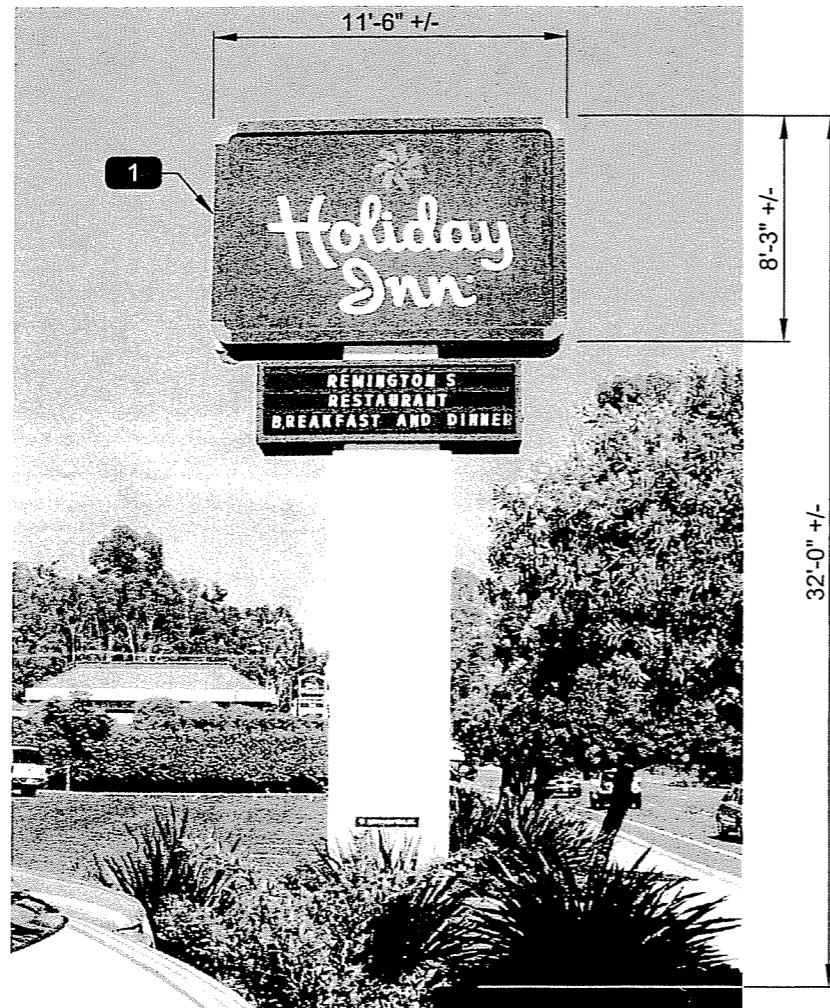


sign management consultants, inc.

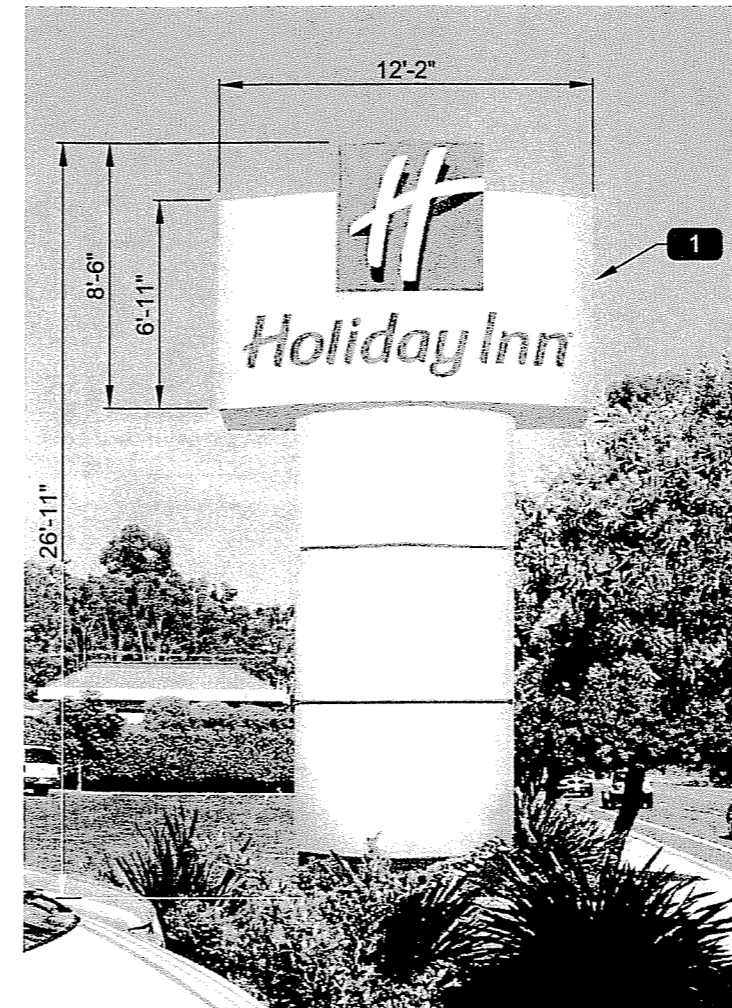
2501 perimeter place dr., suite 201
 nashville, tn 37214
 phone 615.885.1661
 fax 615.885.1703
 web www.signmgmt.com

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Existing Double-Faced Internally Illuminated HI-12 Pylon Sign
(Approx. 95 sq. ft.)



Proposed Double-Faced Internally Illuminated P-92 Pylon Sign
(92 sq. ft.)



Existing Internally Illuminated 22 Ft. Script Sign
(Approx. 96 sq. ft.)



Proposed Internally Illuminated Linear Layout w/ 4'-1" Monogram & Large Letters
(76 sq. ft.)



InterContinental Hotels Group

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Three Ravinia Drive
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Signage Survey

June 25, 2009, Rev05

Santa Barbara-Goleta

5650 Calle Real
Goleta, CA 93117
Site Number: CA01425
Inn Code: SBACA

Recommendation Drawing



2501 perimeter place dr., suite 201
nashville, tn 37214
phone 615.885.1661
fax 615.885.1703
web www.signmgmt.com

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REMOTE CHANNEL LETTER SPECIFICATIONS:

LETTERS:

HOLIDAY INN FACES:..... .177" #7328 WHITE ACRYLIC WITH SECOND SURFACE GREEN TRANSLUCENT VINYL.

TRIM CAP:..... HOLIDAY INN 1" TRANSCO GREEN

RETURNS:..... .063" ALUM PTD MATTHEWS Mp57451 GREEN SATIN FINISH

BACKS:090" ALUMINUM; PAINT INSIDE OF LETTER WITH LEP
ILLUMINATION:..... WHITE GELCORE LEDS

LOGO:

FACE: 3M PANAFLEX W/ DIGITAL PRINTED GRAPHIC

RETAINER: SIGNCOMP RETRO BLEED FRAME W/ COVER

FRAME: SIGN COMP EXTRUSION, PAINTED MP 57451 SATIN GREEN.

ILLUM'N: GELCORE POWER GRID LED

ELECTRICAL SPECIFICATIONS:

MONOGRAM:

[15] GEWHPGP6-65K TETRA POWER GRIDS
POWERED BY:
[1] GEPS24-80 POWER SUPPLIES @ 1.1 AMPS EA.

TOTAL MONOGRAM LOAD: 1.1 AMPS

CHANNEL LETTERS:

[202 MOUDULES] GEWHPHS2-65K TETRA POWER WHITE LED
POWERED BY:
[4] GECLPSPH POWER SUPPLIES @ 1.5 AMPS EA.

TOTAL CHANNEL LETTER LOAD: 6.0 AMPS

TOTAL LOAD: 7.1 AMPS @ 120VAC

(1) CUSTOMER PROVIDED 120V/20A/60Hz
DEDICATED CIRCUIT REQUIRED

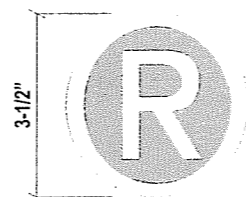
COLOR SPECIFICATIONS:

VINYL: TRANSLUCENT GREEN VINYL
PAINT: MP #57451, GREEN SATIN FINISH

.177 # 7328 WHITE ACRYLIC
7725-10 OPAQUE WHITE VINYL (REG MARK)

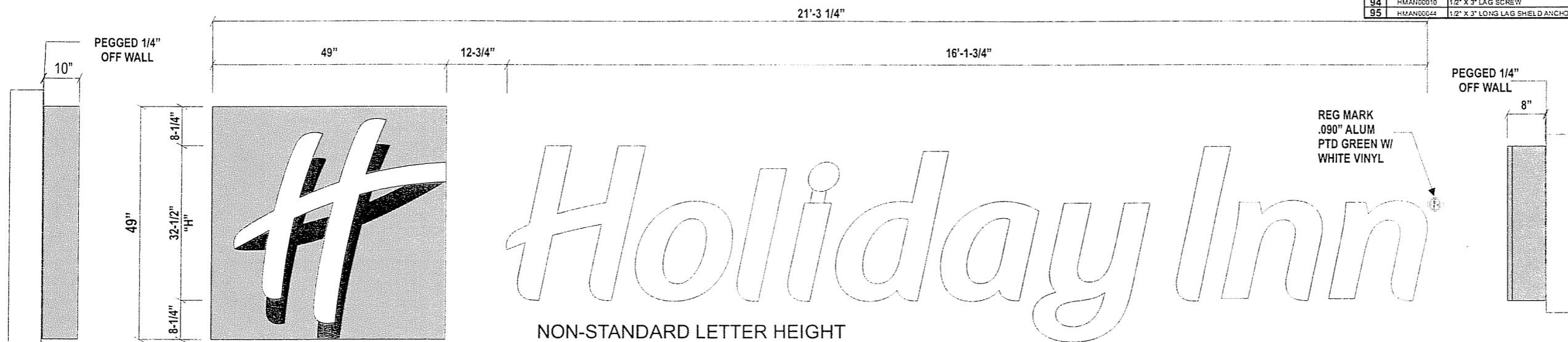
GENERAL NOTES:

- INSTALLATION OF THIS SIGN SHALL CONFORM TO THE REQUIREMENTS OF ARTICLE 600 OF NEC, UL48 AND/OR OTHER APPLICABLE LOCAL CODES.
- BRANCH CIRCUIT:
 - ALL BRANCH CIRCUITS FOR SIGNS MUST BE TOTALLY DEDICATED TO SIGNS (INCLUDING DEDICATED GROUND AND DEDICATED NEUTRAL PER CIRCUIT).
 - SIGN CIRCUITS MUST NOT BE SHARED WITH OTHER LOADS SUCH AS LIGHTING, AIR CONDITIONING AND OTHER EQUIPMENT.
 - PROPERTY SIZED GROUND WIRE THAT CAN BE TRACKED TO THE BREAKER PANEL MUST BE PROVIDED.
- U.L. AND DATA LABELS REQUIRED.



REG MRK DETAIL

#	Part Number	Description	Qty	Units
MONOGRAM LOGO COMPONENTS ONLY				
1	ALSH00066	ALUM. SHEET .063" X 5' X 12' MILL FINISH ALUM	1.00	EA
2	ALSH00018	.125" X 4' X 8' "MILL FINISH" ALUM. SHEET	0.25	EA
3	ALAND0014	1.5" X 1.5" X .188" ALUMINUM ARCHITECTURAL ANGLE 6063-T52	28.00	FT
4	ALEX00025	SIGN COMP. 2104 FLAT BLEED RETRO FRAME @ 24" X 5'	21.00	FT
5	ALEX00113	SIGN COMP / SIGN TECH #NS-10 SINGLE FILLER BODY	21.00	FT
6	ALEX00114	SIGN COMP / SIGN TECH #SC-P SINGLE FILLER CORNER BRACKET	21.00	EA
7	ALEX00021	SIGN COMP. 2175 FRAME SUPPORT TUBE	3.00	FT
8	ALEX00072	SIGN COMP. 6360 TENSION CLIP ASSEMBLY	40.00	EA
9	ALTU00030	ALUM. TUBE .750" X .750" X 12"	6.00	FT
10	EILD00345	GELCORE TETRA POWER GRID WHITE	15.00	EA
11	PAXX00140	PAINT. EPOXY PRIMER BASE WHITE EP-210W	0.50	QT
12	PAXX00160	PAINT. MP #57451, GREEN SATIN FINISH	0.50	QT
13	PAXX00144	PAINT. LEP WHITE	0.50	QT
14	DGPT00007	XLS-4-0" "H" LOGO PRINTED ON 3M PANAGRAPHICS	1.00	EA
15	HESW00001	ELEC. PHOTOCELL FISHER PIERCE # FP-FA105 15AMP	1.00	EA
16	HEXX00004	HARD ELEC. HANDY BOX 4" X 2-1/8" X 2-1/8" DEEP	2.00	EA
17	HEXX00014	HARD ELEC. HANDY BOX COVER 4" X 2-1/8"	2.00	EA
18	HESW00003	ELEC. 20A/125-277 VAC WEATHER-PROOF TOGGLE SWITCH	1.00	EA
CHANNEL LETTER COMPONENTS ONLY				
26	ACSH00014	ACRYLIC SHEET .177" X 51" X 100" WHITE IMPACT 7328	1.00	EA
27	TRIM00033	SIGNATRIM 1" HOLIDAY INN GREEN TRIM CAP	97.00	FT
28	VITR00208	48" 3630-5684 HOLIDAY INN GREEN VINYL	9.00	FT
29	ALCO00022	ALUM. COIL .063" X 8" GLOSS WHITE/WHITE	107.00	FT
30	ALSH00010	.090" X 4' X 8' "MILL FINISH" ALUM SHEET	1.00	EA
31	EILD00344	LED. GELCORE GEWHPHS2-65K TETRA POWER WHITE 2 MODULES PER FT	101.00	FT
32	EILD00012	END CAP GELCORE LED (GELC1)	112.00	EA
33	EILD00013	GELCORE SPLICE CONNECTOR	56.00	EA
34	HEWI00047	MULTI CORE RED AND BLACK JACKETED WIRE 14 AWG -CL3P	72.00	FT
35	HMNJ00024	HARD MECH. RIVET NUT 03/8"-16 KNURELED ZINC-PLATED STEEL	37.00	EA
36	HMSC00154	#8 X 1/2" OVAL HEAD SHEET METAL TEX SCREW	80.00	EA
37	HMNJ00024	WHITE ACRYLIC LATEX CAULK SILICONE	1.00	EA
38	PAXX00144	PAINT. LEP WHITE	1.00	QT
39	PAXX00160	PAINT. MP #57451, GREEN SATIN FINISH	1.00	QT
40	VICP00002	VINYL. 48" 3M 7725-10 WHITE OPAQUE VINYL	0.25	FT
U.L. REQUIRED MATERIAL				
42	HMSC00168	10-24-1/2" PAN PHILLIPS HEAD W/STAR WASHER, GREEN PLATED	10.00	EA
43	HMNJ00042	10-24 NUT W/STAR WASHER, GREEN PLATED	10.00	EA
44	HEWI00002	12 GA (109) STRANDED GREEN WIRE COIL	40.00	FT
45	HEWI00027	10-12 X 1/4" RING TERMINAL GREEN PLATED	10.00	EA
INSTALLATION HARDWARE				
81	EIPSC0031	GELCORE GEP524-80 POWER SUPPLY	1.00	EA
82	EIPSC0030	GELCORE GECLPSPH POWER SUPPLY (8-68 TETRA POWER WHITE MODULES)	4.00	EA
83	HENEG0078	TRANSFORMER BOX 18" X 7" X 7" SINGLE TOP OFF	1.00	EA
84	HESW00003	ELEC. 20A/125-277 VAC WEATHER-PROOF TOGGLE SWITCH	1.00	EA
84	HEWI00001	12 GA (109) STRANDED BLACK WIRE COIL	45.00	FT
85	HEWI00002	12 GA (109) STRANDED GREEN WIRE COIL	45.00	FT
86	HEWI00003	12 GA (109) STRANDED WHITE WIRE COIL	45.00	FT
87	STR00007	STEEL. THREADED ROD 3/8" DIA. -16 X 12"	37.00	EA
88	PVPI00002	PVC. PIPE 3/8" SCHEDULE 40 X 5' (MCS065K12)	1.00	EA
89	ALSH00037	ALUM. SHEET .125" ALUM. X 3' X 3' BEARING PLATES	37.00	EA
90	HMNJ00012	HARD MECH. HEX NUT 03/8"-16 ALUMINUM	37.00	EA
91	HMNJ00007	HARD MECH. FLAT WASHER SAE 03/8" ZINC PLATED STEEL	37.00	EA
92	HMNJ00013	HARD MECH. HEX NUT 03/8"-16 ZINC PLATED STEEL	37.00	EA
93	HECO00029	ELEC. ELECTROBIT 12" PASS THRU KIT	12.00	EA
94	HMAN00010	1/2" X 3" LAG SCREW	6.00	EA
95	HMAN00044	1/2" X 3" LONG LAG SHELD ANCHOR	6.00	EA



SIDE VIEW

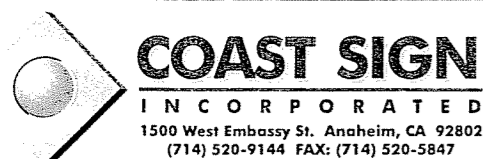
1 FRONT VIEW @ ILLUMINATED CHANNEL LETTERS

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

SIDE VIEW

APPROVED
By Paul Lucbe #1812 s.m. Jun 16, 2009

REVIEWED
By Skip Wands at 6:44 am, Jun 16, 2009

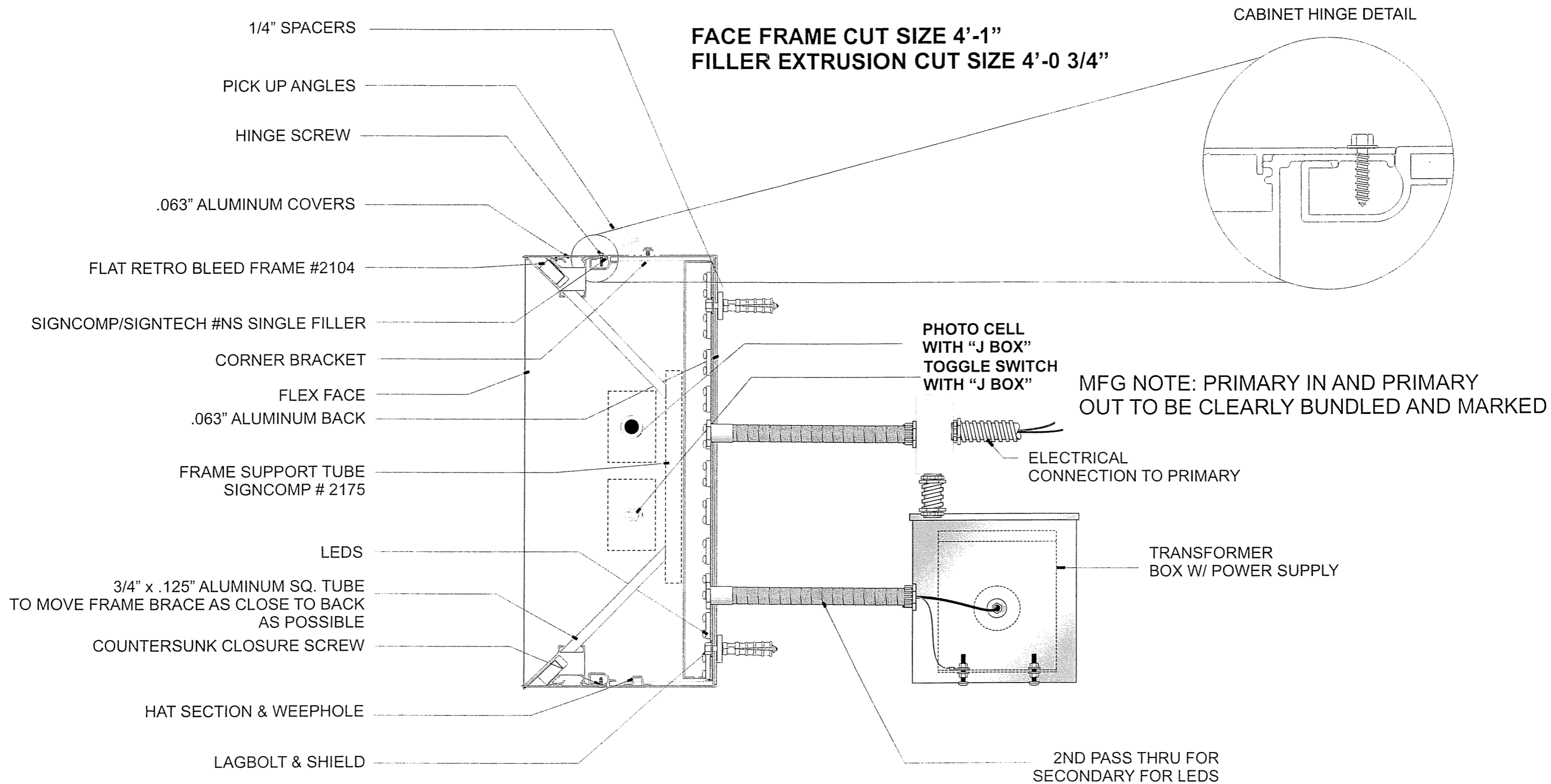


Date: 6-15-09	Project Name: HOLIDAY INN
Scale: NOTED	Coast Sign Description (short): 49" LOGO/32 1/2" CUSTOM LETTERS (WHITE LED'S)
Drawn: CLAUDIO FUENTES	Customer Description (if applicable): 49" LOGO/32 1/2" CUSTOM LETTERS (WHITE LED'S)
Sales: TONIE GINN	Client Approval: _____ Date: _____

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No.	Engineer	Date	ECO Description
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2			
3			
4			
5			
6			

ENGINEERING DWG. 1 of 5	
Product Number:	HLIN-CLRM-00030
File Location:	W:HOLIDAY INN\HLIN-CLRM-00030
ECO Level:	0000



1 MONOGRAM SECTION DETAIL
2 Scale: NTS

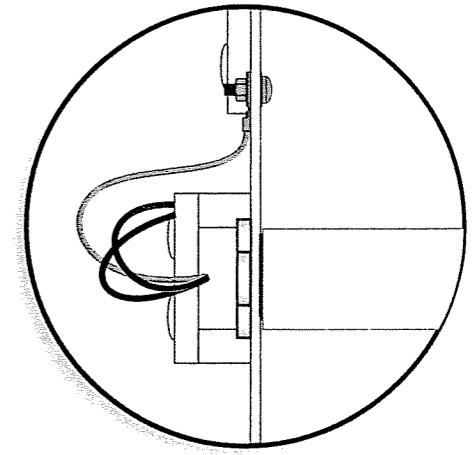
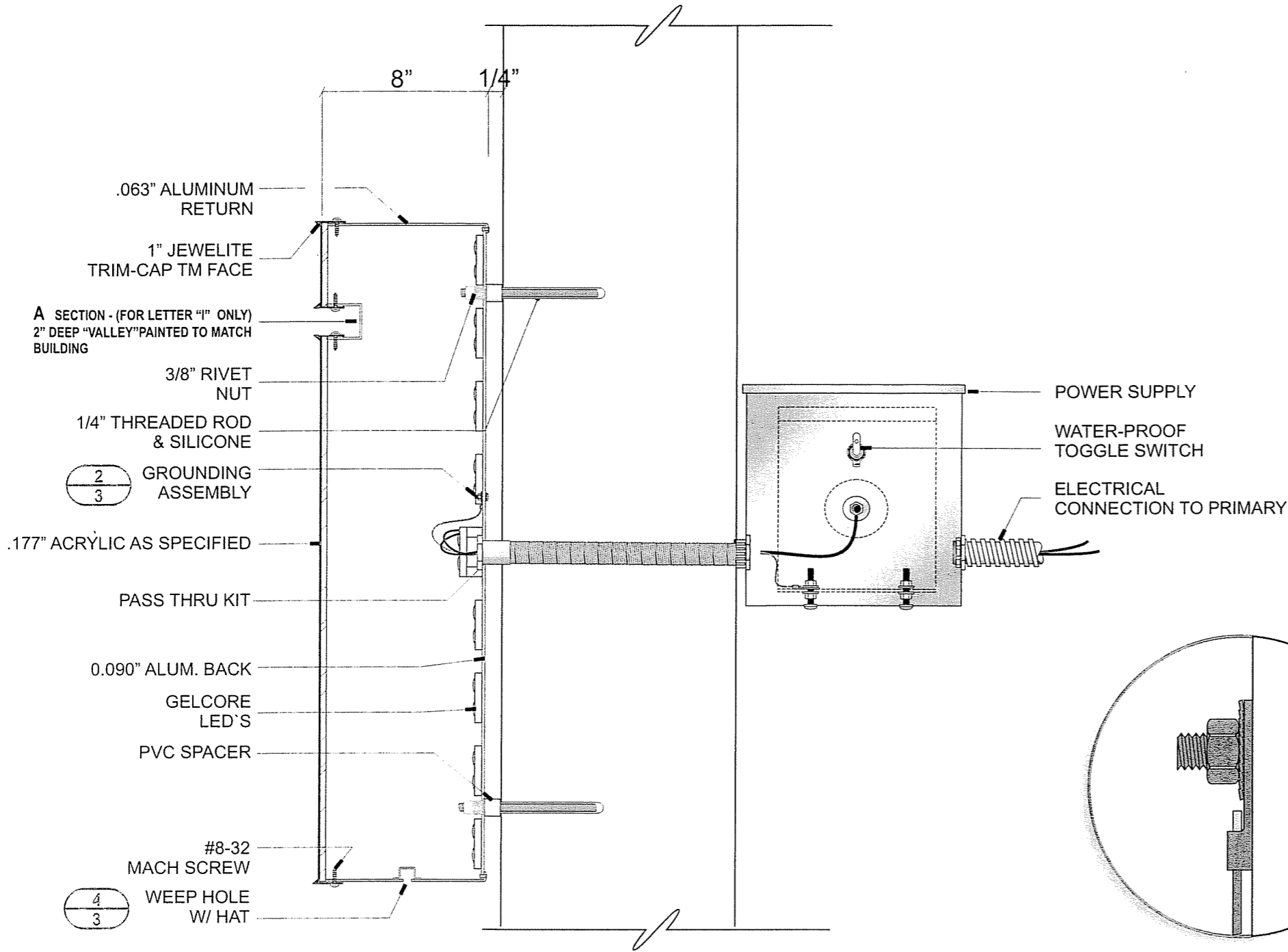


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Drawn:	CLAUDIO FUENTES	Customer Description (if applicable):	49" LOGO/32 1/2" CUSTOM LETTERS (WHITE LED'S)
Sales:	TONIE GINN	Client Approval:	Date:

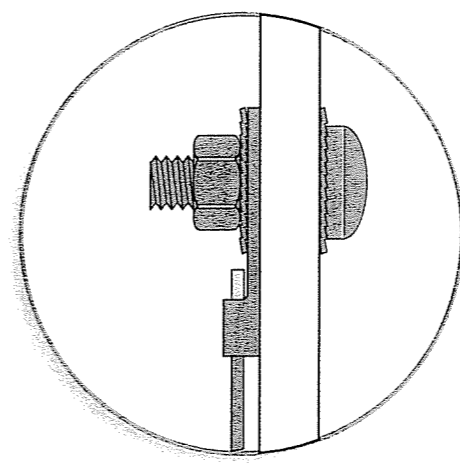
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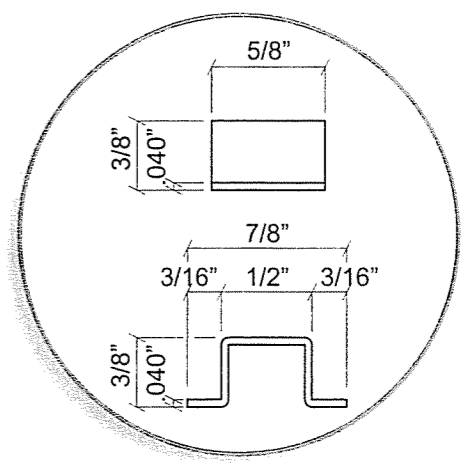
ENGINEERING DWG. 2 of 5	
Product Number:	HLIN-CLRM-00030
File Location:	W:\HOLIDAY INN\HLIN-CLRM-00030
ECO Level:	0000



3 DETAIL @ LED SPACER
 Scale: 6"=1'-0"
 IF LED BOARD CONFLICTS WITH MOUNTING OR ELECTRICAL HOLES ELEVATE LED BOARD MW/ 1/2" SPACERS



2 DETAIL @ GROUND SCREW
3 Scale: NTS



4 DETAIL @ WEEP HOLE HAT
3 Scale: FULL SIZE

1 SECTION DETAIL @ LETTER
3 Scale: 3"=1'-0"



Date: 6-15-09	Project Name: HOLIDAY INN
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ENGINEERING DWG. 3 of 5	
Product Number:	HLIN-CLRM-00030
File Location:	W:\HOLIDAY INN\HLIN-CLRM-00030
ECO Level:	0000