



## DESIGN REVIEW BOARD Staff Report

Planning and Environmental Services  
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### AGENDA ITEM H-2

DATE: December 8, 2009  
TO: Goleta Design Review Board  
FROM: Shine Ling, Assistant Planner  
SUBJECT: 09-163-DRB; Karl Storz Signs; 175 Cremona Drive; APN 073-330-009

**APPLICANT:** Betsy Harris  
Freedom Signs  
816 Reddick Avenue  
Santa Barbara, CA 93103

#### **PROJECT DESCRIPTION:**

This is a request for *Conceptual/Preliminary/Final* review. The property includes a 51,000-square foot industrial research park building on 3.15-acre parcel in the M-RP zone district. The applicant proposes to change the face of an existing monument sign and to install a new wall sign on the building's east elevation. The monument sign structure is 3.3 feet tall by 9.5 feet wide. The sign panel on the monument would be constructed of a dibond aluminum/PVC face that is 8.25 feet long by 1.6 feet tall. The panel would read "KARL STORZ – ENDOSKOPE" and "OPTRONICS" on two lines. The letters would be dark gray and have a maximum height of 4.5 inches, and the overall sign area would be 13.2 square feet. The wall sign would read "KARL STORZ" on one line and be constructed of 3/8"-thick dark blue aluminum pin mounted letters that are a maximum of 18 inches tall. The sign would be 13.4 feet long by 1.5 feet tall and have an overall sign area of 20.2 square feet. The project was filed by Betsy Harris of Freedom Signs, agent, on behalf of University Business Center Associates, property owner. Related cases: 09-163-SCC; 09-164-SCC.

#### **BACKGROUND:**

The project was submitted on October 27, 2009. This is the first time the project has been before the DRB.

**ANALYSIS:**

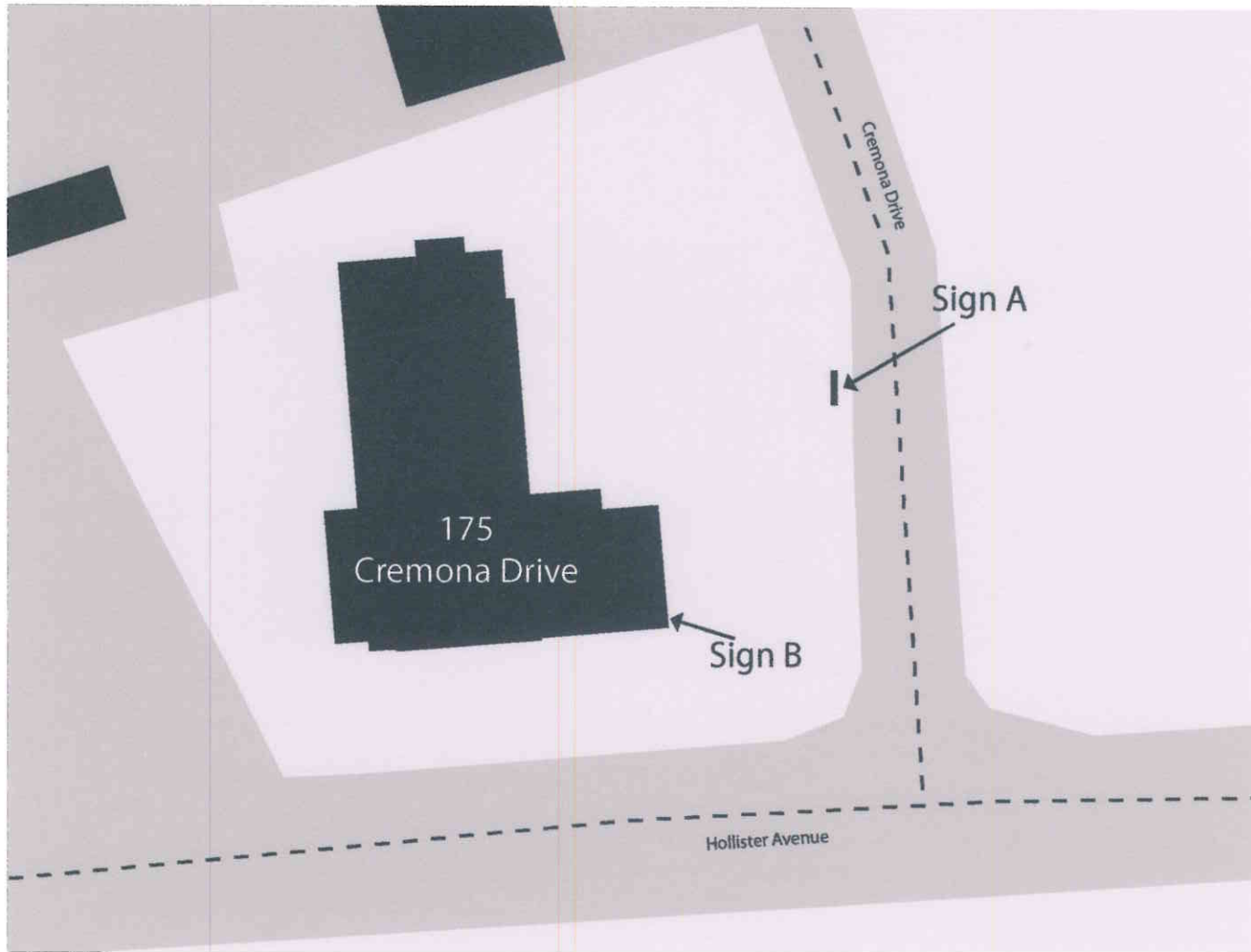
**Zoning Consistency:**

	Required	Proposed	Consistent Y/N
Front Yard Setback	80 feet from Centerline 50 feet from right-of-way line	48 feet from Centerline 16 feet from right-of-way line (No change)	Yes (by variance 87-V-42)
Freestanding Signn	One on each parcel occupied by an enterprise, if the parcel has a street frontage of at least 125 feet. <ul style="list-style-type: none"> <li>• Not more than two separate signs may be placed on each freestanding sign structure</li> <li>• If only one sign is placed on a freestanding sign structure, it shall not exceed 100 square feet in sign area</li> <li>• Height shall not exceed 30 ft.</li> <li>• No part of the sign shall project over the street ROW</li> <li>• Base of the supporting structure shall be set back at least 5 feet from the street right-of-way line</li> </ul>	One sign on the proposed parcel; street frontage is greater than 125 feet. <ul style="list-style-type: none"> <li>• One sign proposed on the structure; sign area of 13.2 square feet</li> <li>• 3.3-foot tall structure</li> <li>• No part of sign projecting over street right-of-way</li> <li>• Base of the supporting structure is set back 16 feet from the street right-of-way line</li> </ul>	Yes
Wall Sign	One on each street frontage. <ul style="list-style-type: none"> <li>• 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.</li> <li>• Not to exceed a maximum of 100 square feet in sign area</li> </ul> <p>1/8 of the building façade is greater than 100 square feet; therefore the maximum sign area is 100 square feet.</p>	One 20.2-square foot sign on the eastern frontage.	Yes

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).

**ATTACHMENTS:**

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

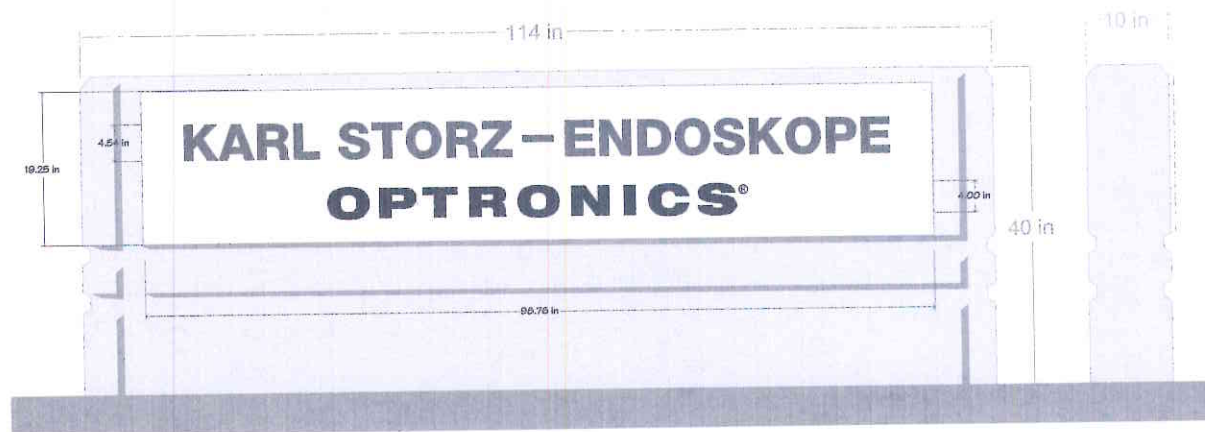


- - - - - = Street Centerline

1st floor fascia sqft = 3375

1"=100'

# Sign A



Replacement panel (Dibond - aluminum faced PVC) 98.76" x 19.25"  
to be mounted on Existing concrete sign monument 114"x40"  
new sign = 13.2 sqft

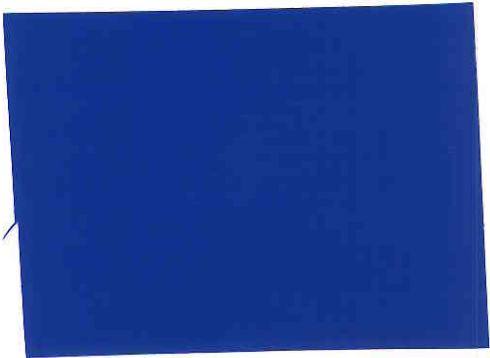
1/2"=1'

# Sign B

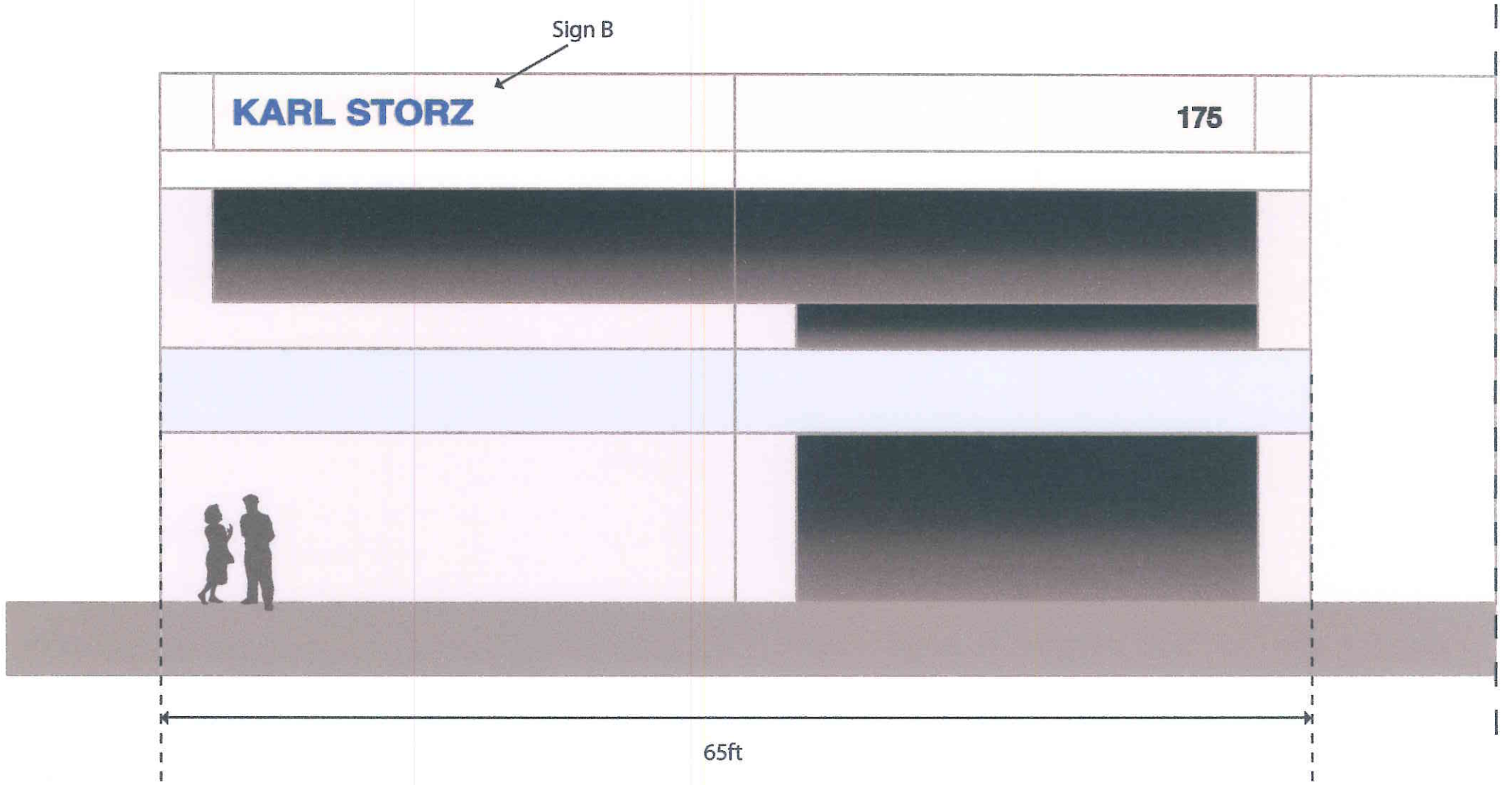


*3/8" Aluminum letters (painted blue) - pin mounted with spacer 3/4" out from wall  
sign size = 20.15sqft*

1/2"=1'



# Scale elevation of sign B location



1/8"=1'