



## 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](http://www.cityofgoleta.org)

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### AGENDA ITEM H-1

DATE: January 12, 2010  
TO: Goleta Design Review Board  
FROM: Brian Hiefield, Assistant Planner  
SUBJECT: 09-165-DRB; Cox Communications; 22 South Fairview Avenue;  
APN 071-021-044

**APPLICANT:** Mark Kuwahara  
24422 Del Prado, Suite 2  
Dana Point, CA 92629

#### **PROJECT DESCRIPTION:**

This is a request for *Conceptual/Preliminary* review. The property includes three commercial buildings on a 102,460-square foot lot in the C-3 zone district. The applicant proposes to re-face an existing Cox wall sign on Building A, and re-face the existing monument sign at the entrance to the facility. The non-illuminated wall sign will be flush mounted with 36-inch to 48-inch high, 3-inch deep blue HDU foam letters totaling approximately 36 square feet of sign area. The text of the sign states "COX." The non-illuminated monument sign will be pin mounted with 24-inch to 33-inch high, 3/8-inch deep blue aluminum letters totaling approximately 17 square feet of sign area. The text of the sign states "COX." The project was filed by agent Mark Kuwahara on behalf of Cox Communications, property owner. Related cases: 02-111-LUP, 09-165-SCC, 09-166-SCC.

#### **BACKGROUND:**

The project was submitted on October 30, 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
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"> <li>• Not more than 2 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.</li> <li>• The height shall not exceed 30 feet. Height shall be measured from the centerline of the improved portion of the public right-of-way to which the property has access and more specifically, from that point in the centerline which is closest to the sign.</li> <li>• No part of the sign or supporting structure shall project over the street right-of-way.</li> <li>• The base of the supporting structure shall be set back at least 5 feet from the street right-of-way line.</li> </ul>	<p>One monument sign:</p> <ul style="list-style-type: none"> <li>• Frontage along Fairview Avenue is 200 lineal feet.</li> <li>• 1-sided monument sign.</li> <li>• The sign is 17 square feet in area.</li> <li>• Height of monument sign structure is 5 feet.</li> <li>• No part of the monument sign structure is proposed to project over the street right-of-way.</li> <li>• The base of the monument sign structure is set back 5 feet from the right-of-way line of Fairview Avenue.</li> </ul>	Yes

	Required	Proposed	Consistent Y/N
Wall Sign	<p>One on each street frontage.</p> <ul style="list-style-type: none"> <li>Not to exceed <math>\frac{1}{8}</math><sup>th</sup> 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 100 square feet unless otherwise provided in an approved OSP.</li> </ul>	<ul style="list-style-type: none"> <li>Wall Sign – 36 square feet.  <math>\frac{1}{8}</math><sup>th</sup> of building façade = approximately 900 square feet</li> </ul>	Yes

The proposed project is consistent with the above requirements of Article I, Chapter 35, Sign Regulations.

**ATTACHMENTS:**

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



10/26/2009

24422 Del Prado, Ste 2  
 Dana Point, CA 92629  
 (949) 248-7474  
 fax (949) 248-1946  
 Lic# 852928

Prepared by: Mark Kuwahara (email: Mark@PacificSignCenter.com)

TENANT		LANDLORD	
<b>Business Name</b>	Cox Communication	<b>Name</b>	Cox Communications - Note: Building owned by tenant
<b>Address</b>	22 S. Fairview Goleta, Ca 93117	<b>Address</b>	22 S. Fairview Goleta Ca 93117
<b>Contact</b>	Dave Deweese	<b>Contact</b>	Dave Deweese
<b>Phone</b>	949-546-2426	<b>Phone</b>	949-546-2426
		<b>APPROVAL:</b>	



Client Name: Cox Communications  
 Designer:

Please review this design draft carefully. Upon approval, sign and fax back to (949) 248-1946. Once signed, you will be responsible for any errors, omissions or changes thereafter. Production will not begin until approval has been received. This design is copyrighted by Pacific Sign Center upon creation and may not be distributed without written permission from Pacific Sign Center. Colors represented here are mere simulations and selections must be made from actual material samples.

Signature:

Date:



24422 Del Prado, Suite 2  
 Dana Point, CA 92629  
 949-248-7474 Fax 949-248-1946  
 www.PacificSignCenter.com

RECEIVED

OCT 30 2009

City of Goleta  
 Planning & Environmental Svcs.

Sign 1 of 2: Non illuminated HDU dimensional letters							
Item/Description	Returns	Face	H"	W"	Sq.ft.	Installation Description	Placement
Non Illuminated	3"	N/A	48"	107"	36.0	Mounted flush to monument wall	South facing
	<b>CONSTRUCTION</b> HDU	<b>CONSTRUCTION</b> HDU					
	<b>COLOR</b> Blue, PMS 2945	<b>COLOR</b> Blue, PMS 2945					

Non illuminated dimensional letters  
3" deep HDU material

Existing Wall Sign  
Panel sign, wood w/vinyl graphics



Sign 2 of 2: Dimensional letters mounted flush to EXISTING monument wall							
Item/Description	Returns	Face	H"	W"	Sq.ft.	Installation Description	Placement
Non illuminated	3/8"	N/A	33"	74"	17.0	Mounted flush to existing wall	South facing
	<b>CONSTRUCTION</b> Alum	<b>CONSTRUCTION</b> Alum					
	<b>COLOR</b> Blue, PMS 2945	<b>COLOR</b> Blue, PMS 2945					

1/2" waterjet cut aluminum logo  
 Paint: PMS 2945  
 Existing monument wall, patch and painted Swiss Coffee

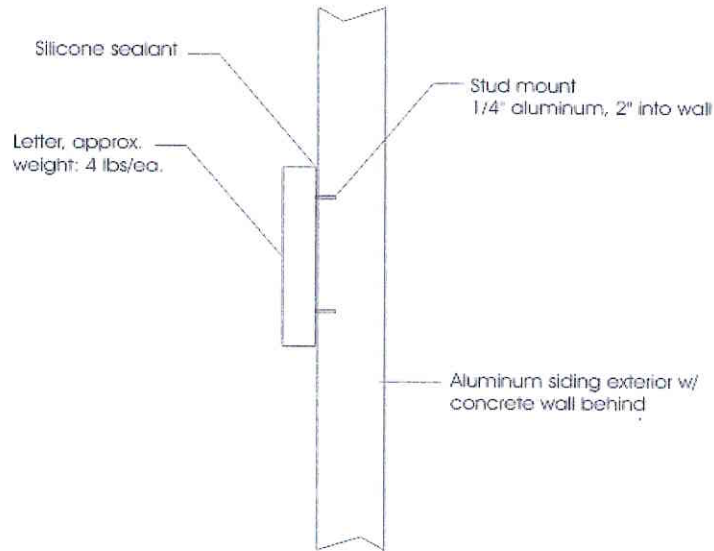


Existing Wall Sign  
 Formed plastic copy/graphics

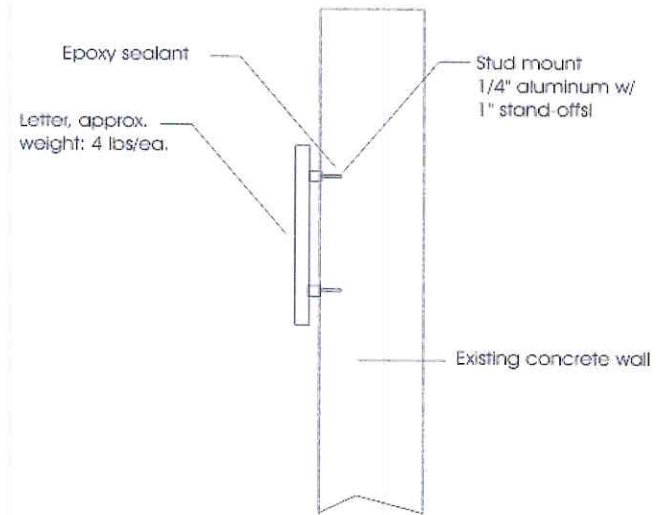


Item/Description	Installation
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BUILDING SIGN MOUNTING  
DETAIL



MONUMENT SIGN MOUNTING  
DETAIL



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**Signature:**

**Date:**

**Pacific SIGN CENTER**  
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Dana Point, CA 92623  
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Item/Description	Site Plan
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Proposed location of building sign

Proposed location of monument sign  
Note: existing sign, face change only

