



DESIGN REVIEW BOARD Staff Report

Planning and Environmental Services
130 Cremona Drive, Suite B, Goleta, CA 93117
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www.cityofgoleta.org

AGENDA ITEM H-1

DATE: February 23, 2010
TO: Goleta Design Review Board
FROM: Shine Ling, Assistant Planner
SUBJECT: 09-192-DRB: Community Plaza Overall Sign Plan; 5718 Hollister Avenue;
APN 071-081-035

APPLICANT: Jack Hira
J and S Properties
PO Box 60902
Santa Barbara, CA 93160

PROJECT DESCRIPTION:

This is a request for *Conceptual* review. The properties include three retail commercial buildings comprising a total of approximately 9,600 square feet on a 0.51-acre parcel in the C-2 zone district. The applicant requests a new Overall Sign Plan (OSP) for the shopping center. The proposed OSP provides for two (2) different types of signs: directional signs and wall signs. The project was filed by Jack Hira of J and S Properties, property owner. Related cases: 09-192-OSP; -CUP.

BACKGROUND:

The project was submitted on December 22, 2009. This is the first time the project has been before the DRB. There are no known violations on the property.

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. Directional Signage	Directional Wall Signs	3	CUP/SCC
II. Wall Signs	Tenant Wall Signs	1-2 per tenant	SCC

ANALYSIS:

Zoning Consistency

The Sign Regulations indicate the following standards and allowances for signage in shopping centers.

	<i>Ordinance Standard</i>	<i>Proposed</i>	<i>Consistent Y/N</i>
Wall Signs	<p>For each enterprise, one on each frontage on an area open to the public.</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. 	<p>One 10-square foot wall sign for the shopping center that reads "COMMUNITY PLAZA".</p> <p>One wall sign per tenant, located above the main entrance to the tenant space.</p> <p>For the largest rear tenant in Building A and the largest tenant in Building B, one additional wall sign on the Hollister elevation of Building A.</p> <p>Each tenant sign is 12 square feet.</p>	Modification required with OSP approval

	<i>Ordinance Standard</i>	<i>Proposed</i>	<i>Consistent Y/N</i>
Directional Signs	Directional Signs are subject to a Conditional Use Permit approved by the Zoning Administrator specifying size and location.	Three Directional Wall Signs: <ul style="list-style-type: none"> • One 60-square foot sign located on the south elevation of Building A; • One 20-square foot sign on the south elevation of Building B; • One 30-square foot sign on the west elevation of Building A. 	Subject to OSP and CUP approval

The proposed project is consistent with the above requirements of Article I (Sign Regulations) of Chapter 35 of the Goleta Municipal Code, subject to approval of a modification for the number of wall signs and of a Conditional Use Permit by the Zoning Administrator.

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.

ATTACHMENTS:

- Schedule of proposed signs
- Reduced copies of site and signage plans

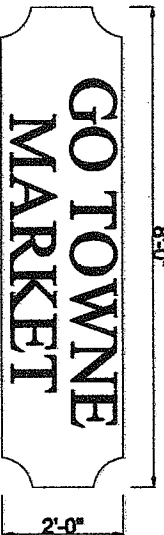
SIGN AND DIRECTORY DETAIL

GENERAL

NOTES:

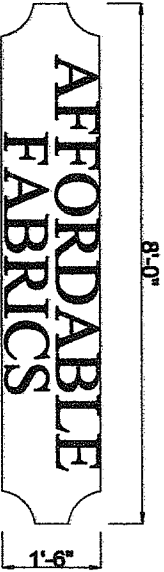
1. TIMES NEW ROMAN FONT TO BE USED ON ALL SIGNS EXCEPT FOR LOGOS.
2. BACKER BOARDS TO BE SAME COLOR AS BUILDING LETTERS BRONZE COLOR
3. INDIVIDUAL PIN MOUNT LETTERS TO BE 1/2" THICKNESS PVC PAINTED BRONZE

8' x 2' Individual Tenant Sign Bldg. A



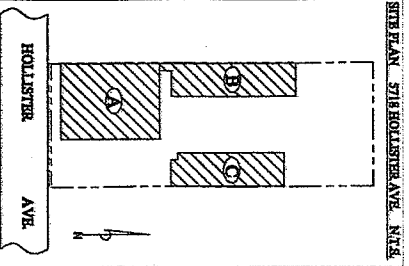
PROPOSED SIGNS:
 8x2' INDIVIDUAL TENANT SIGNS
 PROPOSED SIGNS SQ FOOTAGE = 16 SQ. FT.
 LETTER SIZES 9" HIGH

8' x 18" Individual Tenant Sign Bldg. B & C



PROPOSED SIGNS:
 8x18" INDIVIDUAL TENANT SIGNS
 PROPOSED SIGNS SQ FOOTAGE = 144 SQ. FT.
 LETTER SIZES 9" HIGH

Pin Mount Address and Building Name



SITE PLAN, 5718 HOLISTER AVE., NITE.

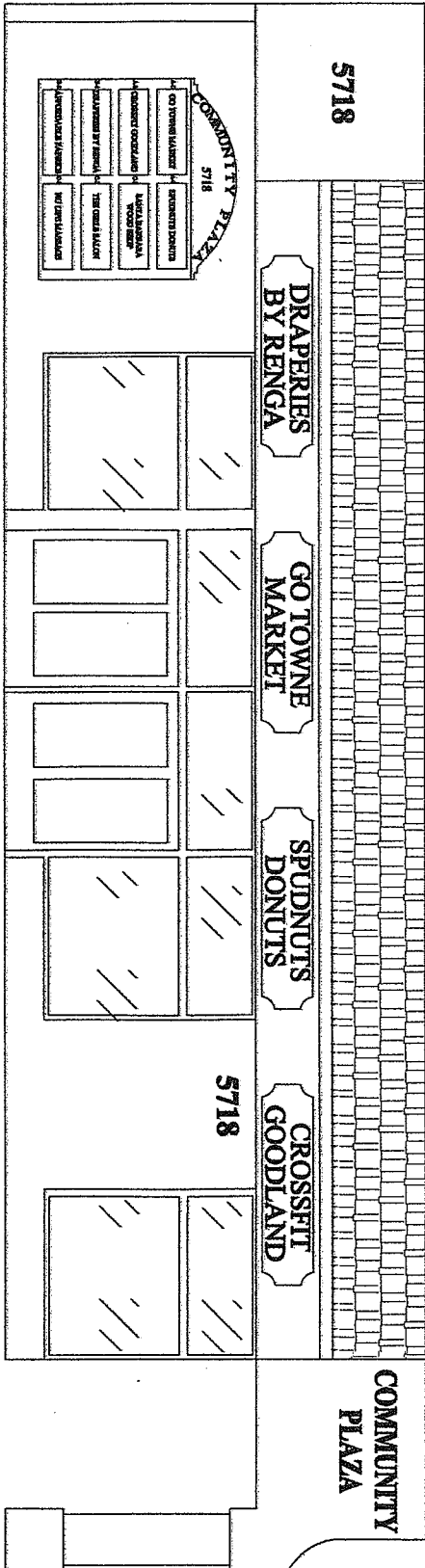
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City of Goleta
 Planning & Environmental Svcs.

OVERALL SIGN PLAN 5718 HOLISTER AVENUE GOLETA, CA 93117 DECEMBER 2009	
SHEET	1 OF 3

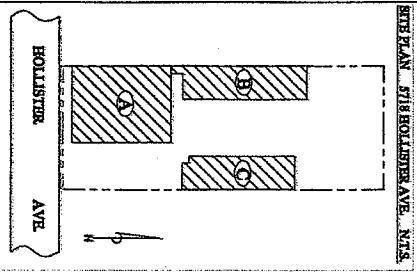
BUILDING "A" SOUTH ELEVATION



PROPOSED SIGNS:
 4 - 8'x2' INDIVIDUAL TENANT SIGNS
 1 - MAIN DIRECTORY
 2 - PIN MOUNT ADDRESS NUMBERS
 1 - PIN MOUNT BLDG. NAME
 OVERALL PROPOSED SIGNS SQ. FOOTAGE = 132 SQ. FT.

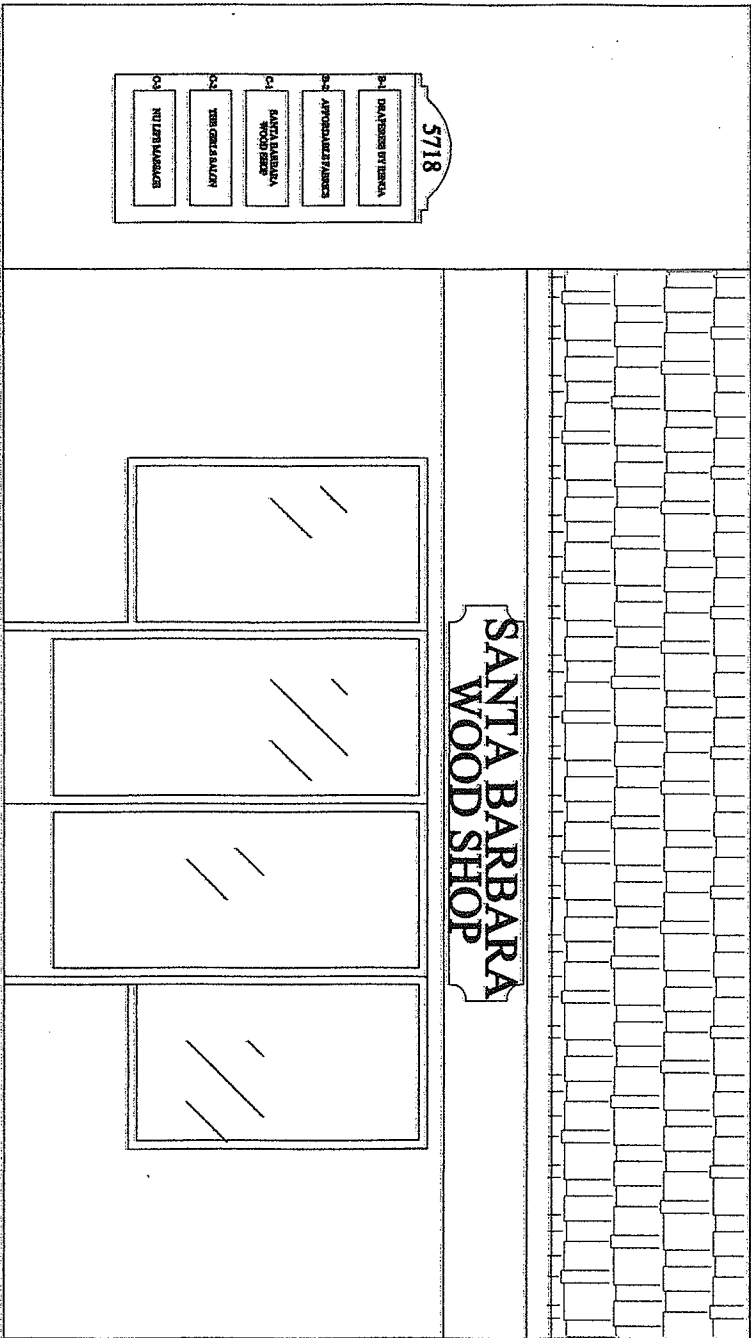
BUILDING FACADE DIMENSIONS:
 OVERALL LENGTH = 62' 5" X 2'-5"
 OVERALL HEIGHT = 16' 7"
 OVERALL FACADE SQUARE FOOTAGE = 1036 SQ. FT.

MAIN DIRECTORY SIGN:
 SQUARE PART OF SIGN 8' X 8'
 SIGN AREA 12'-9" WIDE X 10'-6" HIGH
 SIGN - 8" WIDE X 7'-10" HIGH
 EACH SIGN PANEL 3'-6" X 1'-2"
 LETTER SIZE 2" - 1/8"
 ADDRESS SIZE 4"



OVERALL SIGN PLAN
 5718 HOLLISTER AVENUE
 GOLETA, CA 93117
 DECEMBER 2009

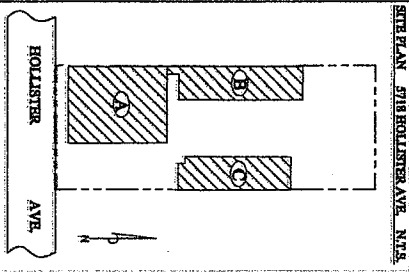
BUILDING "C" SOUTH ELEVATION



PROPOSED SIGNS:
 1 - 8' x 18" INDIVIDUAL TENANT SIGN
 1 - BUILDING "B" & "C" DIRECTORY
 OVERALL PROPOSED SIGNS
 SQ FOOTAGE = 32 SQ. FT.

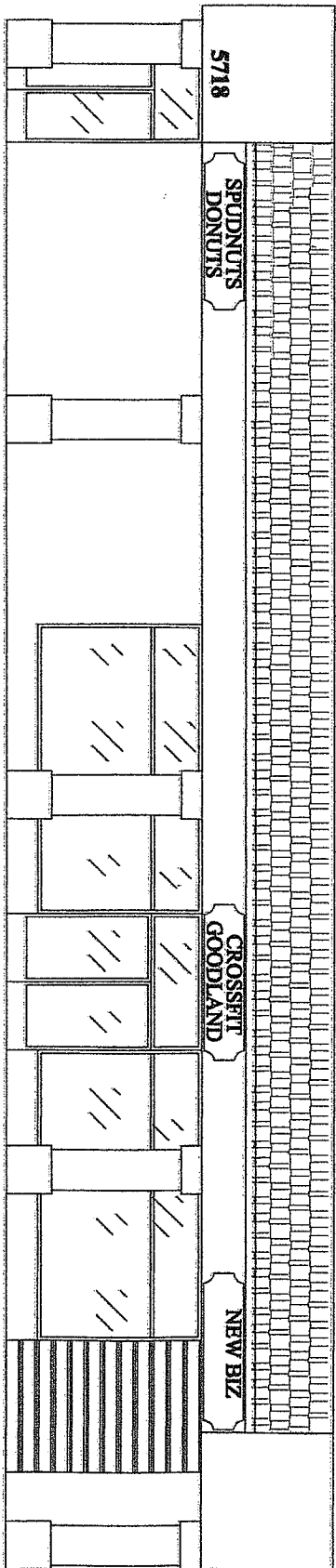
BUILDING FACADE DIMENSIONS:
 SIGN AREA OVERALL LENGTH = 27' X 1'-8"
 OVERALL HEIGHT = 15'
 OVERALL FACADE SQUARE FOOTAGE = 405 SQ. FT.
 B & C Directory on Bldg. C - South Elevation
 SIGN AREA 4' - 6" WIDE X 15' HIGH
 SIGN - 3' X 6'-9"
 EACH SIGN PANEL 2'-4" X 10"
 LETTER SIZE 2"
 ADDRESS SIZE 4"

OVERALL SIGN PLAN	
5718 HOLLISTER AVENUE	
GOLETA, CA 93117	
DECEMBER 2009	
SHEET	3 OF 8



SITE PLAN 5718 HOLLISTER AVE. N7TH

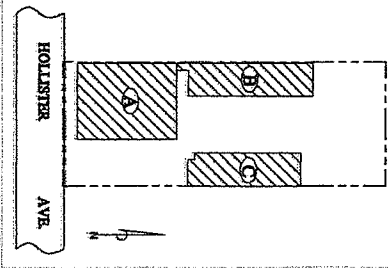
BUILDING "A" EAST ELEVATION



PROPOSED SIGNS:
 3 - 8'x2' INDIVIDUAL TENANT SIGNS
 1 - PIN MOUNT ADDRESS NUMBERS
 OVERALL PROPOSED SIGNS SQ FOOTAGE = 50 SQ. FT.

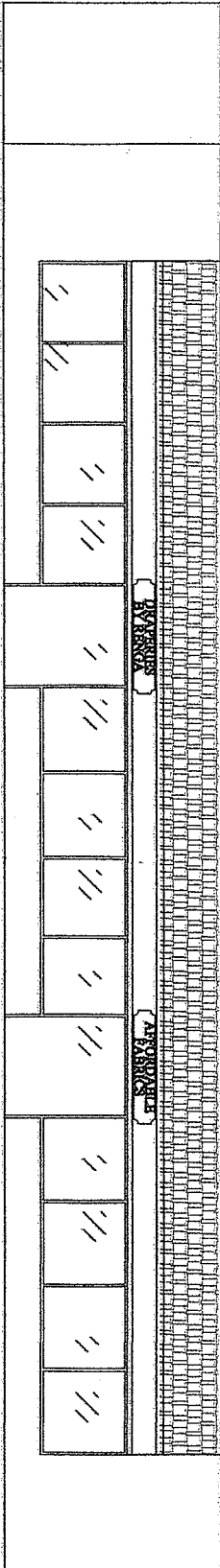
BUILDING FACADE DIMENSIONS:
 SIGN AREA OVERALL LENGTH = 80 X 3'
 OVERALL HEIGHT = 16' 7"
 OVERALL FACADE SQUARE FOOTAGE = 1328 SQ. FT.

SITE PLAN - 5718 HOLLISTER AVE. N.E.A.



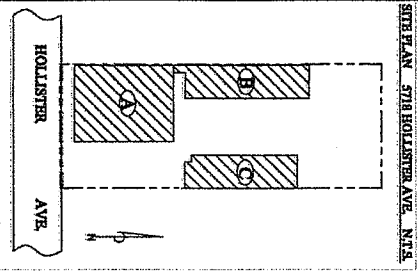
OVERALL SIGN PLAN 5718 HOLLISTER AVENUE GOLETA, CA 93117 DECEMBER 2009	
	SHEET 4 OF 8

BUILDING "B" INNER EAST ELEVATION



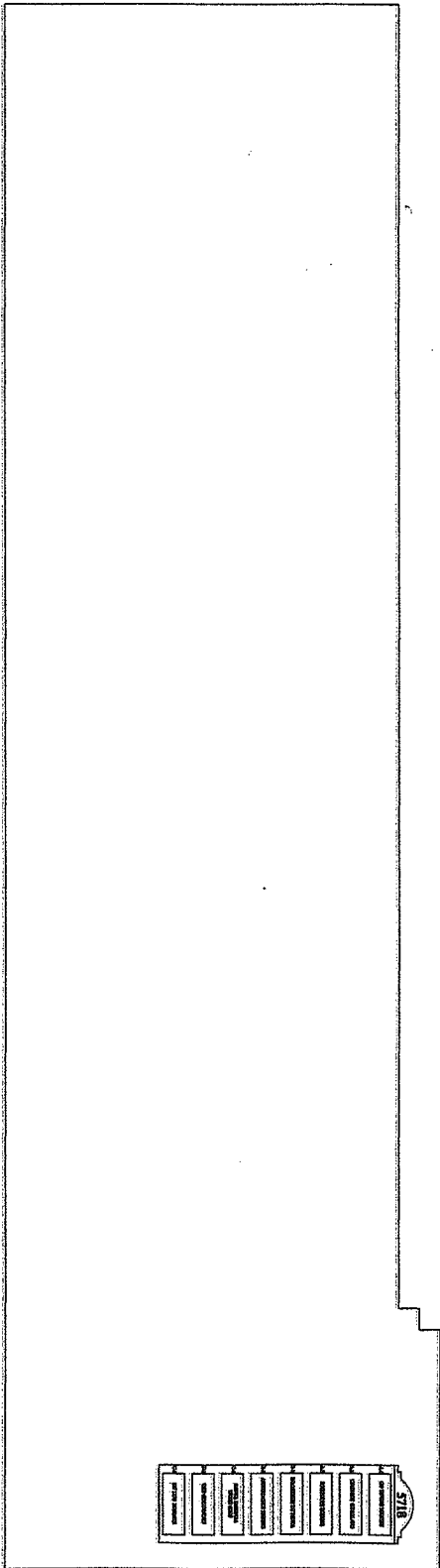
PROPOSED SIGNS:
 2 - 8'x18" INDIVIDUAL TENANT SIGNS
 OVERALL PROPOSED SIGNS SQ FOOTAGE = 26 SQ. FT.

BUILDING FACADE DIMENSIONS:
 SIGN AREA OVERALL LENGTH = 110' X 2'-5"
 OVERALL HEIGHT = 15'
 OVERALL FACADE SQUARE FOOTAGE = 1650 SQ. FT.



OVERALL SIGN PLAN 5718 HOLLISTER AVENUE GOLETA, CA 93117 DECEMBER 2009	
	SHEET 5 OF 8

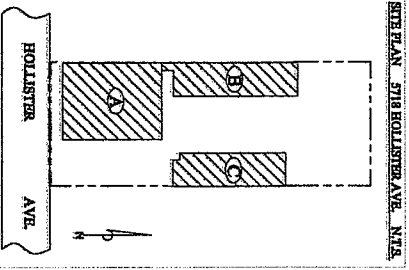
BUILDING "A" & "B" WEST ELEVATION



PROPOSED SIGNS:
1 - BUILDING MAIN DIRECTORY
OVERALL PROPOSED SIGN SQ. FOOTAGE = 29 SQ. FT.

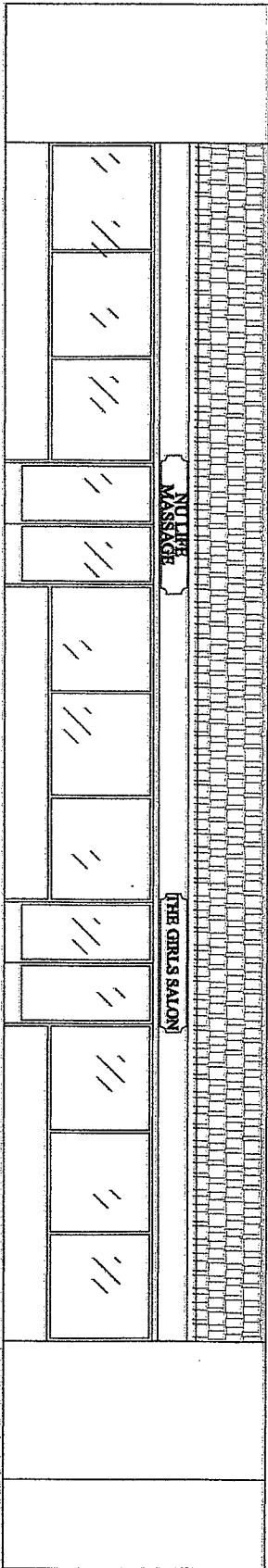
BUILDING FACADE DIMENSIONS:
OVERALL LENGTH = 190'
OVERALL HEIGHT = 15'
OVERALL FACADE SQUARE FOOTAGE = 2850 SQ. FT.

Directory on Bldg. A - West Elevation
SQUARE PART OF SIGN - 3' X 8'
SIGN AREA 190' X 15'
SIGN - 3' X 9'-9"
EACH SIGN PANEL 2'-4" X 10"
LETTER SIZE 2"
ADDRESS SIZE 4"



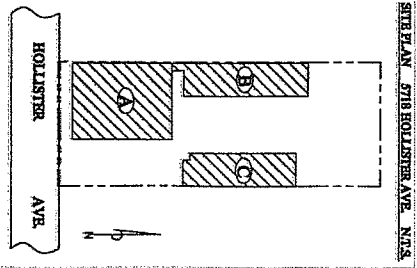
OVERALL SIGN PLAN 5718 HOLLISTER AVENUE GOLETA, CA 93117 DECEMBER 2009	
	SHEET 6 OF 8

BUILDING "C" INNER WEST ELEVATION



PROPOSED SIGNS:
 2 - 8' x 18" INDIVIDUAL TENET SIGNS
 OVERALL PROPOSED SIGNS SQ FOOTAGE = 24 SQ. FT.

BUILDING FACADE DIMENSIONS:
 SIGN AREA OVERALL LENGTH = 90' X 2'-5"
 OVERALL HEIGHT = 15'
 OVERALL FACADE SQUARE FOOTAGE = 1350 SQ. FT.

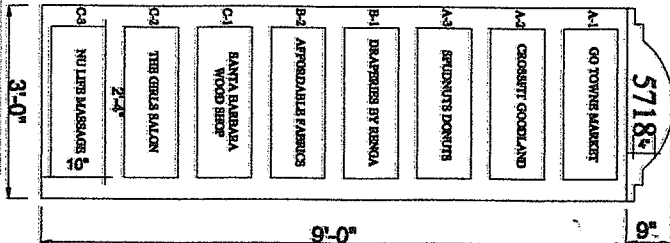


OVERALL SIGN PLAN
 5718 HOLLISTER AVENUE
 GOLETA, CA 93117
 DECEMBER 2009

SHEET 7 OF 8

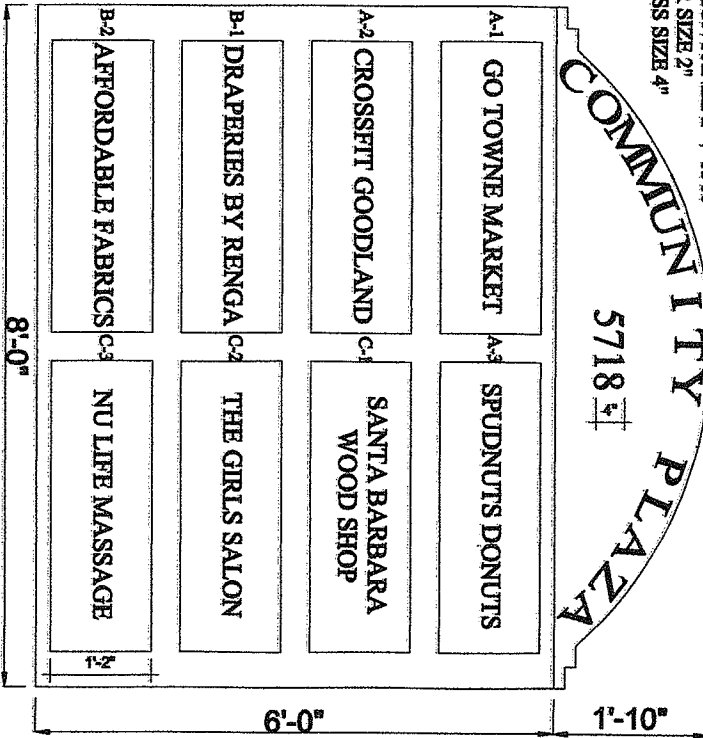
BUILDING A DIRECTORY -
WEST ELEVATION

SIGN AREA 190' X 15'
 SIGN - 3' X 9.5"
 EACH SIGN PANEL 2'-4" X 10"
 LETTER SIZE 2"
 ADDRESS SIZE 4"



MAIN DIRECTORY -
SOUTH ELEVATION

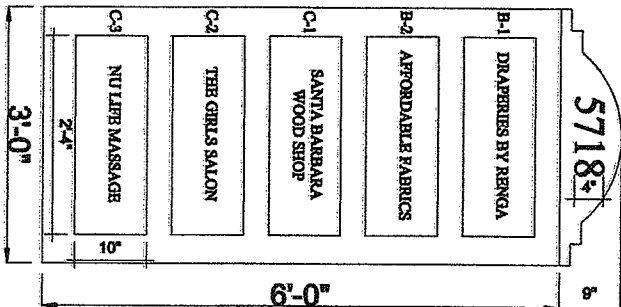
SIGN AREA 12'-9" WIDE X 10'-6" HIGH
 SIGN - 8' WIDE X 7'-10" HIGH
 EACH SIGN PANEL 3'-6" X 1'-2"
 LETTER SIZE 2" - 7/16"
 ADDRESS SIZE 4"



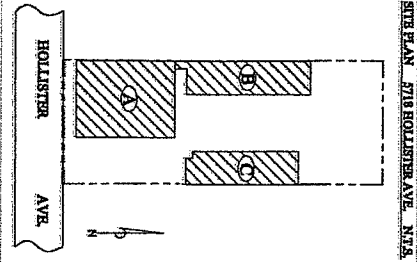
SIGN AREA 12'-9" WIDE X 10'-6" HIGH
 SIGN - 8' WIDE X 7'-10" HIGH
 EACH SIGN PANEL 3'-6" X 1'-2"
 LETTER SIZE 2" - 7/16"
 ADDRESS SIZE 4"

BUILDING "B" & "C"
DIRECTORY -
SOUTH ELEVATION

SIGN AREA 4' - 6" WIDE X 15' HIGH
 SIGN - 3' X 6-9"
 EACH SIGN PANEL 2'-4" X 10"
 LETTER SIZE 2"
 ADDRESS SIZE 4"



SIGN AREA 4' - 6" WIDE X 15' HIGH
 SIGN - 3' X 6-9"
 EACH SIGN PANEL 2'-4" X 10"
 LETTER SIZE 2"
 ADDRESS SIZE 4"



OVERALL SIGN PLAN
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SHEET	8 OF 8
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