



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-2

DATE: March 23, 2010
TO: Goleta Design Review Board
FROM: Shine Ling, Assistant Planner
SUBJECT: 10-032-DRB: Park One Signage; 6550 Hollister Avenue; APN 073-330-006

APPLICANT: Erin Carroll
Arcadia Studio
202 E. Cota Street
Santa Barbara, CA 93101

PROJECT DESCRIPTION:

This is a request for *Conceptual* review. The property includes a 38,000-square foot commercial building on a 3.43-acre parcel in the M-RP zone district. The applicant requests a freestanding monument sign at the southwest corner of the property and a directional monument sign at the entrance driveway on Los Carneros Road. The project was filed by Derrik Eichelberger and Erin Carroll of Arcadia Studio, agent, on behalf of Park One LLC, property owner. Related cases: 10-032-LUP; 10-033-LUP; 10-032-SCC; 10-033-SCC; 10-033-CUP.

BACKGROUND:

The project was submitted on March 4, 2010. This is the first time the project has been before the DRB. There are no known violations on the property. A Conditional Use Permit will be required to allow for a directional sign, pursuant to the City Sign Regulations (Sec. 35-20).

ANALYSIS:

Zoning Consistency

	<i>Ordinance Standard</i>	<i>Proposed</i>	<i>Consistent Y/N</i>
Monument 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 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 sign area • Height shall not exceed 30 feet. • No part of the sign or supporting structure 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 monument sign proposed; street frontage exceeds 125 feet.</p> <ul style="list-style-type: none"> • One sign to be placed on the sign structure. • Sign area proposed is 21 square feet • 4-foot tall wall • Wall does not project over street right-of-way • Minimum 22-foot setback from street right-of-way line 	Yes
Directional Signs	<p>Directional Signs are subject to a Conditional Use Permit approved by the Zoning Administrator specifying size and location.</p>	<p>One 33-square foot directional monument sign located at the Los Carneros driveway entrance.</p>	Subject to 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 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, purpose, and design of new signs proposed.

ATTACHMENTS:

- Reduced copies of site and signage plans

Text shown in drawing may be for illustration purposes only. Refer to Sign Message Schedule for correct text.

**SITE
LOCATION PLAN**
Exterior Signs



EXISTING SITE PLAN
Scale : 1/64" = 1'-0"

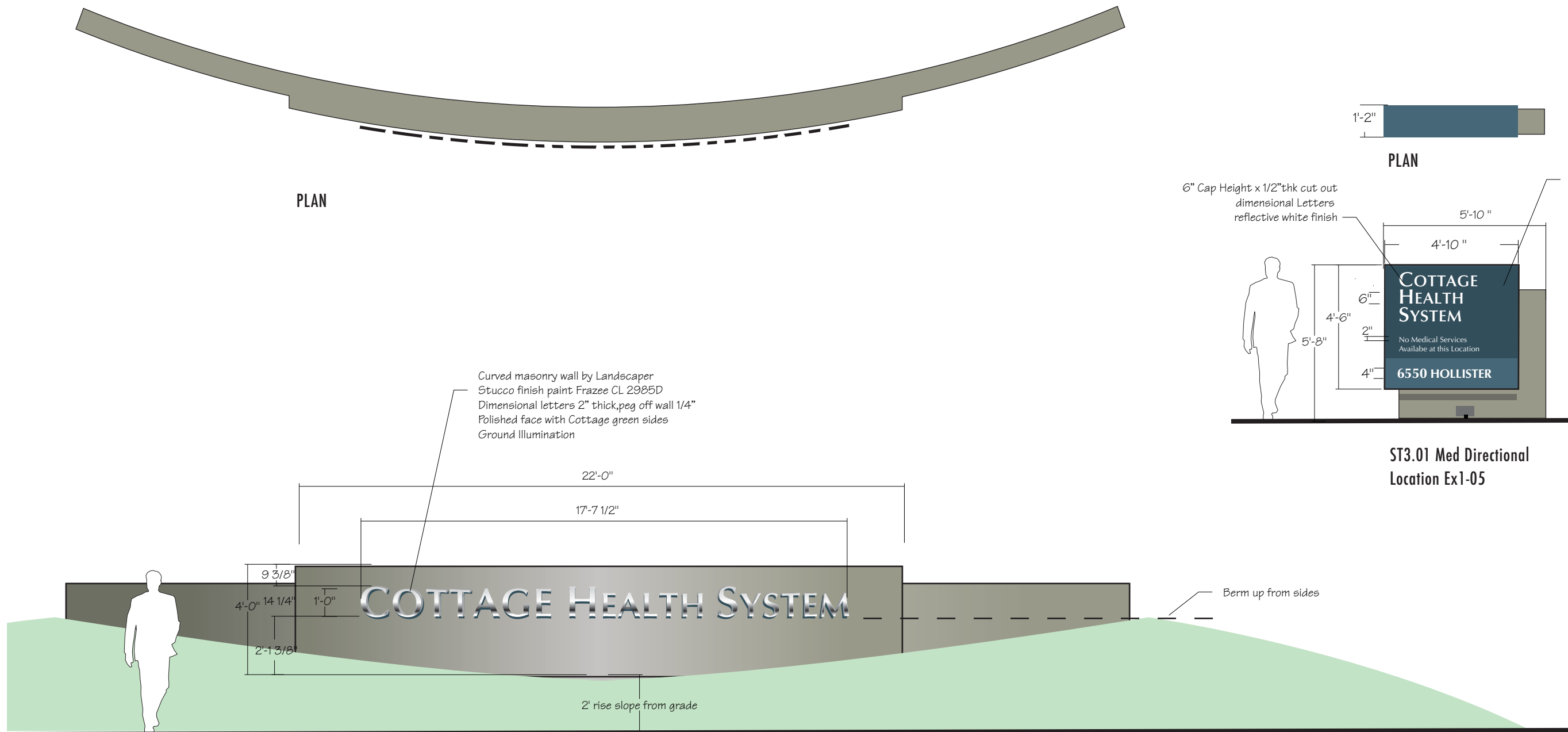


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Exterior Sign Types

USE: Site Identification



ST1.05 Monument
 Location Ex1-01

ST3.01 Med Directional
 Location Ex1-05