



DESIGN REVIEW BOARD Staff Report

Planning and Environmental Services
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www.cityofgoleta.org

AGENDA ITEM H-2

DATE: April 13, 2010
TO: Goleta Design Review Board
FROM: Brian Hiefield, Assistant Planner
SUBJECT: 10-019-DRB; O'Reilly Auto Parts Signage; 5754 Hollister Avenue; APN 071-063-010

APPLICANT: Brenda Compton
Dave's Signs
1982 East Thompson Boulevard
Ventura, CA 93003

PROJECT DESCRIPTION:

This is a request for *Conceptual/Preliminary/Final* review. The property includes an approximately 4,340-square foot commercial building on a 10,000-square foot lot in the C-2 zone district. This property is located in the Goleta Old Town Revitalization Area and the Goleta Old Town Heritage District. The applicant proposes to place one wall sign on the southern façade of the building facing Hollister Avenue. The wall sign will read "O'Reilly" on one line of text with a clover leaf logo within the 'O' of O'Reilly. The sign is a maximum of 4.08-feet tall by 10.5-feet long for an aggregate of 42.84 square feet. The sign will have internally LED illuminated channel letters with a 3/4 -inch black trim cap, and 5-inch black aluminum returns. The letters will be white acrylic with black and green translucent vinyl on the faces. The project was filed by agent Brenda Compton of Dave's Signs, for O'Reilly Auto Parts, tenant, and Jay K. Torrey, property owner. Related cases: 10-019-SCC.

BACKGROUND:

The application was submitted on February 17, 2010. This is the first time the project has been before the DRB. There are no known violations on the property.

**ANALYSIS:
 Zoning Consistency:**

Wall Signs	Required	Proposed	Consistent Y/N
Location	One allowed on each street frontage	One on Hollister Avenue.	Yes
Sign Area	The sign is not to exceed 1/8 th of the square footage of the building façade of the first floor occupied by the enterprise upon which the wall sign is to be located or 100 square feet. 1/8 of South façade area >100 sq. ft; therefore the sign may not exceed 100 sq. ft.	~42.8 sq. ft.	Yes

Consistency with Goleta Old Town Architecture and Design Guidelines:

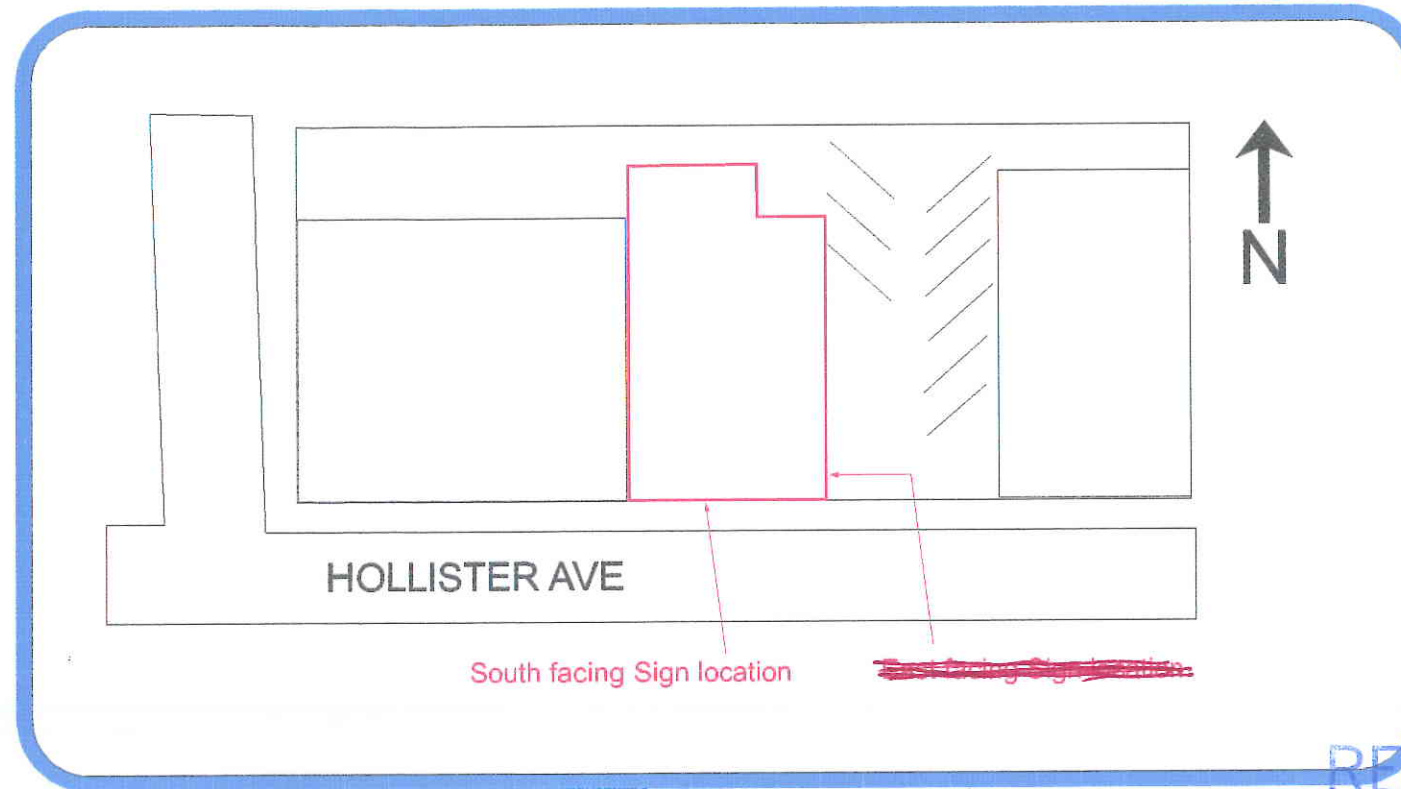
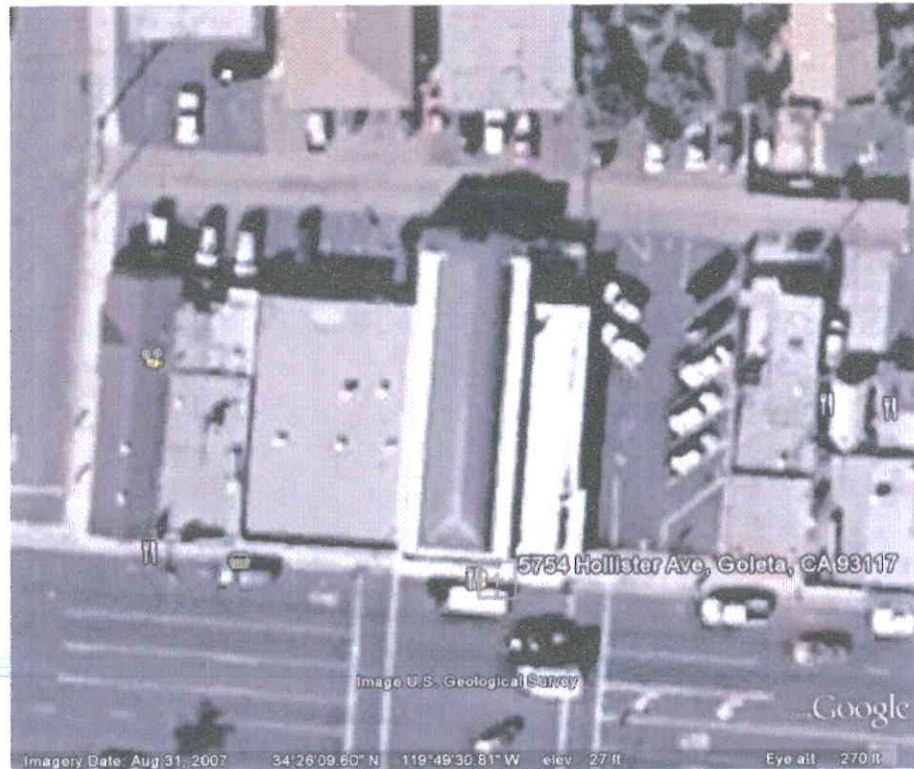
(For DRB reference – not required by zoning ordinance. This is a partial list of the signage guidelines.)

Signage	Required	Proposed	Consistent Y/N
Content	Should be limited to the business name only	“O’Reilly” with logo	Yes
Letter height	A maximum of 10”, except where it can be found that said letter size is inconsistent with building size, architecture, and setback from the public right of way.	49” maximum	No
Area	For a dominant building frontage up to 100 linear feet, 1 square foot of sign area per linear foot of building frontage, or 65 square feet, whichever is less 56-feet of linear building frontage	42.8 sq. ft.	Yes

ATTACHMENTS:

- Reduced 11” x 17” copies of site plans and elevations.
- Applicable Goleta Heritage District Architecture and Design Guidelines

Site Plan , Map, Photos of existing Signage. 5754 Hollister.



Design No:	
Account:	O'Reilly
Location:	5754 Hollister Goleta, CA
Designer:	
Date:	12-20-09
Revised:	
Fonts:	
This is an original unpublished drawing, submitted for the project being planned. This drawing is not to be copied or shown to persons outside of your organization without the written permission of Dave's Signs LLC.	
Approvals as required:	
Client:	
Landlord:	
Client's approval signature certifies that spelling, colors and all other specifications are correct as detailed and set forward herein.	
Dave's Signs Rep.:	
E-mail:	dave@davessigns.com
Cell:	
1982 E. Thompson Blvd. Ventura, CA 93001	
Ph: (805) 641-1387	
Fx: (805) 641-0397	
Lic C-45 # 917812	

RECEIVED
FEB 17 2010
City of Goleta
Planning & Environmental Svcs

Existing Sign 10" x 15'-6" long illuminated lit channel letters



Proposed Sign 49" x 126" illuminated logo - 42.8 Sq. Ft.



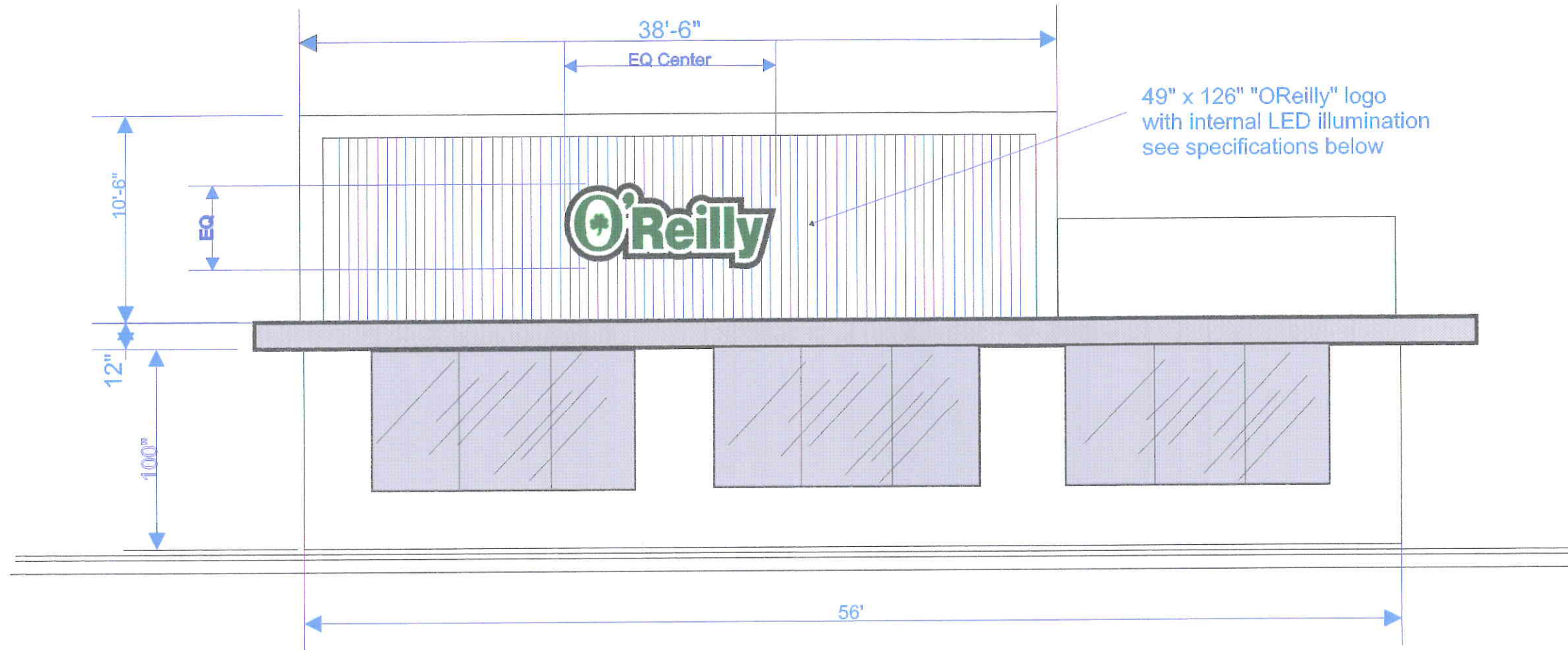
~~Entrance elevation
proposed secondary ID sign location~~



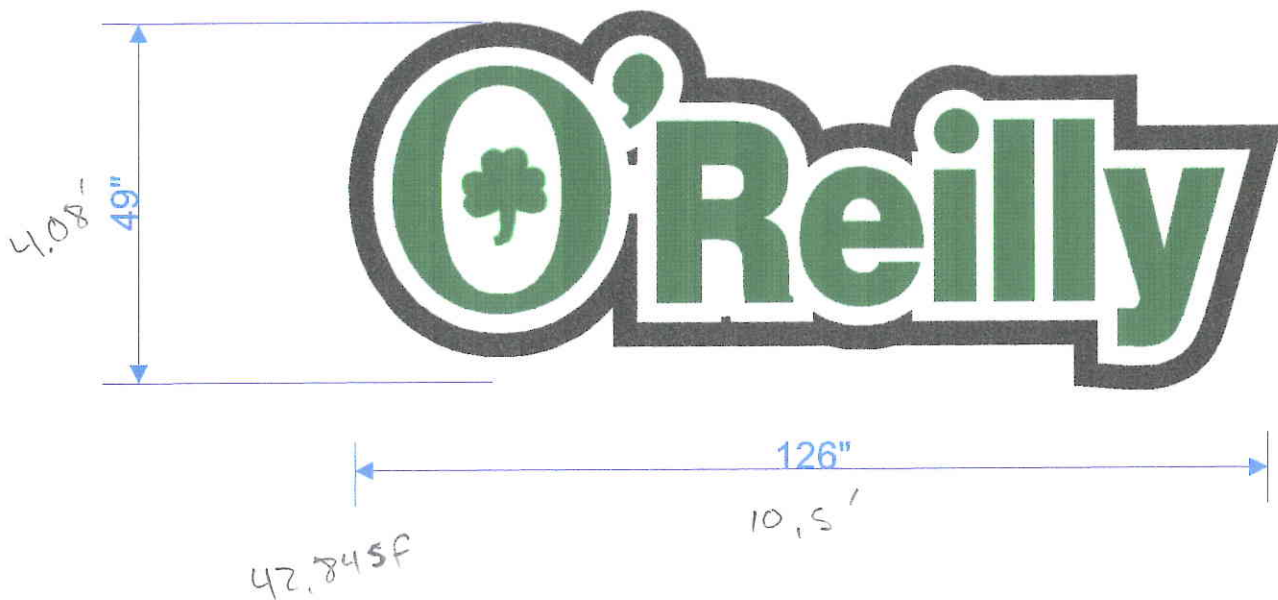
Proposed Entrance side sign



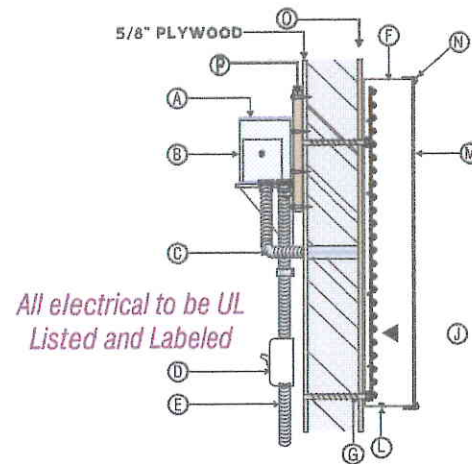
Dave's
Signs



LED illuminated channel logo, 3/4" Black trim cap, 5" Black aluminum returns
White acrylic faces with black and green PMS#356 translucent vinyl on faces



CHANNEL LETTER DETAIL



A	POWER SUPPLY HOUSING
B	LED POWER SUPPLY
C	CONDUIT (1/2" MIN) WATER PROOF
D	LISTED DISCONNECT SWITCH
E	PRIMARY ELECTRICAL SOURCE
F	5" (.063) BLACK ALUM RETURNS
G	1/8" SCREWS IN NYLON ANCHORS 1 1/2" PENETRATIONS 3 PER LETTER MIN
H	LED ILLUMINATION
I	DRAIN HOLES
J	1/8" ACRYLIC FACE
K	3/4" BLACK TRIM CAP
L	BUILDING FASCIA
M	1/4" X 3" WOOD SCREWS

SHALL COMPLY WITH NEC ART. 600
UL APPROVED CHANNEL LETTERS
 A DISCONNECT SWITCH WITHIN SIGHT OF SIGN EQUIPMENT. NEC 600.6
 ALL REQUIRED FACTORY LISTING LABELS. NEC 600.3
 NO FIELD INSTALLED LABELS
 ADD ALL REQUIRED INSTALLER MARKINGS NEC 600.3 AND NEC 600.4
 A REQUIRED 20 AMP CIRCUIT. NEC 600.5
 TIME CLOCK OR PHOTO SENSOR CONTROL. CEC 2008 STANDARDS
 ALL METAL SIGN COMPONENTS SHALL BE BONDED PER NEC 250.

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Designer:
Date: 12-20-09
Revised:
Fonts:
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GOLETA HERITAGE DISTRICT ARCHITECTURE & DESIGN GUIDELINES

4. Developers, architects and business owners are encouraged to use green building materials and practices. Applicants are encouraged to consult with the County's Innovative Building Review Committee (IBRC) which offers a free review of residential and commercial projects to advise on efficient building designs and equipment.

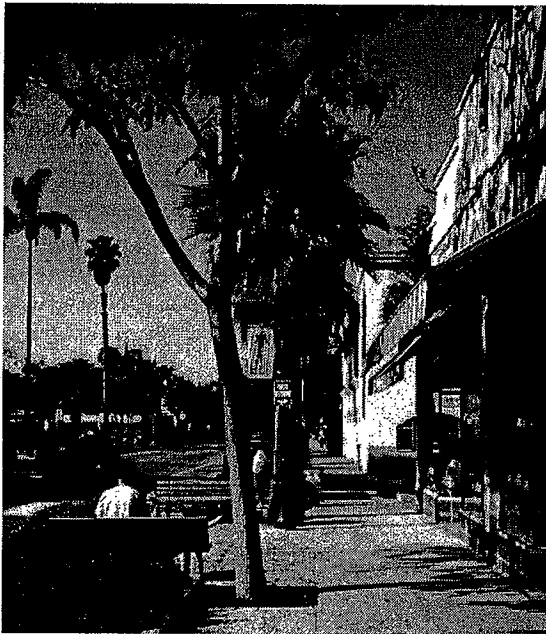


Figure 18 - Streetscape, Carpinteria, CA

M. Awnings

(See also Appendix A DevStd VIS-OT-2.1)

Awnings serve a functional purpose by protecting shop windows from intense direct sunlight. The most functional awnings are retractable, having a frame that can be adjusted up or down depending upon lighting conditions.

1. Awnings should be limited to the width of the protected opening.
2. Awnings should be of a durable, commercial-grade fabric, canvas or similar material having a matte finish. Awning frames and supports should be of painted or coated metal or other non-corroding material.
3. Brackets and supports should be decorative, preferably of wrought iron, and designed to visually complement the architecture.

N. Signage (See also Appendix A DevStd VIS-OT-8, 8.1, 8.2, 8.3)

All signs are subject to the Sign Regulations of Article I of Chapter 35, Zoning Regulations of the Santa Barbara County Code.

The objective of standards and sign guidelines is not to foster uniformity, but to express the spirit and quality of the business behind the sign.

1. Signage should enhance and complement the architectural character of a specific building, while enriching the visual attractiveness and pedestrian scale of the downtown street.
2. Signage should be limited to the business name only and can include a figurative component that represents the type of business.
3. Signs should be in proportion to the building's scale and design.
4. The BAR reserves the right to ask commercial chains to change their signs (e.g. size of commercial logo) to comply with the guidelines.

5. Letter height shall be limited to a maximum height of ten (10) inches, except where it can be found that said letter size is inconsistent with building size, architecture, and setback from the public right-of-way. For developments that are subject to an overall sign plan or are setback more than fifty (50) feet from the right-of-way, the BAR may approve a letter height in excess of ten (10) inches.
6. Signs should not be excessive, cluttered, or out of proportion with a building's architecture.
7. The total area for all signs identifying a business shall not exceed the following:
 - a) For a dominant building frontage up to one hundred (100) linear feet, one (1) square foot of sign area per linear foot of building frontage, or sixty-five (65) square feet, whichever is less.
 - b) For dominant building frontage of one hundred (100) linear feet or greater, three-quarters (3/4) square foot of sign area per linear foot of dominant building frontage or ninety (90) square feet, whichever is less.
 - c) For a building occupied by more than one tenant, the dominant building frontage for each business is that portion of the building elevation adjacent to the business. For a business that is not on the ground floor, one half (1/2) square foot of sign area per linear foot of dominant building frontage is permitted.

Wall Signs

1. Wall signs should enhance a building's architectural style and overall proportion.
2. Flat wall signs should be aligned with major architectural elements such as storefront windows and doors.
3. Flush-mounted signs should be framed by ornamental elements such as cornice lines, pilasters, transom windows, etc.
4. Flat or painted signs should not cover or detract from any significant architectural details.
5. Unless they are an integral part of a building facade or overall roof design, wall signs should not extend above the cornice line or into or above roof areas. A "sign board" may extend above an existing parapet if it is designed as a parapet integral with the style of the building.
6. Flush-mounted sign boards should be mounted above the storefront display windows and below the second-story window sills. Lettering should be no larger than 10 inches high. The lettering size should be appropriate to the scale and proportion of the overall facade.

Projecting Signs

1. Projecting or perpendicular signage should be attached to the building so that no portion of the sign extends lower than 8 feet above finish grade, and no further than 4 feet from the face of the building wall.



Figure 19 - Projecting Sign

2. A proportion of at least 2:1, height to width, should be used for a slender vertically-oriented sign. If a hanging “blade” sign is used below an awning or fixed canopy, a proportion of at least 2:1, width to height, should be used to ensure an appropriate slender ratio.
3. Projecting signs should be directly attached to the building with decorative metal supports integral to the overall design of the facade.

4. Projecting signs should not extend above the cornice line or into the roof area unless the sign is an integral part of the new facade design. If the sign is a faithful restoration of a historically original design, it should enhance the existing architectural details and forms.



Figure 20 - Projecting Sign

3. Color combinations for awning lettering should contrast for legibility but keep to simple patterns and lettering styles. More complex textures and patterns are discouraged.

Figurative Signs

1. Figure-shaped signs should identify the specific type of business through the use of objects as graphic symbols (e.g., coffee cup, key or shoe).
2. Size standards for figurative signs should comply with the same guidelines as noted for wall and projecting signs.

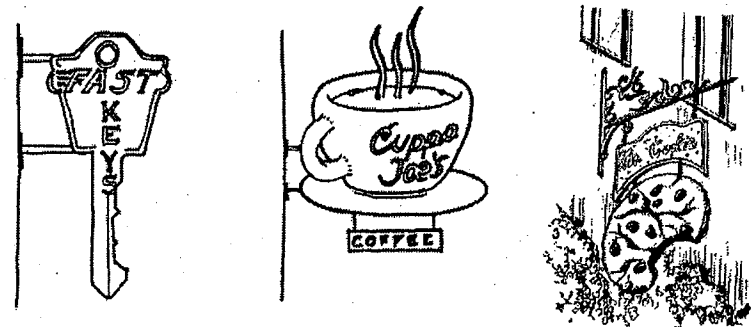


Figure 21 - Figurative Signs

Awning and Canopy Signs

1. An awning is often used for weather protection and storefront shading and secondarily for signage. The sign area should be limited to the valance or bottom of the awning or canopy area. Valances should not exceed 12 inches in height.
2. Signs on awnings or canopies should be in the form of printed letters and logos.

Other Signs

1. New free-standing pole signs of any size or scale are prohibited.
2. Free standing signs should not exceed a height of six (6) feet.

Sign Lighting

1. Lighting should be considered an integral part of sign design.
2. New internal box-type or back-lit lighting is prohibited.
3. Neon signs are acceptable if the following criteria are incorporated:
 - The sign is not directed toward or visible from residentially zoned areas.
 - The sign is artistic and subtle in design and execution.
 - Neon signs may be figurative and should reflect the business name.
4. Where signs are externally illuminated and light fixtures are visible, they should be compatible in character with both the sign and the building design.
5. Uplighting should be restricted to signs no higher than six (6) feet above the ground and should be focused solely on the sign area. Uplighting of signs should not result in a negative visual impact to pedestrians, other businesses or adjacent neighborhoods.

Recommended Materials

1. The following materials are recommended for use in signs:
 - Wood-carved, sandblasted, etched and properly sealed, primed and painted or stained.
 - Metal-formed, etched, cast, engraved and properly primed and painted or factory coated to protect against corrosion.

- High-density preformed foam or similar material - new materials may be very appropriate if properly designed in a manner consistent with these guidelines, and painted or otherwise finished to complement the architecture.
- Unique materials and designs that are not identified here, but which are compatible with the objectives of the Design Guidelines, may be considered, subject to review and approval.

O. Exterior Lighting

(See also Appendix A DevStd VIS-OT-1.7)

1. The design of exterior lighting fixtures should enhance and complement the character of a specific building or space, and should reflect the heritage of Old Town.
2. The lighting of buildings, landscaping, driveways, signs and other exterior uses of lighting should be designed to minimize light and glare on adjacent neighborhoods.
3. The use of uplighting should be avoided to minimize light pollution of the night sky.

P. Private Parking

(See also Appendix A DevStd VIS-OT-3.3, 3.4, 7.1, 7.2, 7.3, 7.4)

1. On-site parking should be located at the rear of the building.
2. Parking lots should include accessible parking consistent with California Accessibility requirements.