



## 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: May 25, 2010  
TO: Goleta Design Review Board  
FROM: Shine Ling, Assistant Planner  
SUBJECT: 10-060-DRB; Autoliv Wall Sign; 420 South Fairview Avenue; APN 071-130-061

**APPLICANT:** William Messori  
Mar Ventures, Inc.  
2050 West 190th Street, Suite 108  
Torrance, CA 90504

### PROJECT DESCRIPTION:

This is a request for *Conceptual/Preliminary/Final* review. The property includes a 73,203-square foot commercial building on a 4.93-acre parcel in the M-RP zone district. The applicant proposes to place one wall sign on the western façade of the building facing Fairview Avenue. The wall sign will read "Autoliv" on one line of text. The sign would be 24 inches tall by 75.25 inches wide and have an area of 12.5 square feet. The sign would be constructed of 0.5-inch thick cast aluminum letters painted dark bronze (Frazee 8716N "Western Reserve") that would be pin-mounted on the façade. No lighting is proposed. The project was filed by William Messori, agent, on behalf of Autoliv, tenant, and The Towbes Group, property owner. Related cases: 10-060-SCC.

### BACKGROUND:

The application was submitted on April 26, 2010. This is the first time the project has been before the DRB. There are no known violations on the property.

**ANALYSIS:**

**Consistency with Fairview Corporate Center Overall Sign Plan:**

<b>Wall Signs</b>	<b>Required</b>	<b>Proposed</b>	<b>Consistent Y/N</b>
Location	Western or southern elevations only; one sign per tenant maximum	One sign on western elevation	Yes
Design Standards	<ul style="list-style-type: none"> <li>• Lighting limited to halo-lit lighting</li> <li>• Lettering shall be uniform with other site signage: dark bronze-colored with pin mounted letters with the font and possible logo to be defined by tenant</li> <li>• Maximum dimensions: 192 inches long by 36 inches high</li> <li>• Maximum sign area: 48 square feet</li> <li>• Logos within maximum wall sign dimensions and can be a maximum of 24 inches high; lettering a maximum of 18 inches high</li> </ul>	<ul style="list-style-type: none"> <li>• No lighting proposed</li> <li>• Dark bronze aluminum cast letters pin mounted on façade</li> <li>• 75.25 inches long by 24 inches tall</li> <li>• 12.5 square feet sign area</li> <li>• Autoliv logo within maximum dimensions; 24 inches high; lettering is 13.5 inches high</li> </ul>	Yes

The proposed project is consistent with Article I (Sign Regulations) of Goleta Municipal Code Chapter 35 and the Fairview Corporate Center Overall Sign Plan (09-107-OSP).

**ATTACHMENTS:**

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



(1 SET) 24" H X 75 1/4" W X 1/2" THICK DARK BRONZE (FRAZEE 8716N "WESTERN RESERVE") CAST ALUMINUM LETTERS PIN MOUNTED TO EXISTING STRUCTURE. (12.54 SQ. FT.)

1345 Coronado Avenue • Long Beach, Ca. 90804 • (562) 498-6655 • Fax: (562) 985-0843

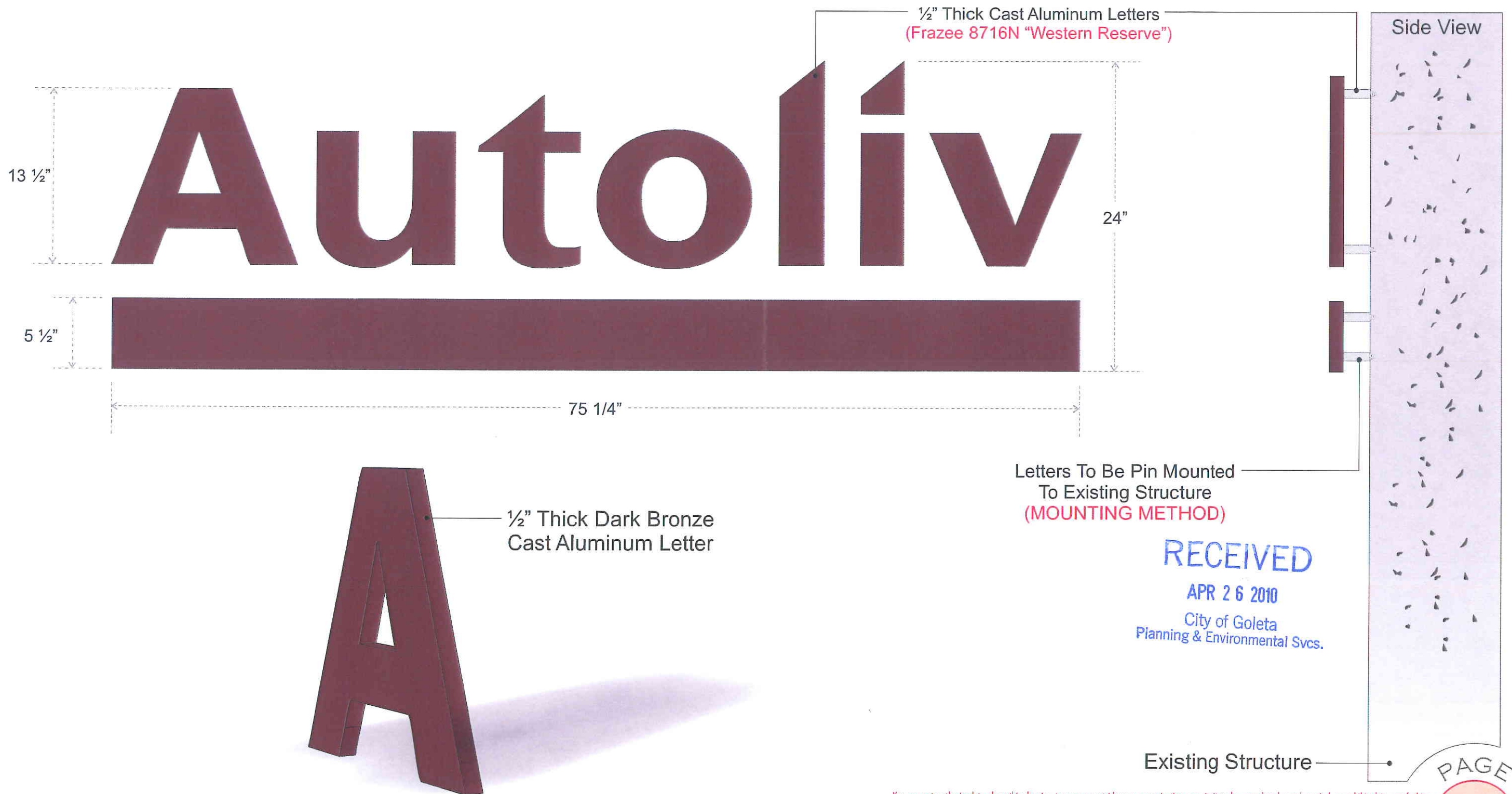
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INSTALL ADDRESS: 420 S. FAIRVIEW AVE. GOLETA, CA. 93117



COMPANY:	CONTACT:	SALES REP:	DATE:	SHOP DRAWING:	DESIGNER:	COLOR SCHEDULE:	REVISIONS (DATE):
MAR VENTURES, INC. 2050 W. 190TH ST., SUITE 108 TORRANCE, CA 90504	LAURA L. MILLDRUM-MAYER	DAVID FLYNN	03-10-10	10-101		● FRAZEE 8716N "WESTERN RESERVE"	● 03-19-10 ● 03-23-10
						BACKGROUND: ○ N/A	

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PROPOSED



EXISTING

PROPOSED TENANT SIGN (12.54 SQ.FT.)



EXTERIOR ELEVATION - WEST

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COMPANY: MAR VENTURES, INC. 2050 W. 190TH ST., SUITE 108 TORRANCE, CA 90504	CONTACT: LAURA L. MILLDRUM-MAYER	SALES REP.: DAVID FLYNN	DATE: 03-10-10	SHOP DRAWING: 10-101	DESIGNER: 	COPY:	FRAZEE 8716N "WESTERN RESERVE"	COLOR SCHEDULE: BACKGROUND:	REVISIONS (DATE):
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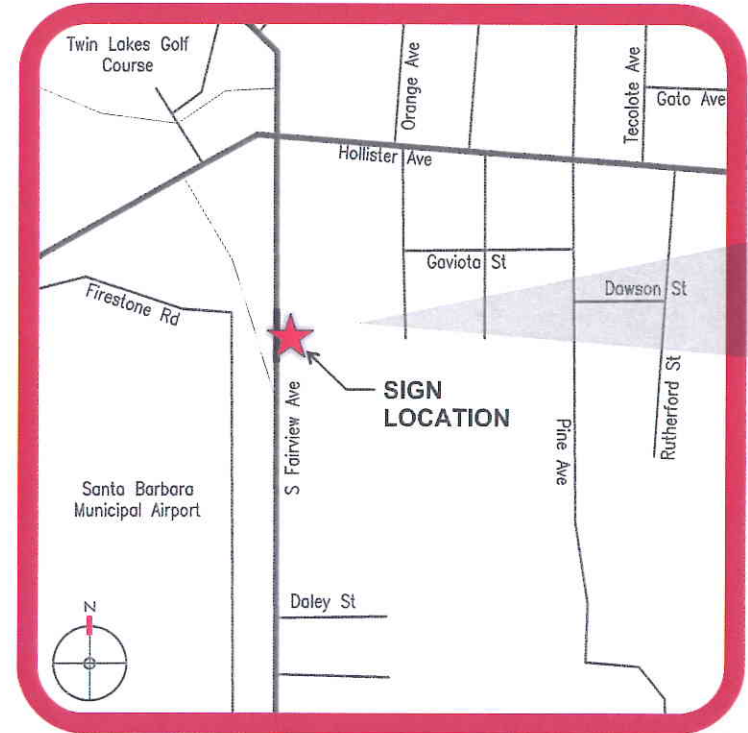
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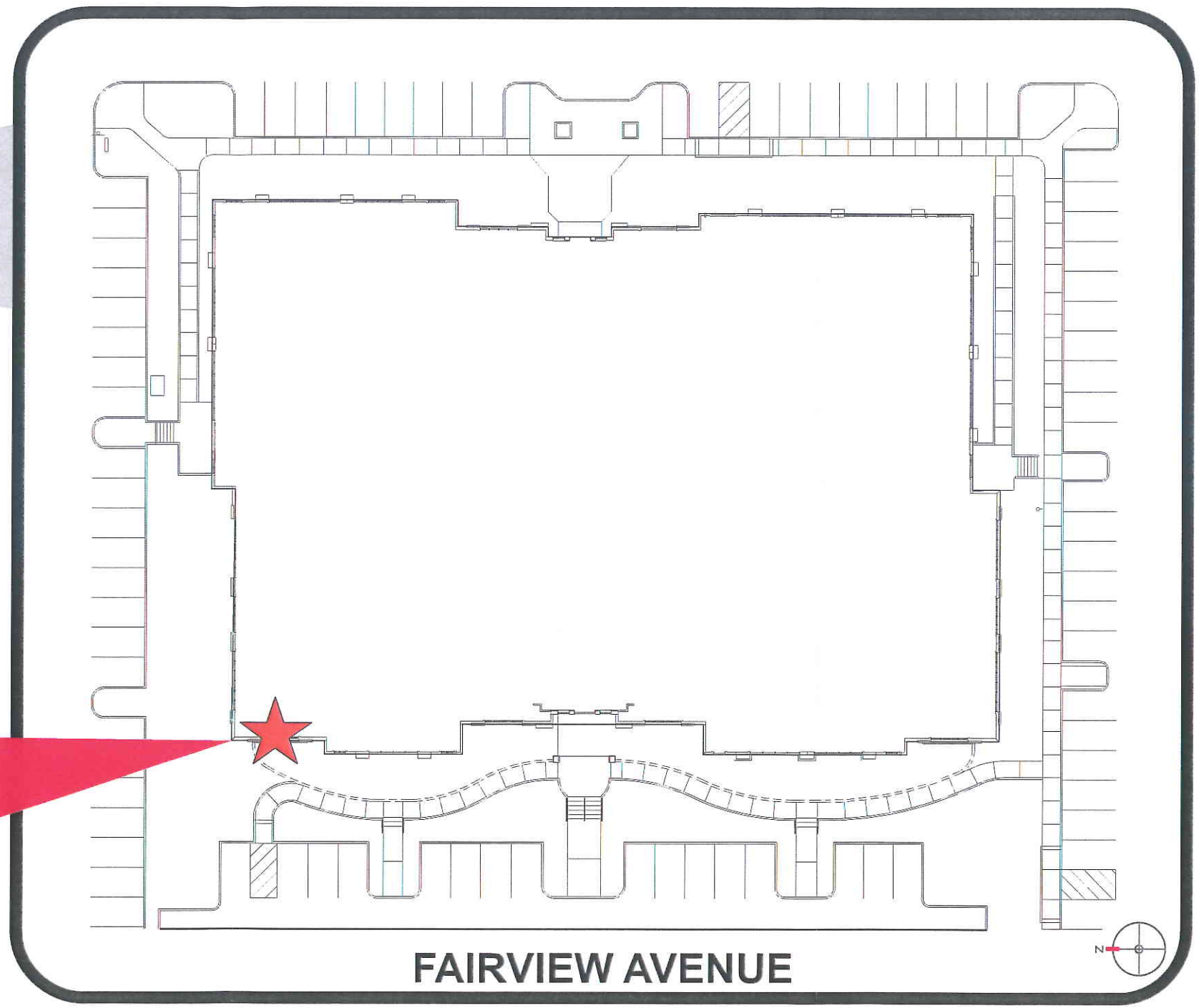


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VICINITY MAP



PROPOSED LOCATION



FAIRVIEW AVENUE

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MAR VENTURES, INC. 2050 W. 190TH ST., SUITE 108 TORRANCE, CA 90504	LAURA L. MILLDRUM-MAYER	DAVID FLYNN	03-10-10	10-101		COPI: ● FRAZEE 8716N "WESTERN RESERVE"      BACKGROUND: ○ N/A	

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