



## DESIGN REVIEW BOARD Staff Report

Planning and Environmental Services  
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### AGENDA ITEM H-1

DATE: June 22, 2010  
TO: Goleta Design Review Board  
FROM: Brian Hiefield, Assistant Planner  
SUBJECT: 10-058-DRB; Goleta Smoke Shop; 6861 Hollister Avenue Unit E;  
APN 073-100-034

**APPLICANT:** Abraham Barbarian  
16139 Sherman Way  
Van Nuys, CA 91406

#### **PROJECT DESCRIPTION:**

This is a request for *Conceptual/Preliminary/Final* review. The property includes a 17,500-square foot commercial property satellite to the Kmart store on a 1.2 acre lot in the C-2 zone district. The applicant proposes to install a sign for the "Goleta Smoke Shop" measuring a maximum of 24-inches tall by 96-inches wide for an aggregate of 16 square feet. The first line of text shall have 5-inch high red LED channel letters with a white background to read "GOLETA" with red trim caps, 4-inch white returns, and red faces. The second line of text shall have 16-inch high LED channel letters to read "SMOKE SHOP" with red trim caps, 4-inch white returns, and red faces. The sign shall be centered on the frontage for this tenant space and located on the fascia. The project was filed by agent Abraham Barbarian on behalf of the Goleta Smoke Shop, and RMR Properties, representative for the property owner. Related cases: 83-DP-17; 83-CP-64; 10-058-SCC.

#### **BACKGROUND:**

The project was submitted on April 21, 2010. This is the first time the project has been before the DRB. There are no known violations on the property.

The commercial complex was developed in accordance with Development Plan 83-DP-17, and Conditional Use Permit 83-CP-64.

**ANALYSIS:**

**Zoning Consistency:**

Wall Signs	Required	Proposed	Consistent Y/N
Location and Number of Signs	Per 83-DP-17, & 83-CP-64 One wall sign per tenant	One wall sign	Yes
Size	Per 83-DP-17, & 83-CP-64 2' tall X 5' to 8' long	2' tall X 8' long	Yes
Characters and Background	Per 83-DP-17, & 83-CP-64 Painted with colors to be selected by the architect to coordinate with the building colors	Both lines of text red characters. White background behind 'GOLETA', No background for Individually mounted letters for 'SMOKE SHOP'	TBD

The proposed project is consistent with the above requirements of Article I, Chapter 35, Sign Regulations, as modified by Development Plan 83-DP-17, and Conditional Use Permit 83-CP-64, subject to consideration of the characters and background by the DRB.

**ISSUES:**

- ***Determine if the sign colors coordinate with the building colors.***

**ATTACHMENTS:**

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

16" HIGH L.E.D. CHANNEL LETTERS RED COLOR FACE PLASTIC  
WITH 4" SIDE RETURN .040 ALUMINUM BACKING & SIDE  
16" 3/4 RED TRIM CUP WHITE SIDE LOGO 5"--30" WHITE BACK GROUND W/ RED LETTERS



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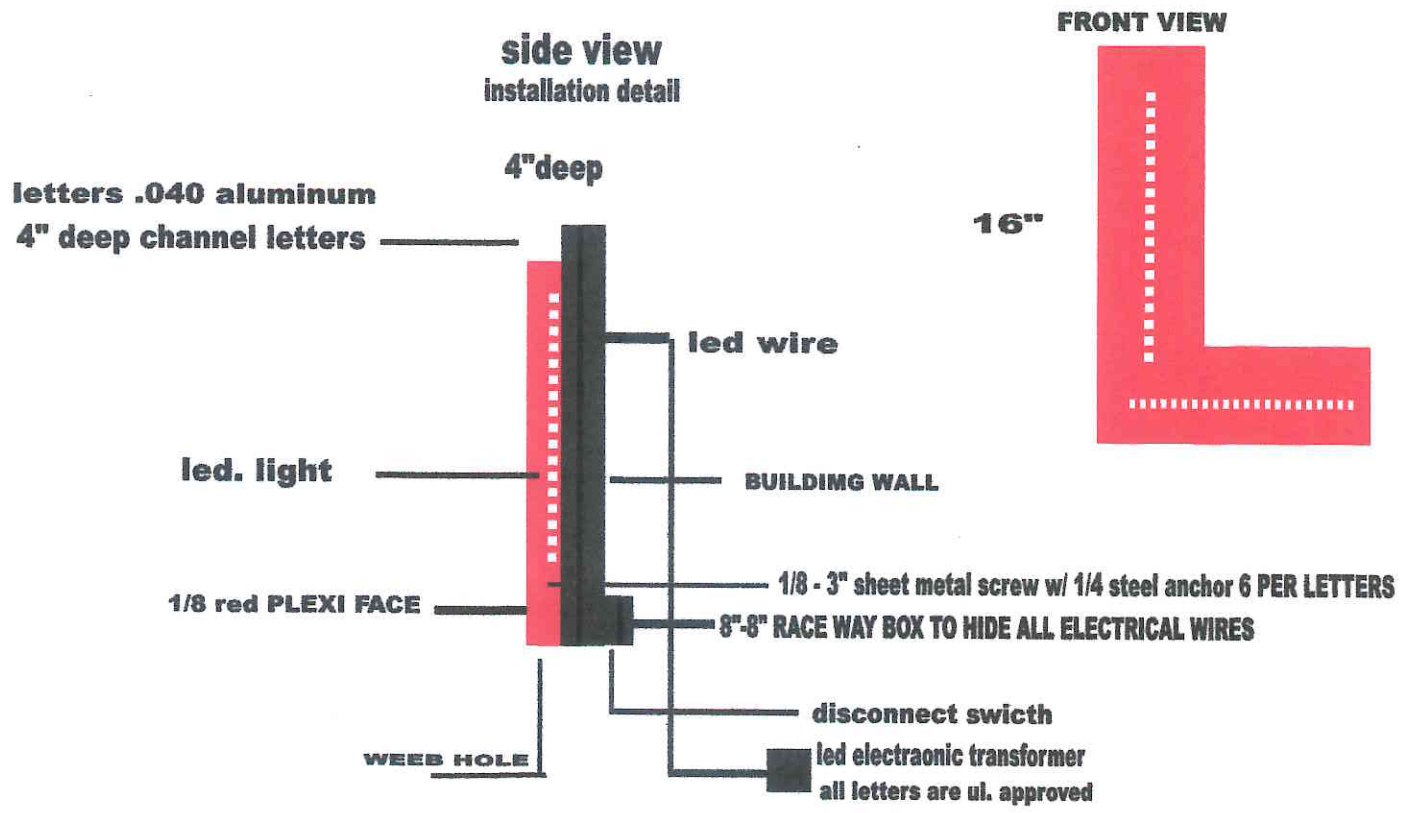
16' FEET FRONTAGE



16"LED CHANNEL LETTERS RED PLXI FACE WHITE 4" DEEP RETURN  
.40 SIDE ALUMINUM & BACKING 3/4 RED TRIM CUP  
GOLETA LED 5"-30" LOGO BOX WHITE BACK GROUND WITH RED LETTERS  
4" DEEP RETURN WHITE ,40 ALUMINUM SIDE AND BACKING

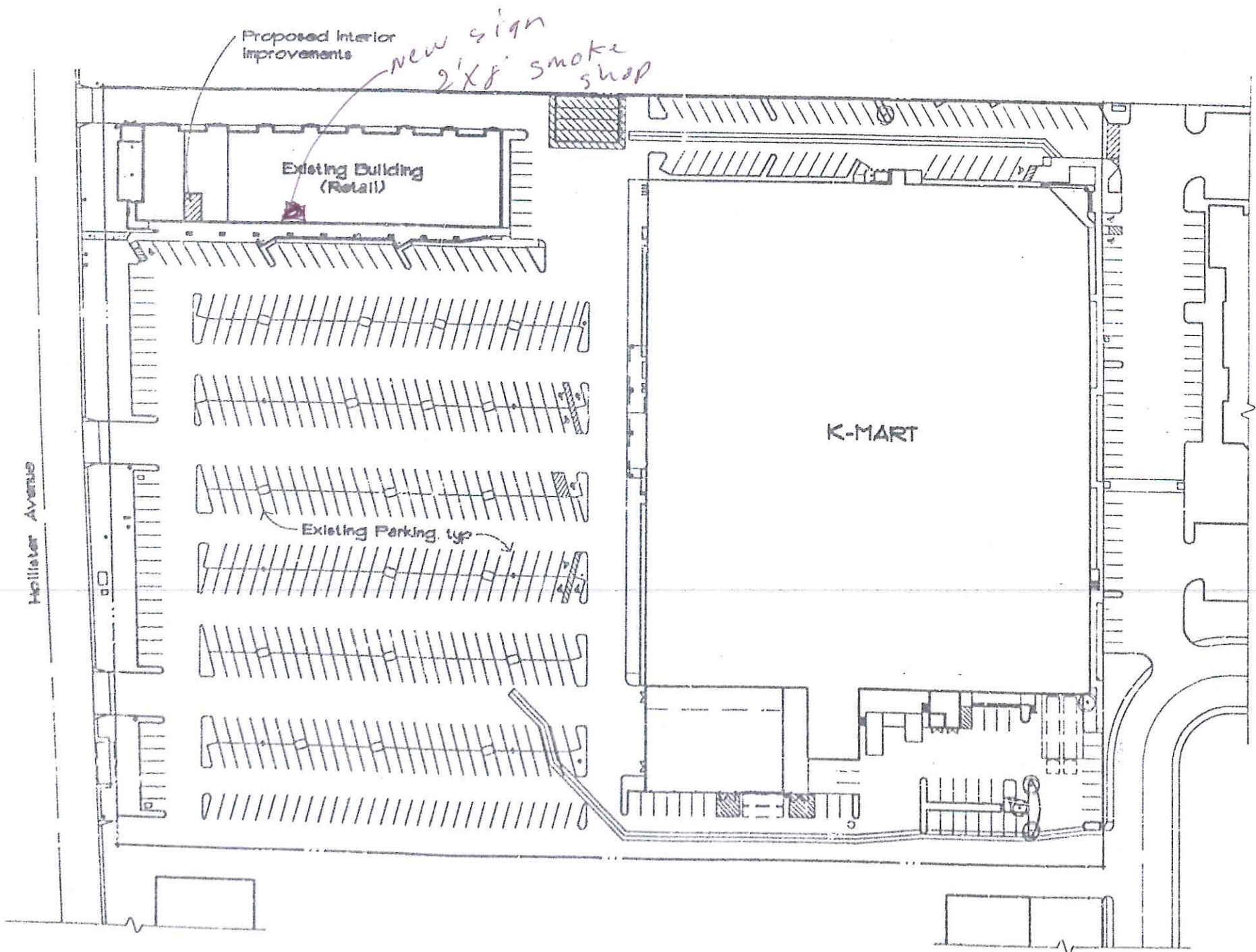
**ELEVATION 14' FEET**

6831 Hollisters AVE



**6831 HOLLISTERS AVE**





Site Plan

6831 HOLLISTERS AVE

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