



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-3

DATE: July 13, 2010
TO: Goleta Design Review Board
FROM: Shine Ling, Assistant Planner
SUBJECT: 10-091-DRB; Tecolote Research Wall Sign; 420 South Fairview Avenue;
APN 071-130-061

APPLICANT: Ron Wilkinson
Vogue Sign Co.
721 Commercial Avenue
Oxnard, CA 93030

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 "Tecolote Research Inc." on two lines of text. The sign would be 36 inches tall by 192 inches wide and have an area of 48 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 Ron Wilkinson of Vogue Sign Company, agent, on behalf of Tecolote Research Inc., tenant, and The Towbes Group, property owner. Related cases: 10-091-SCC.

BACKGROUND:

The application was submitted on June 28, 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:

Wall Signs	Required	Proposed	Consistent Y/N
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"> • Lighting limited to halo-lit lighting • 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 • Maximum dimensions: 192 inches long by 36 inches high • Maximum sign area: 48 square feet • Logos within maximum wall sign dimensions and can be a maximum of 24 inches high; lettering a maximum of 18 inches high 	<ul style="list-style-type: none"> • No lighting proposed • Dark bronze aluminum cast letters pin mounted on façade • 192 inches long by 36 inches high • 48 square feet sign area • No logo proposed; lettering is 15 inches high 	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.

A 15"



Existing

Proposed

VOGUE

SIGN COMPANY
The Sign of Integrity Since 1962

721 Commercial Ave. Oxnard, CA 93030
Office 805-485-3411 Fax 805-487-8774
www.VogueSigns.com

GRAPHIC SKETCH

Job Name:	. Tecolote Research
Date:	. 6-24-10
Address:	. 420 Fairview
City, State:	. Goleta, CA
Scale:	. NTS
Salesperson:	. Ron Wilkinson
Drawn by:	. Jason R. Hamilton
Page:	

REV 4

CUSTOMER APPROVAL
COPY, COLORS, & SIZE

SIGNATURE

DATE

LANDLORD APPROVAL

SIGNATURE

DATE

VOGUE SIGN INC. WILL ONLY CONNECT TO EXISTING DEDICATED SIGN CIRCUIT PER ARTICLE 600 OF THE NEC. PRIMARY ELECTRICAL TO SIGN LOCATIONS IS THE RESPONSIBILITY OF CUSTOMER



CALIFORNIA SIGN ASSOCIATION



INSTALL IN ACCORDANCE WITH N.E.C.

SURVEYING - RESEARCH - CREATION OF PLAN

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RECEIVED

JUN 28 2010
City of Goleta
Planning & Environmental Svcs.

A 15"

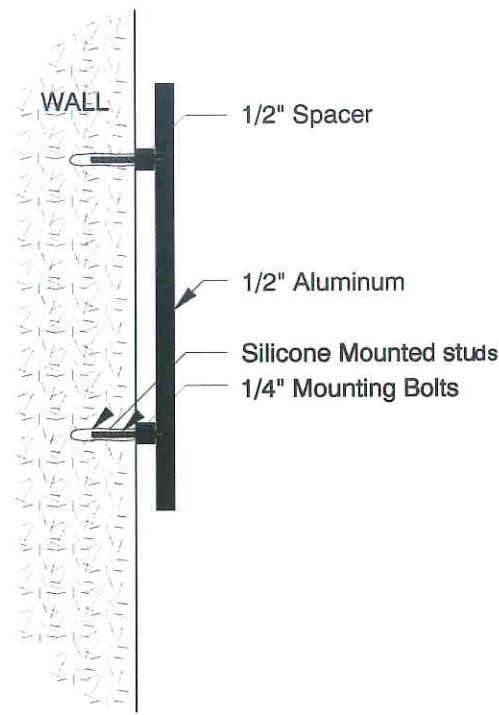
16'

36"
15"

TECOLOTE RESEARCH, INC.

48sf

Flat Cut Out- Mounted 1/4" From



Manufacture and Install (1) Set of Non Illuminated Letters and Logo

Letters

- 1/2" Dark Bronze Anodized Cast Aluminum Letters to Match Frazee 8716N.
- Pin 1/2" from to Building.

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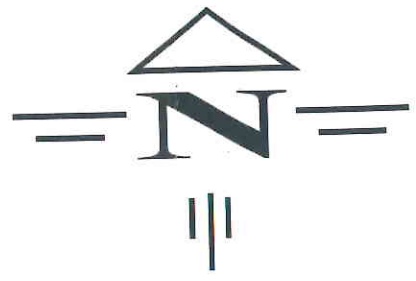
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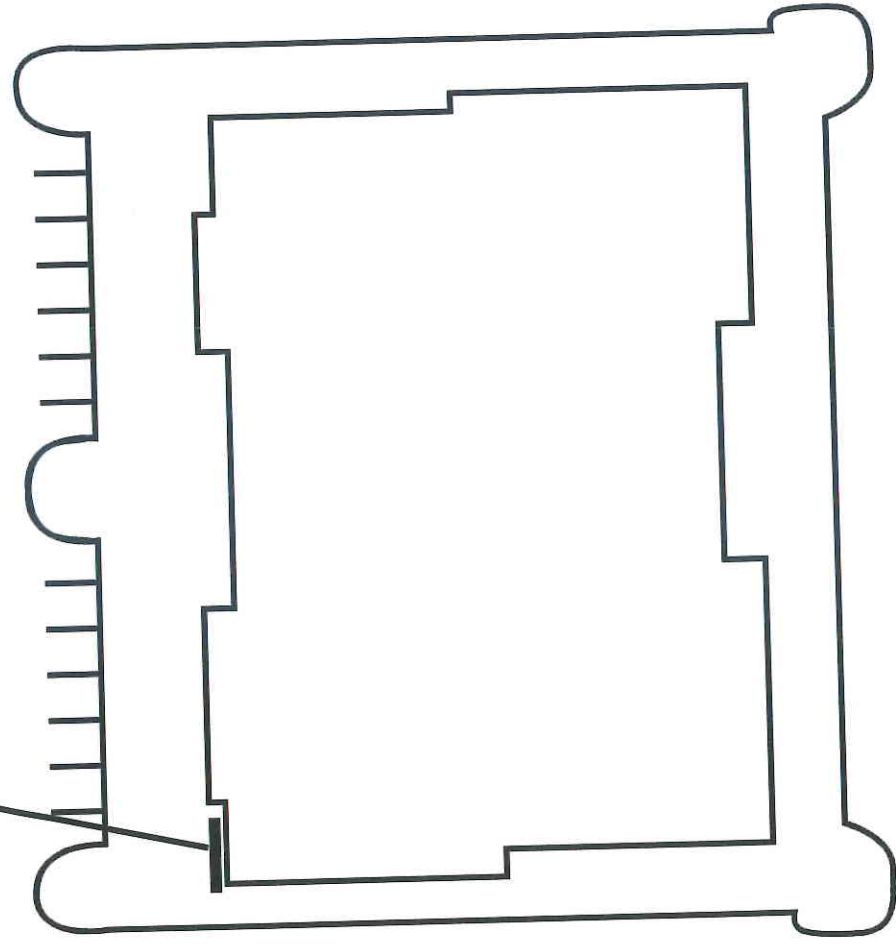
Plot

F
A
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Proposed
Sign
Location



Tecolote Research
420 S. Fairview
Goleta, CA

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