



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-1

DATE: July 13, 2010
TO: Goleta Design Review Board
FROM: Brian Hiefield, Assistant Planner
SUBJECT: 10-068-DRB; World Oil Fuel Station; 5960 Calle Real; APN 069-110-033

APPLICANT: Promotion Plus Sign Co Inc
Yessica Sanchez
9420 Reseda Blvd # 250
Northridge, CA 91324

PROJECT DESCRIPTION:

This is a request for *Conceptual/Preliminary/Final* review. The property includes an existing fuel station and convenience store on a 16,117-square foot lot in the Commercial Highway zone district. The applicant proposes to re-face the top portion of the existing pole sign with a new vacuum formed plex face. The top portion to be re-faced measures 2.17-feet by 2.17-feet for an aggregate of approximately 38 square feet. The sign will read 'WORLD' with letters measuring 12" high, and a globe logo below the text. The lower portion of the pole sign including the fuel prices and signs advertising the 'Food Mart', and 'Diesel' will be unchanged. The applicant also proposes to install two internally illuminated individually mounted channel letter canopy signs that read 'WORLD' in red text, one on the west elevation, and one on the south elevation, both measuring 1.5-feet high by 7.8-feet long for an aggregate of approximately 12 square feet. The proposed background color for the canopy is beige. The project was filed by agent Yessica Sanchez of Promotion Plus Sign Co Inc. on behalf of Joe Partida of World Oil, property owner. Related cases: 10-068-SCC; 10-069-SCC; 10-070-SCC.

BACKGROUND:

The project was submitted on May 10, 2010. This is the first time the project has been before the DRB. There are no known violations on the property.

ANALYSIS:






Zoning Consistency:

	Required	Proposed	Consistent Y/N
Freestanding Signs	One on each parcel provided there is at least 125-feet of street frontage. No part of sign or supporting structure shall project over Public Right-of-Way (ROW). Base of supporting structure shall be at least 5-feet from ROW. Sign area not to exceed 100 square feet. Sign height not to exceed 30-feet.	Re-face of top 6.2-feet of previously permitted pole sign. Not projecting over ROW. Base of supporting structure is at least 5-feet from ROW. Sign area 38 square feet. Sign overall height 26-feet 8-inches.	Yes
Canopy, Wall Signs	One per street frontage (2). 1/8 th of the building façade of the first floor of the façade the wall sign is to be located: Calle Real frontage: 22.5 square feet Fairview Avenue frontage: 15 square feet	2 Canopy Signs Calle Real frontage: 11.7 square feet Fairview Avenue frontage: 11.7 square feet	Yes

The proposed project is consistent with the above requirements of Article I, Chapter 35, Sign Regulations.

ATTACHMENTS:

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

PROJECT PHOTOS	PROPOSED IMAGES	PROJECT DATA	INDEX OF DRAWINGS																											
 	 	<p>PROJECT DESCRIPTION: EXXON CANOPY CONVERSION TO WORLD OIL</p> <p>OWNER: WORLD OIL PO BOX 1966 SOUTHGATE, CA 90280 (562) 928-0100</p> <p>APPLICANT PROMOTION PLUS, INC. 9420 RESEDA BLVD # 250 NORTHRIDGE, CA 91324 TEL. (818)993-5406 FAX. (818)993-3174</p> <p>VICINITY MAP</p> 	<table border="1"> <thead> <tr> <th data-bbox="1410 262 1453 299">NO.</th> <th data-bbox="1459 262 1517 299">SHT.</th> <th data-bbox="1524 262 1845 299">DESCRIPTION</th> </tr> </thead> <tbody> <tr> <td colspan="3" data-bbox="1548 310 1662 332">TITLE SHEETS</td> </tr> <tr> <td>1</td> <td></td> <td>TITLE SHEET</td> </tr> <tr> <td>2</td> <td></td> <td>CANOPY RENDERINGS</td> </tr> <tr> <td>3</td> <td></td> <td>CANOPY SPECS</td> </tr> <tr> <td>4</td> <td></td> <td>CANOPY SIGN SPECS</td> </tr> <tr> <td>5</td> <td></td> <td>MONUMENT RENDERING</td> </tr> <tr> <td>6</td> <td></td> <td>MONUMENT SPECS</td> </tr> <tr> <td>7</td> <td></td> <td>PLOT PLAN</td> </tr> </tbody> </table> <p style="text-align: center; font-size: 2em; color: blue;">RECEIVED</p> <p style="text-align: center; font-size: 1.5em; color: blue;">JUN 30 2010</p> <p style="text-align: center; color: blue;">City of Goleta Planning & Environmental Svcs.</p>	NO.	SHT.	DESCRIPTION	TITLE SHEETS			1		TITLE SHEET	2		CANOPY RENDERINGS	3		CANOPY SPECS	4		CANOPY SIGN SPECS	5		MONUMENT RENDERING	6		MONUMENT SPECS	7		PLOT PLAN
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4		CANOPY SIGN SPECS																												
5		MONUMENT RENDERING																												
6		MONUMENT SPECS																												
7		PLOT PLAN																												

NEW SIGNAGE PROGRAM

ADDRESS & SITE NUMBER
5960 CALLE REAL
GOLETA, CA 93117

REVISIONS	BY
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②	
③	
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⑤	

PLEASE AUTHORIZE HERE X

Signs & Service WITHOUT AUTHORIZATION PROMOTION PLUS IS UNABLE TO PROCESS YOUR ORDER.

PROMOTION PLUS
Division of Promoting Your Region
PH: 818-993-5406 / FX: 818-993-3174
ST. Lic. 853228

E-MAIL PERMITS@PROMOTIONPLUSINC.COM

LOCATION: _____
REVISION #: _____
Computer info: _____

DRAWN YESSICA SANCHEZ CHECKED
DATE 06-28-10
SHEET TITLE TITLE PAGE JOB NO.
SHEET 1

BEFORE



AFTER

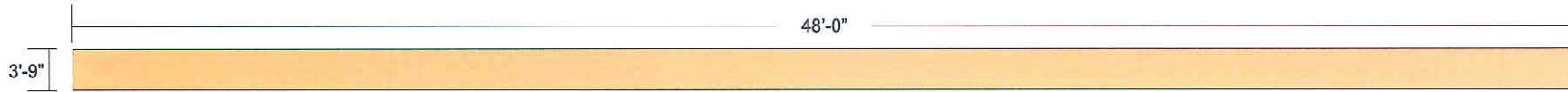


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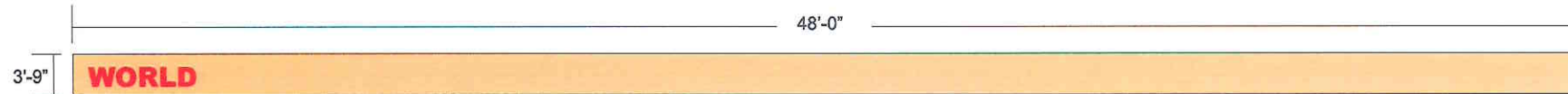
PLEASE AUTHORIZE HERE X
 Signs & Service WITHOUT AUTHORIZATION PROMOTION PLUS IS UNABLE TO PROCESS YOUR ORDER.
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DRAWN YESSICA SANCHEZ
CHECKED
DATE 06-28-10
SHEET TITLE CANOPY RENDERING
JOB NO.
SHEET 2

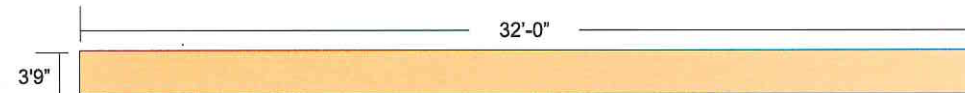
CANOPY SPECS



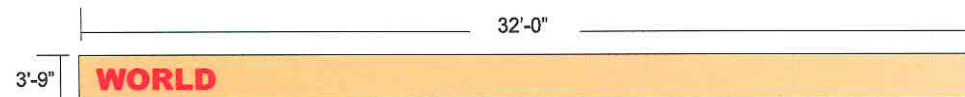
NORTH ELEVATION: EXISTING CANOPY FASCIA TO BE PAINTED "BEIGE" COLOR.



SOUTH ELEVATION: CANOPY FASCIA TO BE PAINTED "BEIGE" COLOR. ILLUMINATED CHANNEL LETTERS ON EXISTING CANOPY.



EAST ELEVATION: EXISTING CANOPY FASCIA TO BE PAINTED "BEIGE" COLOR.



WEST ELEVATION: CANOPY FASCIA TO BE PAINTED "BEIGE" COLOR. ILLUMINATED CHANNEL LETTERS ON EXISTING CANOPY.

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PROMOTION PLUS
A Division of Illumination Systems, Inc.
PH: 818-993-5406 / FX: 818-993-3174
St. Lic. 653228

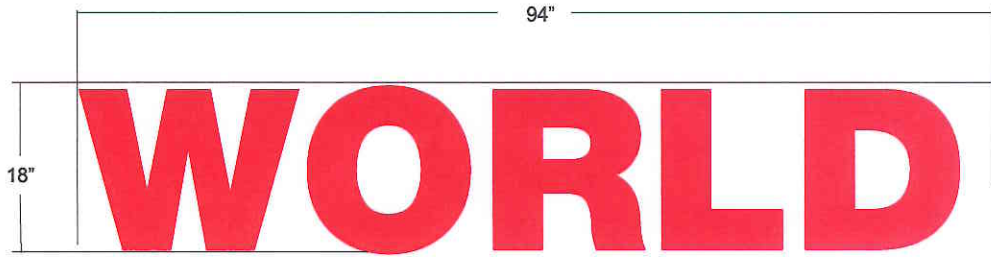
Signs & Service

E-MAIL PERMITS@PROMOTIONPLUSINC.COM

DRAWN YESSICA SANCHEZ
CHECKED
DATE 06-28-10
SHEET TITLE CANOPY SPECS
JOB NO.
SHEET 3

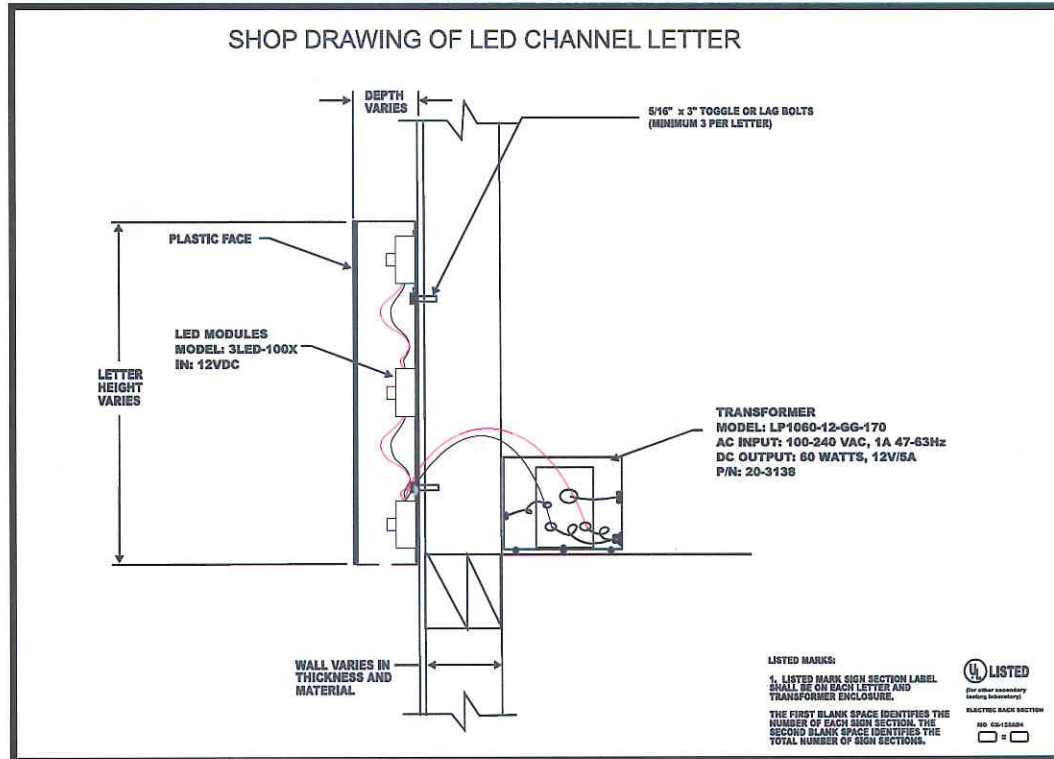
PLEASE AUTHORIZE HERE X WITHOUT AUTHORIZATION PROMOTION PLUS IS UNABLE TO PROCESS YOUR ORDER.

CANOPY SIGN



LED CHANNEL LETTERS
W/ WHITE PLEX FACE W/ RED VINYL GRAPHICS
WHITE LED MODULES

SHOP DRAWING OF LED CHANNEL LETTER



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DATE 06-28-10
SHEET TITLE CANOPY SIGN SPECS
JOB NO.
SHEET 4

BEFORE



FACE CHANGE
REPLACEMENT ONLY

AFTER



REVISIONS	BY
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PROMOTION PLUS
Helping You Maximize Your Profit

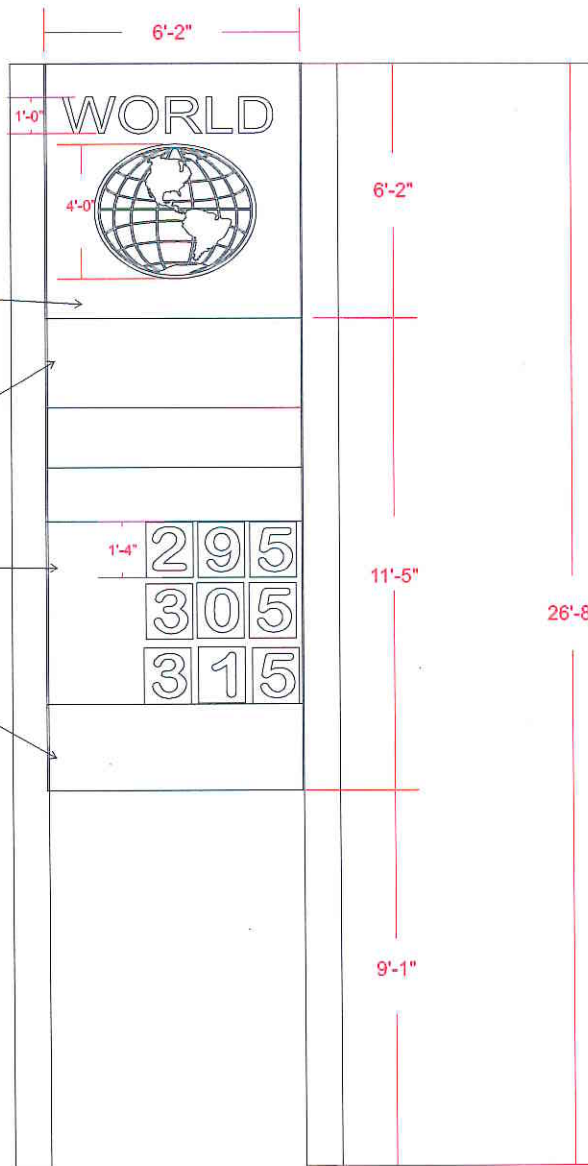
PH: 818-993-5406 / FX: 818-993-3174
E-MAIL: PERMITS@PROMOTIONPLUSINC.COM
St. Lic. 853228

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DATE 06-28-10
SHEET TITLE POLE SIGN RENDERING
JOB NO.
SHEET 5

6'-2" X 6'-2"
Vacuum Formed Plex
Face Replacements

38.02 sqft

TO REMAIN
AS IS



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PLEASE AUTHORIZE HERE **X**

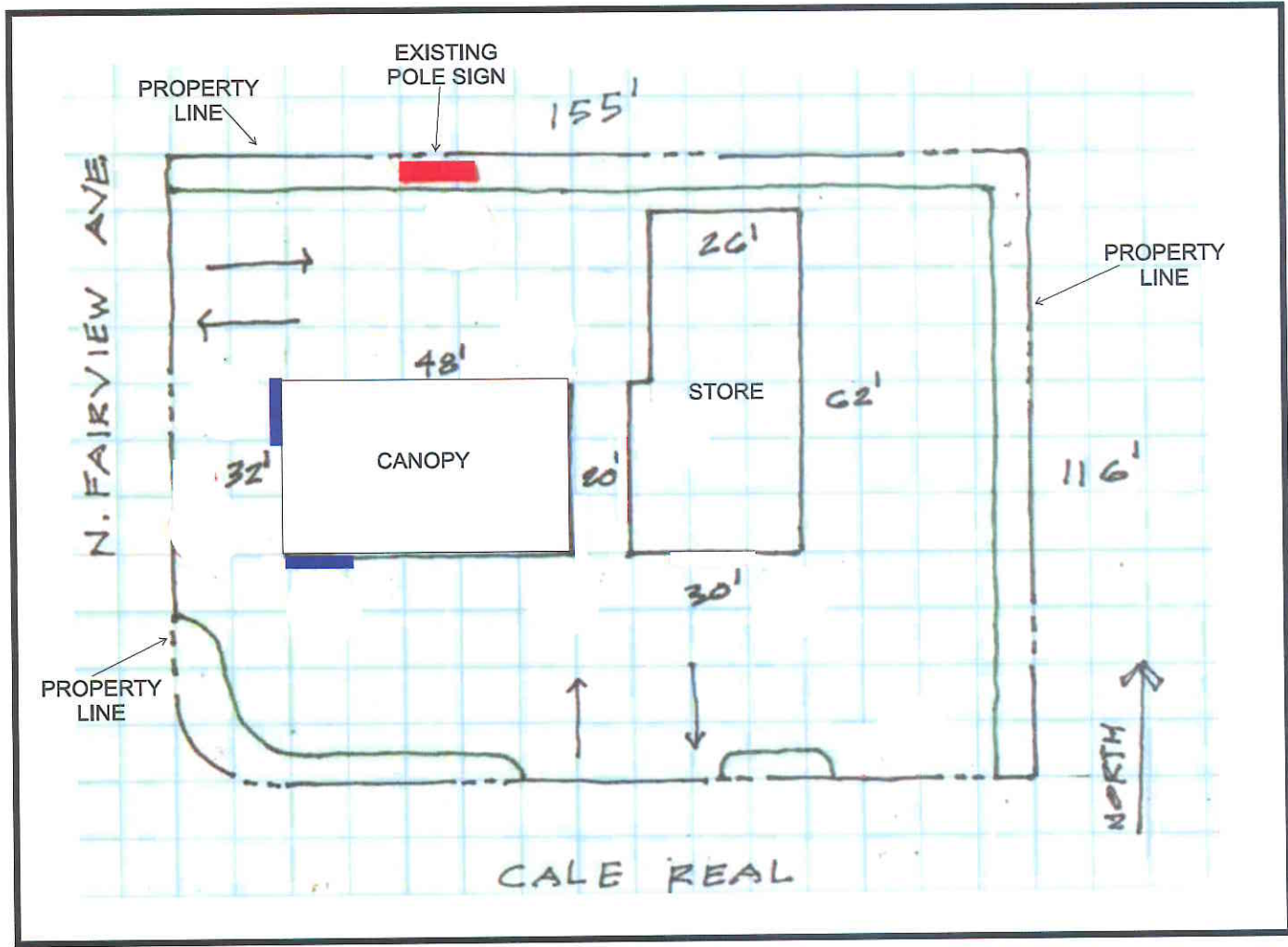
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CHECKED
DATE 06-28-10
SHEET TITLE POLE SIGN
JOB NO.
SHEET 6



LEGEND

- = PROPOSED CANOPY SIGNS
- = EXISTING POLE SIGN
- = DRIVEWAY
- = PROPERTY LINE

REVISIONS	BY
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SHEET TITLE PLOT PLAN
JOB NO.
SHEET 7

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