



## DESIGN REVIEW BOARD Staff Report

Agenda Item N-1

Meeting Date: *September 28, 2010*

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TO: Goleta Design Review Board  
FROM: Claudia Dato, Management Analyst; Phone Number: 961-7554  
SUBJECT: 10-111-DRB; Old Town Decorative Banner Street Light Sign Program  
Hollister Avenue Rights-of-Way

### **PROJECT DESCRIPTION:**

This is a request for *Advisory* review. The project area extends along Hollister Avenue from Fairview Avenue to Kellogg Avenue in public rights-of-way. The applicant proposes to install 30 banners on existing Southern California Edison power-poles. The banner signs are double-sided and would measure approximately 2.5 feet wide by 7 feet tall for an aggregate of approximately 17.5 square feet each. The banner signs would be changed approximately quarterly. The banner signs would be themed, and such themes may include: "Welcome to Old Town," "California Lemon Festival," seasonal themes such as "Happy Holidays," or other decorative banners that showcase public/civic events in Old Town in particular or Goleta in general. The project was filed by Claudia Dato of the Redevelopment Agency on behalf of the City of Goleta, property owner. Related cases: N/A.

### **ISSUES:**

- ***Old Town Heritage Guideline:*** Public Improvements F.3. "Street lighting poles should be equipped with double cross arms suitable for hanging colorful decorative banners during seasonal holidays and special events"

### **ATTACHMENTS:**

- Reduced 8.5" x 11" copies of banner sign

#12-2

30"x84" w/4" sleeve



CITY OF



GOLETA

*Welcome  
to*

**OLD TOWN**