



DESIGN REVIEW BOARD Staff Report

Agenda Item F-1

Meeting Date: *December 14, 2010*

TO: Goleta Design Review Board
FROM: Brian Hiefield, Assistant Planner; Phone Number: 961-7559
SUBJECT: 10-116-DRB; Prestigious Auto Body Signage
5901 Hollister Avenue; APN 071-111-008

PROJECT DESCRIPTION:

This is a request for *Conceptual/Preliminary/Final* review. The property includes a 3,000-square foot commercial property on a 16,988-square foot lot in the C-2 zone district. The applicant proposes to place a non-illuminated wall sign on the north facing second story façade at the eastern end of the building. The sign will be a maximum of 1-foot 11-inches tall by 9-feet 6-inches long for an aggregate of approximately 18 square feet. The two line wall sign will have individually pin mounted PVC letters that read "PRESTIGIOUS" in blue on the first line of text with 14-inch high letters and "AUTO BODY & PAINTING" in black on the second line of text with 7-inch high letters. The applicant also proposes to construct a non-illuminated freestanding painted wood sign near the top of the 3-foot high concrete wall on the property near the corner of Hollister Avenue and Orange Avenue. The sign structure will measure a maximum of 2-feet 10-inches high, and the sign will measure 1-foot 4-inches tall by 4-feet long for an aggregate of approximately 11 square feet. Letter height on the freestanding sign will be 4-inches on the first line of text, and 2-inches high on the second line of text. When you include the height of the concrete wall the freestanding sign will be a total of 5-feet 10-inches above grade at sidewalk. The project was filed by agent Wasantha Mohittige on behalf of Prestigious Auto Body, and Rene Koke, property owner. Related cases: 10-116-LUP; 10-117-SCC.

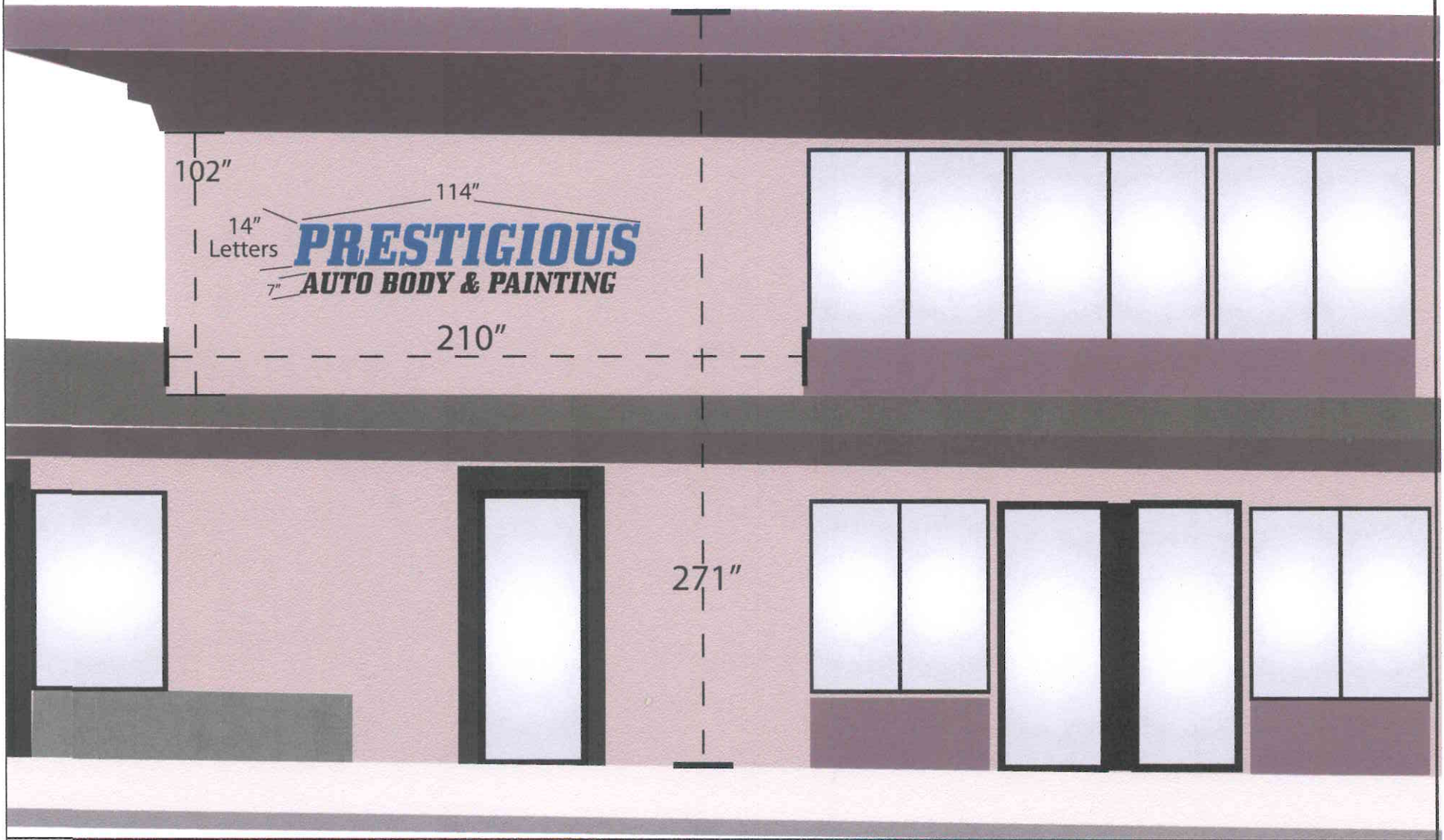
ISSUES:

- **Goleta Old Town Design Guidelines:** Letter height shall be limited to a maximum height of ten (10) inches, except where it can be found that said letter size is inconsistent with building size, architecture, and setback from the public right-of-way.
- **Sight Distance Requirement:** Location of freestanding sign subject to review of Community Services Department administrative policies regarding safe vehicular sight distance at the corner of Hollister Avenue and Orange Avenue.

ATTACHMENTS:

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

Sign (A) Front Elevation



VISUAL IMAGE DESIGN

P.O. Box 60433

Santa Barbara, CA 93160

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BUSINESS: PRESTIGIOUS AUTO BODY, **ADDRESS:** 418 STATE ST. SANTA BARBARA 93101

MATERIALS USED: 1/2" PVC INDIVIDUAL LETTERS, PIN MOUNTED

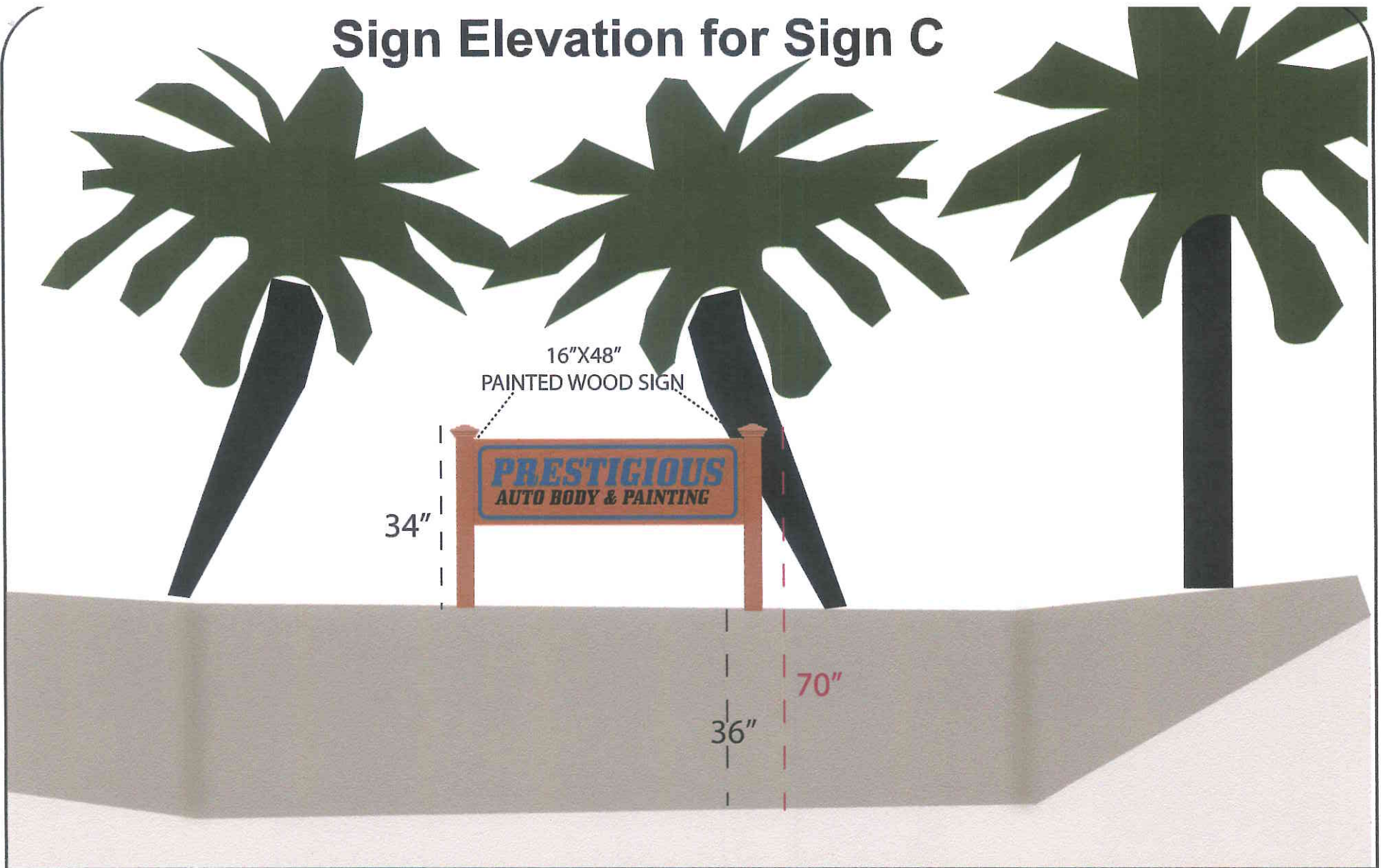
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City of Goleta
Planning & Environmental Svcs.

DRAWING SCALE: 1/4" = 1'

Sign Elevation for Sign C



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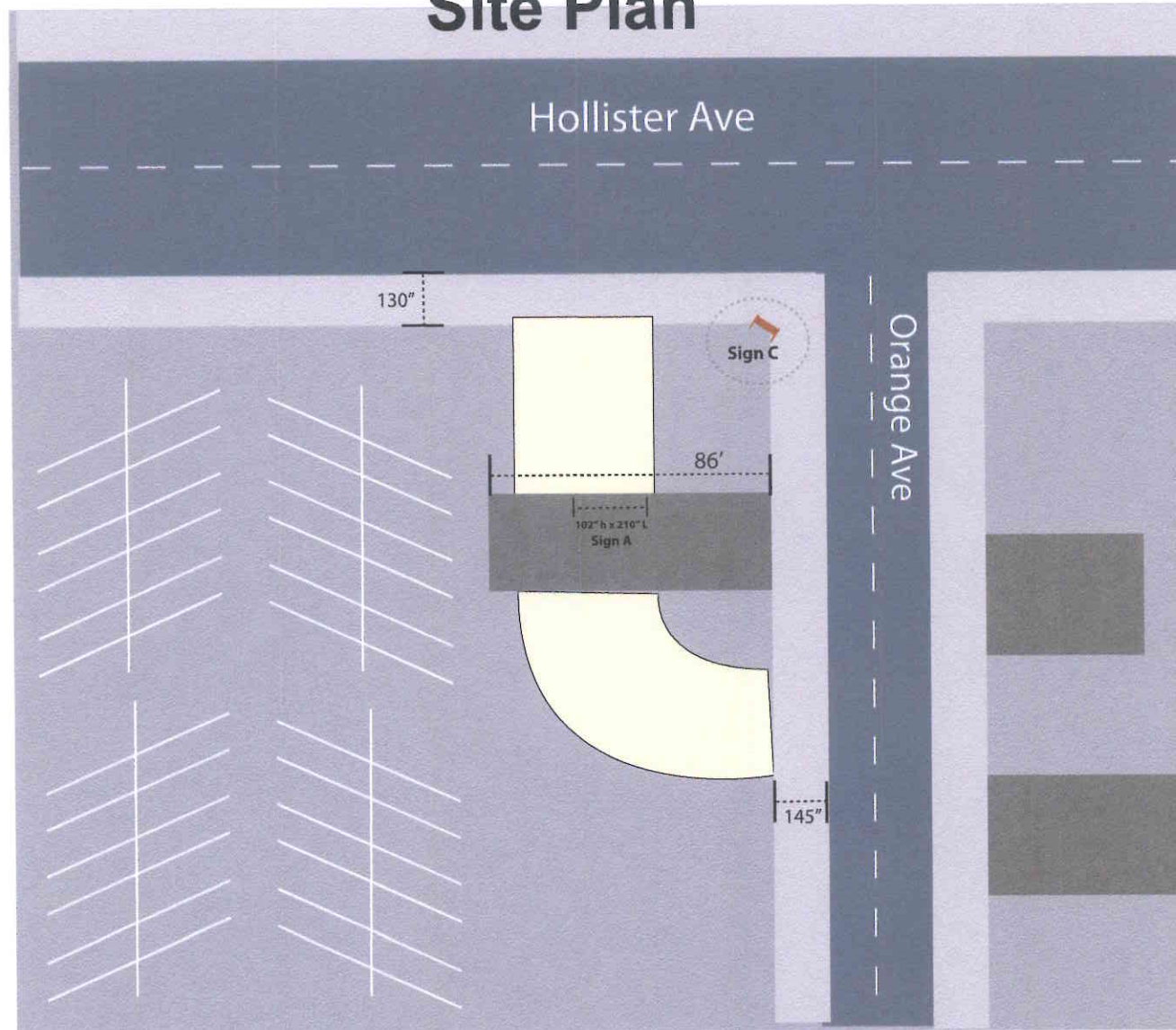
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BUSINESS: PRESTIGIOUS AUTO BODY, **ADDRESS:** 5901 HOLLISTER AVE, GOLETA 93117

MATERIALS USED: PAINTED WOOD SIGN WITH RAISED LETTERS

DRAWING SCALE: 1/2" = 1'

Site Plan



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