THE PLAZA

Overall Sign Plan Amendment 12-042-OSP AM (23-SB-OSP) 22-0002-OSP & 23-0003-DRB



7127 Hollister Avenue APNS 073-440-001, 073-440-002, 073-440-003, & 073-440-012

October 10, 2022

The Plaza Overall Sign Plan 12-042-OSP AM (23-SB-OSP) 22-0002-OSP & 23-0003-DRB 7127 Hollister Avenue;

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Introduction

This is an amendment to The Plaza Overall Sign Plan at 7127 Hollister Avenue, Goleta, CA 93117, (APNS 073-440-001, 073-440-002, 073-440-003, & 073-440-012)

The intent of the OSP is to provide the guidelines necessary to achieve a visually coordinated, balanced and appealing signage environment at the Plaza in accordance with the City of Goleta's Article I, Chapter 35, Sign Regulations while also incorporating the existing signage. All legally permitted existing signs are exempt from this OSP. Any non-conforming signs not exempted by the OSP shall be removed by the tenant or their sign contractor at their expense, upon adoption of the OSP.

Before any sign would be installed drawings and graphics depicting details of sign construction, materials used, colors, logos, etcetera would be submitted. to the Landlord and then the City of Goleta for approval. All exterior signage must first receive approval from the Landlord prior to submittal to the City of Goleta. Signs that do not meet the criteria of this OSP would also require review and approval by the Design Review Board (ORB).

A. General Criteria: The following general criteria apply to all signs within The Plaza:

- 1. All signs shall be installed; in a location as reflected on the site plan and elevations, and as reflected in Exhibit A. Window signs are not permitted between the interior of the glass face and a distance of 48-inches inward of the building.
- Signs shall be constructed of solid materials and may not be painted directly onto building facades. Channel lettering shall extend no further than 5-inches measured from the outermost exterior edge of the letters measured from the fascia. Sign color, materials and texture shall be compatible with building architecture.
- 3. Sign area is established by drawing not more than eight. straight lines encompassing the extremities of the sign within the smallest possible area. In the case of a double-faced sign, only one face of the sign shall be included in the sign area measurement. Supporting structures so designed as to perform an advertising function shall be included in the sign area. In the case of wall signs, the background area shall be included in the sign area measurements only if it is of a distinctive color, material, texture, or shape, the primary purpose of which is to enhance the advertising value of the sign, as determined by Planning & Environmental Services.
- 4. All lettering shall be restricted to the "maximum sign area" (see specific maximum sign area criteria in Section B).

- 5. The tenant identification sign shall display only the registered business name, e.g. Albertsons, and shall not include other similar identifying objects, e.g. Deli.
- 6. No product signs advertising merchandise or services carried by the tenants shall be permitted.
- 7. All tenants are allowed · a door sign comprised of individual letters to display address and suite number with a letter size of 3-inches on the door frame centered above the door, name of business with a maximum letter size not to exceed 2-inches high, and business hours not to exceed 1½-inches. high.
- 8. All illuminated signs shall be either externally illuminated, internally illuminated channel lettering or reverse channel letters with halo illumination. Illumination shall be limited to 4,500-lumens. Exposed neon lighting will not be permitted.
- 9. Any illuminated sign or lighting device shall employ only clear or white lights emitting a light of constant intensity and no sign shall be illuminated by or contain flashing, intermittent, rotating or moving lighting or lights. The preferred configuration is by lighting from the top downward.
- 10. Any sign requests that vary from the Overall Sign Plan shall obtain property owner approval and shall receive Design Review Board Final approval prior to the issuance of a Sign Certificate of Conformance.
- 11. A sign permit would be required prior to installing the Informational Signs, Wall Signs, or Temporary Signs (except for Building Address Signs)
- 12. Once a tenant vacates a lease space, the tenant's signage shall be removed by the vacating tenant and or property management and all surfaces altered by signage shall be restored to match the appropriate texture and color.
- B. Specific Criteria: The following specific criteria are provided for each of the three (3) types of signs: Informational Signs, Wall Signs, and Temporary Signs.

Informational Signs

This OSP includes four (4) Informational Signs proposed to be located throughout The Plaza as identified below.

- 1. "The Plaza" Monument Signs
 - a. An existing SO-square foot double-faced internally illuminated 27-foot-tall pole monument sign at the junction of Santa Felecia and Hollister Avenue is proposed to remain. The sign states The PLAZA in two lines of text The being 20-inches tall and PLAZA being 48-inches tall. Existing letters are vinyl on a white Plexiglas background. See Exhibit C for size, material, color, mounting, illumination and landscaping details.
 - b. A Development Plan Amendment is requested to allow this sign to be installed on monument sign within the 20-foot front yard setback and 10-foot side yard setback at the junction of Santa Felecia and Hollister Avenue.
- 2. Multi-Tenant Sign

- a. A new freestanding single-face monument sign at the junction of Santa Felecia and Hollister Avenue 6ft tall x 22ft long with 82.2 square feet of individual tenant face measuring 49.5-inches by 239-inches overall is proposed to remain replace existing DMV monument. The sign comprises individual tenant panels to accommodate 4 major tenants on 21.5-inch x 57.125-inch panels and 10 minor tenants on 10.5-inch x 45-inch panels. Tenant copy is cut out from aluminum face tenant panels and backed with translucent acrylic and internally illuminated with LED lighting. See Exhibit D for size, material, color, mounting, illumination, and landscaping details.
 - i. A Development Plan Amendment is requested to allow this sign to be installed on the monument sign within the 20-foot front yard setback and 10-foot side yard setback at the junction of Santa Felecia and Hollister Avenue.
 - ii. Signs and devices erected by a governmental entity are exempted by Article I, Chapter 35, Sign Regulations from the OSP.

3. Directory Sign

a. A proposed 18-square foot free standing two (2)-sided six (6)-foot tall directory sign at the East entrance to the center courtyard for pedestrian use on the sidewalk. The sign states ... DIRECTORY" in one line of text 3 2-inches tall, and the sign would include a location map that states "The Plaza." See Exhibit E for size, material, color, mounting, illumination and landscaping details.

4. Public Safety Signs

- a. There are a number of existing signs in place for public safety, Plaza regulations, and directions. Public Safety Signs include, but are not limited to handicap parking signs, no parking signs, Department of Motor Vehicle instructional signs, stop signs, no skateboarding signs, no thru traffic, shopping cart return stand signs, etcetera. Signs will not exceed 2-square feet in sign area, unless government regulations dictate otherwise. See Exhibit F for size, 11'.'aterial, color, mounting, illumination and landscaping details.
- b. All government regulated signs shall be standardized colors. All of The Plaza regulations signs shall be dark teal on white.
- c. Signs and devices erected by a governmental entity are exempted by Article I, Chapter 35, Sign Regulations from the OSP.

Wall Signs

- 1. "The Plaza" Wall Signs
 - a. Two existing 45-square foot non-illuminated wall signs, one at the southwest corner fascia of Building A and at the southeast comer fascia of Building C. The wall signs would state "THE PLAZA" in two lines of text each 24-inches tall. The proposed cut out letters would be ¾-inches pin mounted to the wall. See Exhibit G for size, material, color, mounting, illumination and landscaping details.

2. Major Tenant

- a. The maximum letter height shall be 36-inches for existing tenants and 24-inches for future tenants. Wall Signs would not exceed two lines of text.
- b. Tenants would be allowed to display the company logo as it is typically incorporated into the company name within the allocated space. Logos would not exceed 36-inches in height.
- c. Lettering and Logos shall be externally illuminated, internally illuminated channel lettering or reverse channel letters with halo illumination. The preferred configuration is by lighting from the top downward.
- d. Tenant identification signs shall be in the locations as shown on the elevation drawings.
 - i. Suite #27 (Albertsons): One sign on both the South and East elevations.
 - ii. Suite #28 (Rite Aid): One sign on both the North and East elevations.
- e. The maximum sign area shall be 100-square feet per current location per Wall Signs 2.d.
- f. No more than one tenant shall be identified on each Wall Sign.
- g. Signage subject to approval by Landlord and Planning and Environmental Review Department.

23-Minor Tenant

- a. The maximum letter height shall be 12-inches. Wall Signs would not exceed two lines of text.
- b. Tenants would be allowed to display the company logo as it is typically incorporated into the company name within the allocated space. Logos would not exceed 28-inches in height.
- c. Lettering and Logos shall be externally illuminated, internally illuminated channel lettering or reverse channel letters with halo illumination. The preferred configuration is by lighting from the top downward.
- d. Tenant identification signs shall be in the locations as shown on elevation drawings and Exhibit A
 - i. Suite #30: One sign on both the North and East elevations.
 - ii. All other Suites: One sign as shown on the elevation drawings.
- e. The maximum sign area shall not exceed the lesser of 70-square feet or oneeighth of the square footage of the building facade of that portion occupied by the enterprise and upon which facade the wall sign is to be located.
- f. No more than one tenant shall be identified on each Wall Sign.
- g. Signage subject to approval by Landlord and Planning and Environmental Review Department.

24-Building Address Signs

- a. Building Address Signs shall be permitted on each building street frontage, and their location on the building would be at the discretion of the Fire Department.
- b. Building Address Signs shall be clearly visible from the nearest public roadway.
- c. Building Address Sign numerals shall be flush mounted on the exterior building wall. The numerals would be black in color and not exceed 16-inches in height.

Temporary Signs

1. Lease Sign

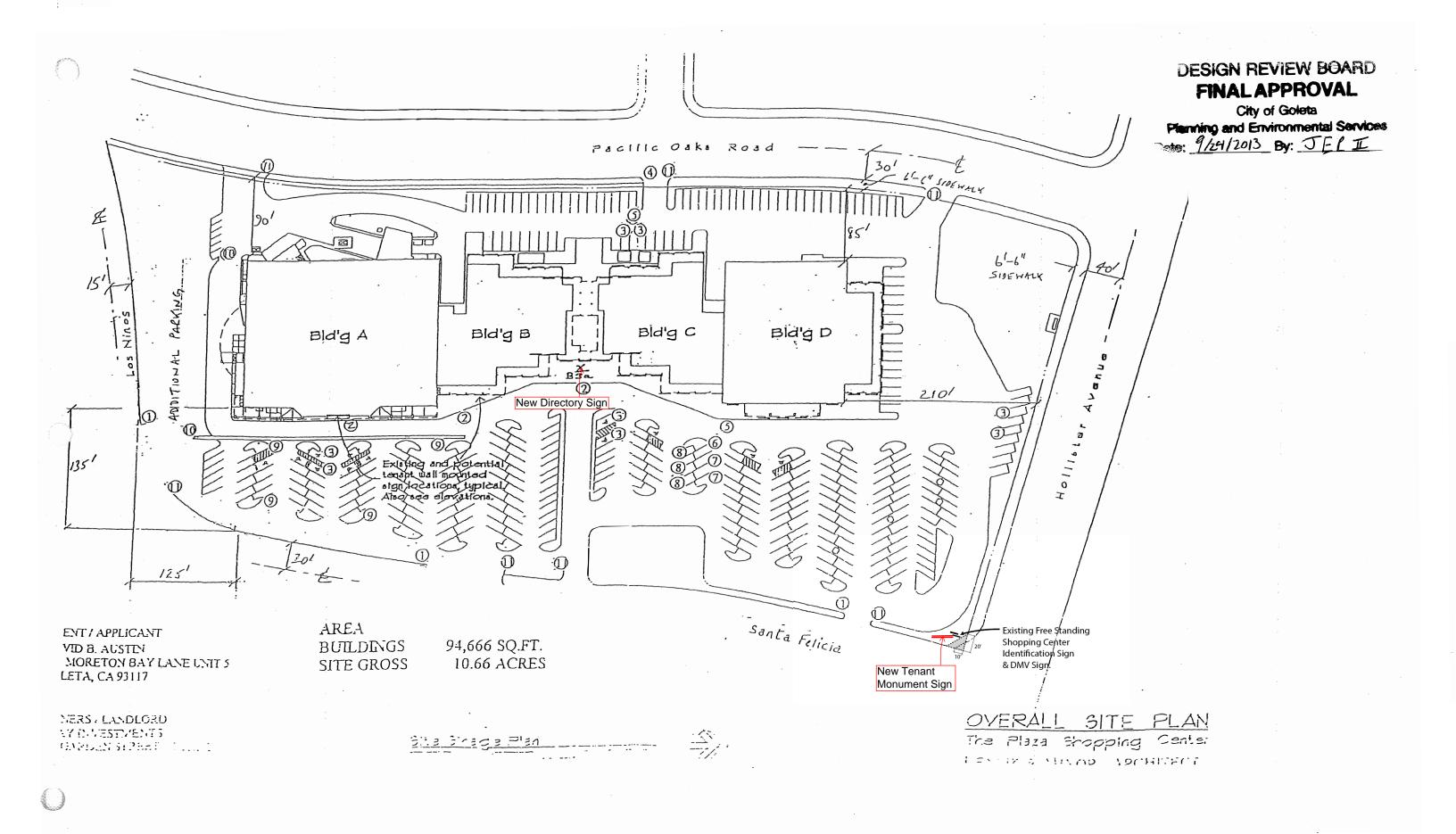
- a. The Landlord would be allowed to display a non-illuminated 15-square foot single-sided monument sign 4-feet tall outside the setbacks at the junctions of Santa Felicia and Hollister Avenue. The sign would state "SHOPPING CENTER SPACE FOR LEASE" with associated contact information.
 Maximum letter size shall be 10-inches. See Exhibit H for size, material, color, mounting, illumination and landscaping details. The sign would be allowed only when a tenant space is available and would be removed as soon as a lease is signed. A sign permit would be required prior to installing the sign.
- b. Temporary promotional non-illuminated 10-square foot banner signs that announce "(Registered Business Name) Coming Soon," and "(Registered Business Name) Grand Opening" would be permitted. These banners would be constructed out of white plastic with dark lettering and would be hung from the top of the outside colonnade in those areas which have colonnades and from the roofline downward in those areas that do not have colonnades. Temporary promotional banner signs are permitted one per tenant at the point the signage application has been submitted and will be taken down once the sign is approved. Temporary promotional banner signs are subject to approval by Landlord. A sign permit would be required prior to installing the temporary promotional banner sign.
- c. Temporary "Special Event" non-illuminated 10-square foot banner signs would be allowed four times per year not to exceed 30-days per event. Only one "Special Event" banner sign would be permitted at any given time frame on a first come first serve basis. Such banner signs are to be constructed from a white plastic material with dark lettering and are to be hung on the outside colonnades in those areas which have colonnades and from the roofline downward for those areas that do not have colonnades. Such Temporary "Special Event" signs are subject to approval by Landlord. A sign permit would be required prior to installing the temporary promotional banner sign. This type of signage would be used for instances of, e.g. a car wash event to promote local school sports, for the sale of Mid-State Fair tickets by anchor store, Albertson's for "Moonlight Madness" sales, for nation or statewide promotional events for franchise stores, etcetera.

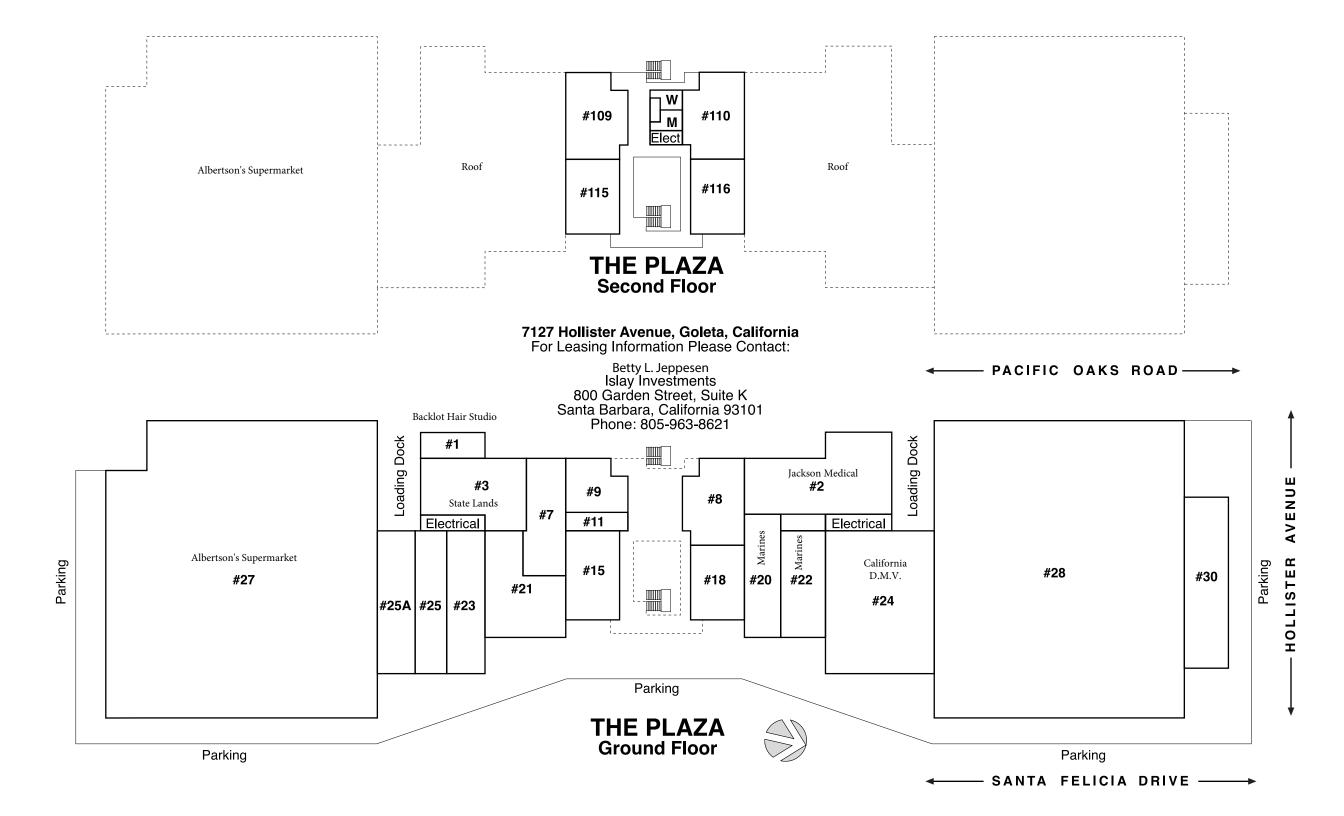
Exempted Signs

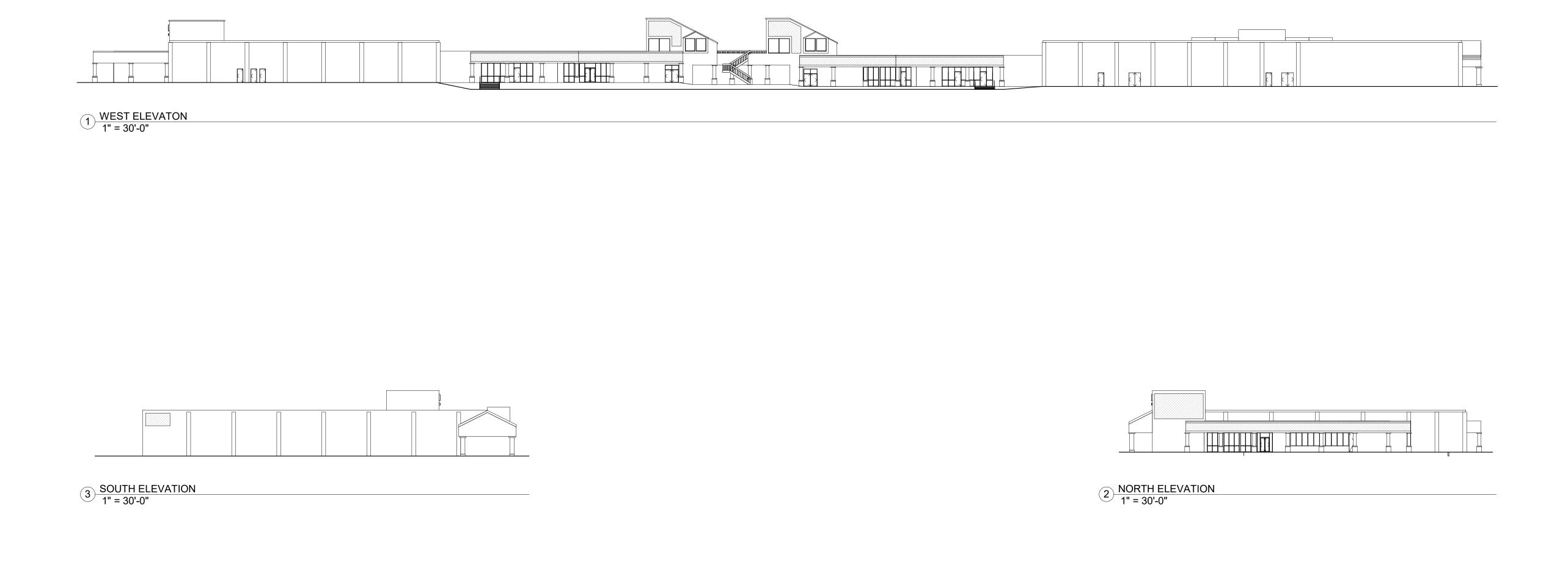
- 1. Signs and devices erected by a governmental entity are exempt from the OSP; however, government entities are encouraged to comply with the OSP.
- 2. All legally permitted existing signs are exempted from this OSP. All of the current tenants are listed below and noted if the tenant has a permit for the existing sign:
 - a. Ivan Rodriguez Barber Shop (Permitted)
 - b. Jackson Medical Group (Permitted)
 - c. State of California Lands Commission (Exempt)
 - d. Aloe Wellness / Dental Office (Permitted)
 - e. Rigo's Windows (Permitted)
 - f. Vacant
 - g. Santa Barbara Fish Market (Permit in Process)

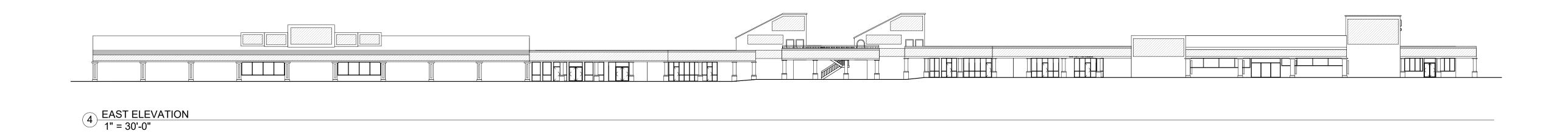
The Plaza Overall Sign Plan 22-0002-OSP & 23-0003-DRB

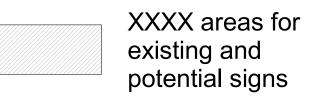
- h. Lovely Spa & Nails (Permitted)
- i. Marines (Permitted)
- j. L&L Hawaiian Barbecue (Permitted)
- k. Marines Officers Selection Office (Permitted)
- I. Thomas Burke Optometrist (Permitted)
- m. State of California Department of Motor Vehicles (Exempt)
- n. Phamous Café Vietnamese Cuisine (Permitted)
- o. The UPS Store (Permitted)
- p. Albertson's Supermarket (Permitted)
- q. Planet Fitness (Permitted)
- r. IHOP (Permitted)
- s. Team HOA (Permitted)
- t. Rise Up Fitness (Permitted)
- u. Vacant
- v. Benjamin Laudig, DDS Dentistry (Permitted)
- 3. Any non-conforming signs not exempted by the OSP shall be removed by the tenant or their sign contractor at their expense upon adoption of the OSP.



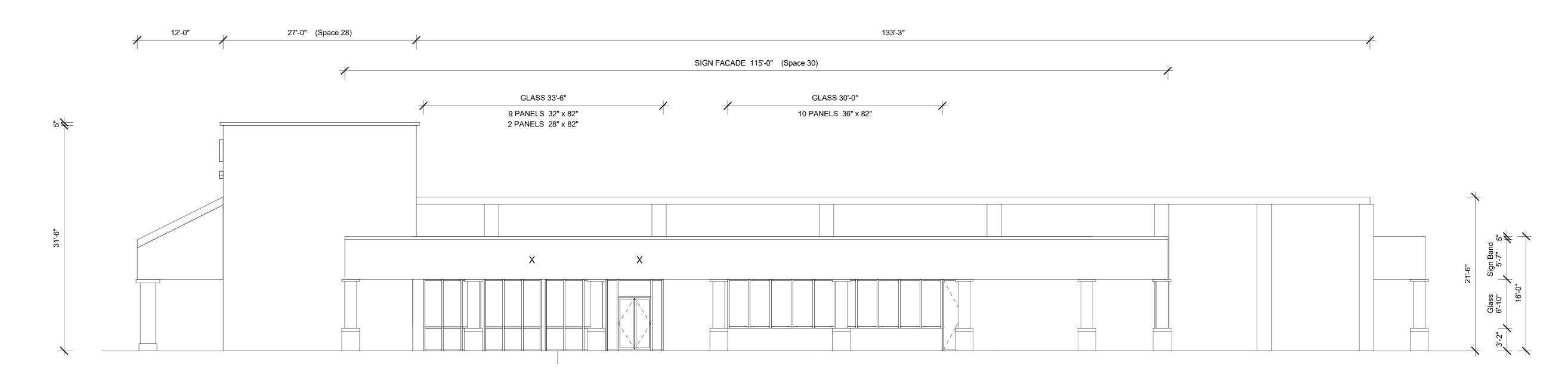








THE PLAZA BUILDING D SPACE 30 NORTH ELEVATION



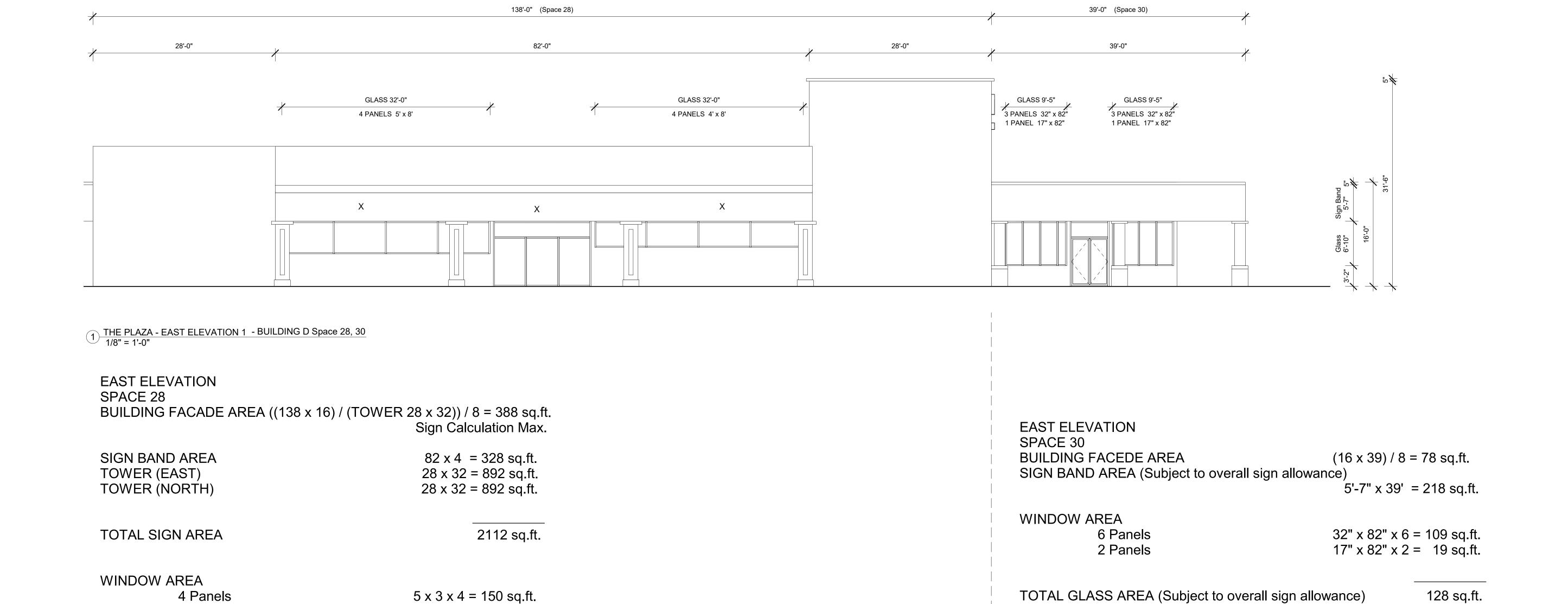
THE PLAZA - NORTH ELEVATION - BUILDING D Space 30 1/8" = 1'-0"

NORTH ELEVATION BUILDING FACADE AREA 115' x 16' / 8 = 232 sq.ft. Sign Calculation Max.

SIGN BAND AREA WINDOW AREA	115' x 5'-7"	= 642 sq.ft.
9 Panels 2 Panels 10 Panels	32" x 82" 28" x 82" 24" x 82"	= 164 sq.ft. = 32 sq.ft. = 137 sq.ft.
TOTAL GLASS AREA		333 sq.ft.

(Subject to overall sign allowance)

THE PLAZA BUILDING D SPACE 28, 30 EAST ELEVATION



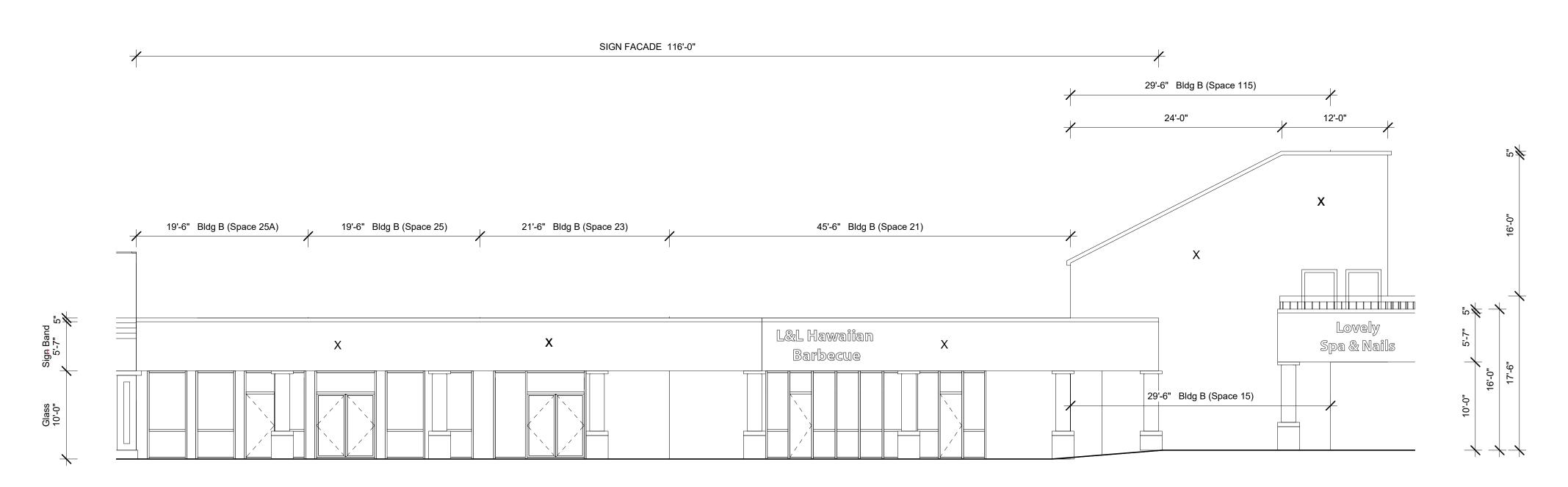
 $4 \times 3 \times 4 = 123 \text{ sq.ft.}$

273 sq.ft.

4 Panels

TOTAL GLASS AREA

THE PLAZA BUILDING B SPACES 25A, 25, 23, 21, 19, 115 EAST ELEVATION



THE PLAZA - EAST ELEVATION 3 - BUILDING B Space 25A,25,23,21,15
1/8" = 1'-0"

EAST ELEVATION

1 st FLOOR BUILDING FACADE AREA

 $116' \times 16' / 8 = 232 \text{ sq.ft.}$ (Subject to overall sign allowance)

SIGN BAND AREA

 $116' \times 5'-7" = 647 \text{ sq.ft.}$

GLASS AREA

10' x 32' = 320 sq.ft. 10' x 34' = 340 sq.ft. 10' x 22' = 220 sq.ft.

TOTAL GLASS AREA

1030 sq.ft.

EAST ELEVATION 2 nd FLOOR

SIGN AREA 12' (TOWER)

12' x 12' / 16' x 3'- 16' x 7 / 2 = 328 sq.ft.

X = POTENTIAL TEMPORARY SIGN LOCATION

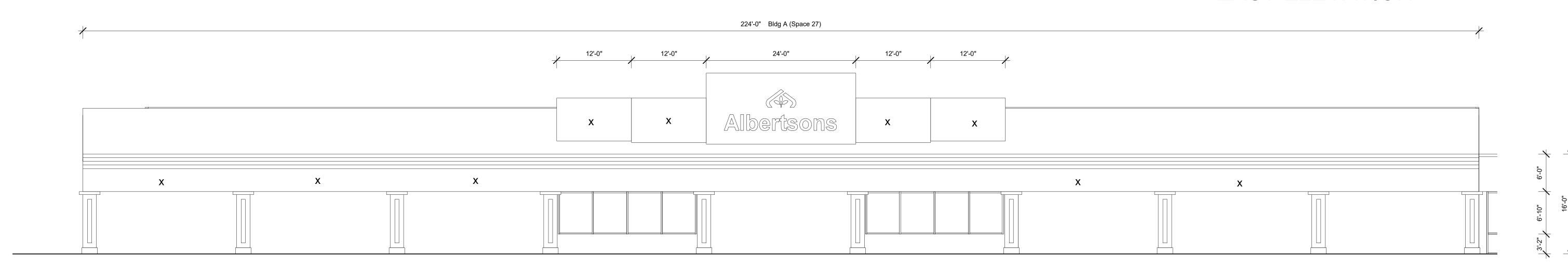
(Subject to overall sign allowance)

SIGN BAND AREA

 $12' \times 24' = 288 \text{ sq.ft.}$

WINDOW AREA restricted to glass doors on angle to front elevation not very practicable.

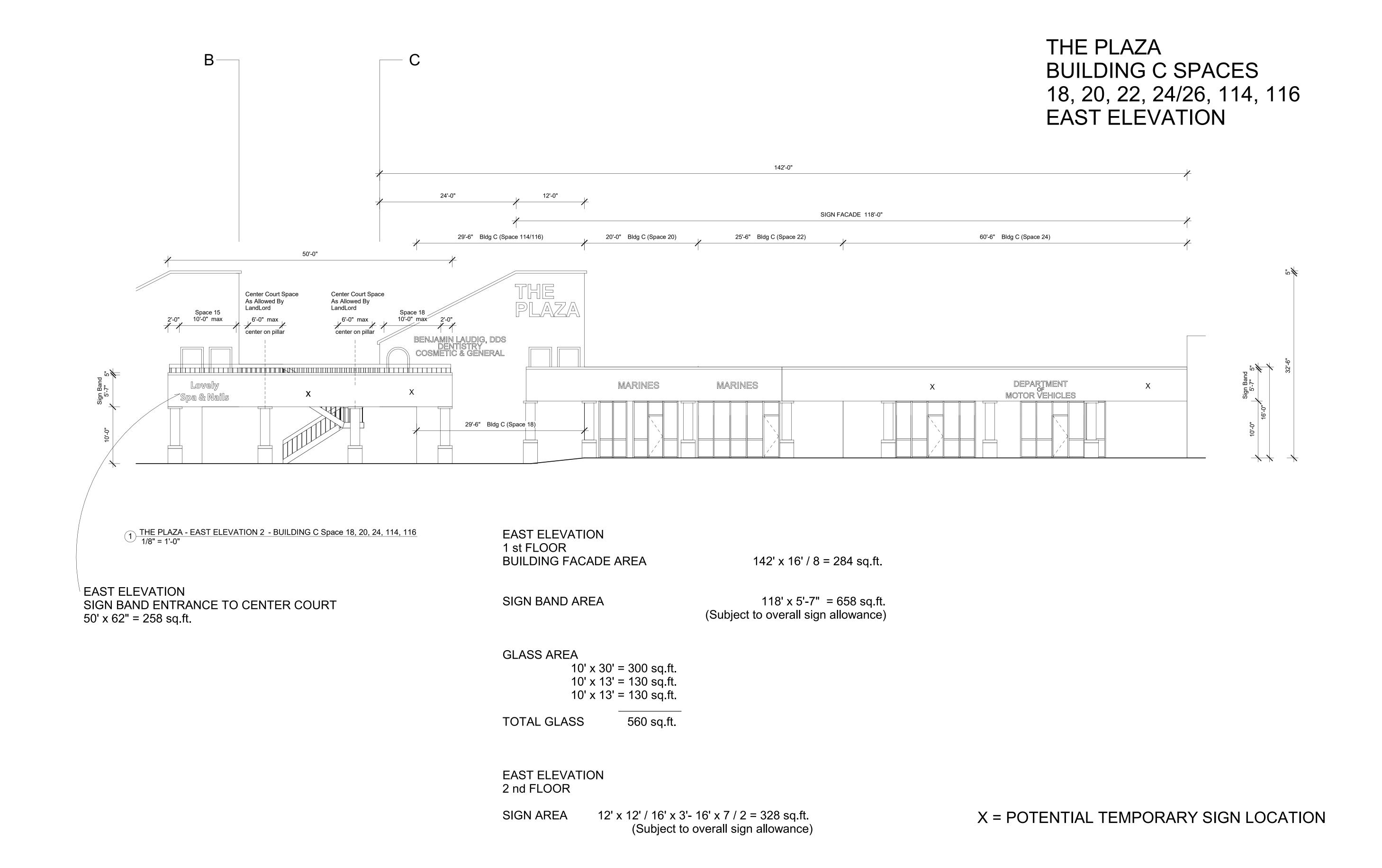
THE PLAZA
BUILDING A SPACE 27
EAST ELEVATION

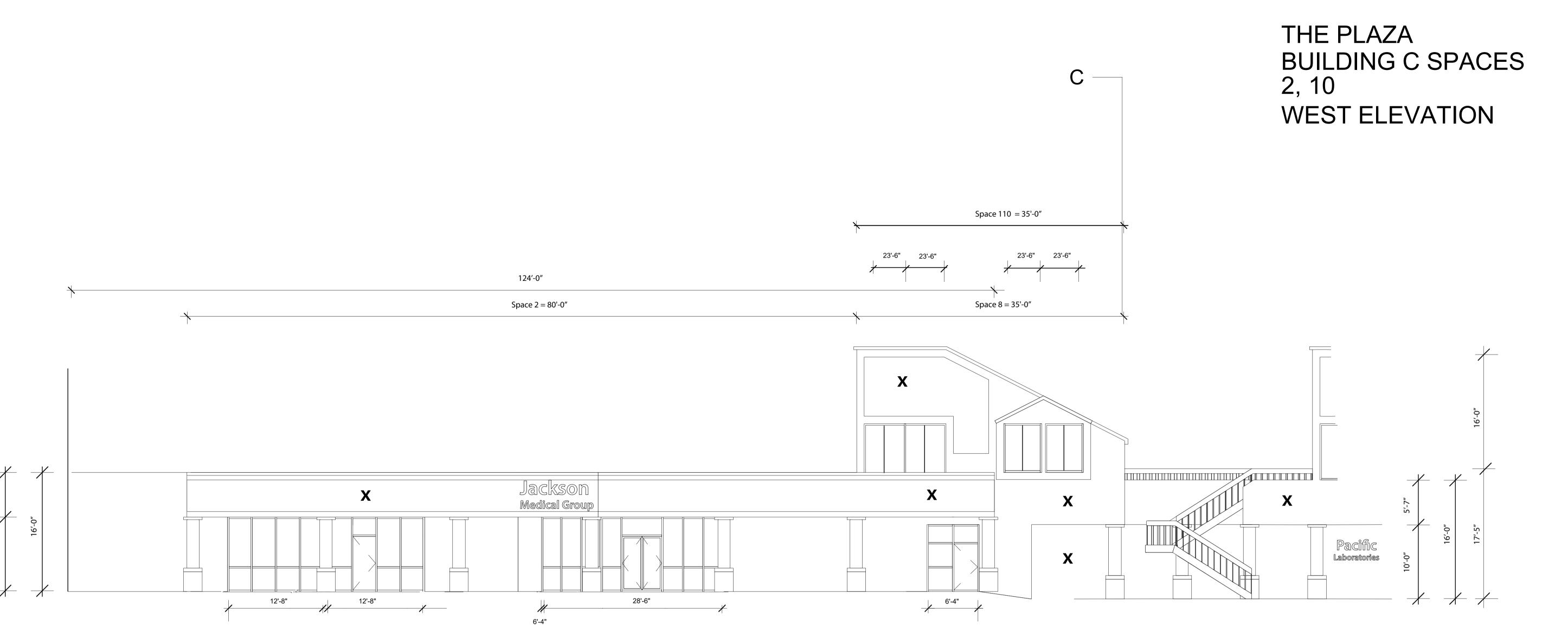


1 THE PLAZA - EAST ELEVATION 4 - BUILDING A Space 27 1/8" = 1'-0"



2 THE PLAZA - SOUTH ELEVATION - BUILDING A Space 27 1/8" = 1'-0"





1 THE PLAZA - WEST ELEVATION 1 - BUILDING C Space 2, 8, 10 1" = 8'-8"

WEST ELEVATION - BUILDING B

1 st FLOOR

BUILDING FACADE AREA

 $142' \times 16' / 8 = 284 \text{ sq.ft.}$

SIGN BAND AREA

 $124' \times 5'-7'' = 692 \text{ sq.ft.}$

(Subject to overall sign allowance)

GLASS AREA

 $66' \times 10' = 660 \text{ sq.ft.}$ $(2' \times 3.5') \times 4 = 28 \text{ sq.ft.}$ $(2' \times 5.16') \times 4 = 41.3 \text{ q.ft.}$

TOTAL GLASS

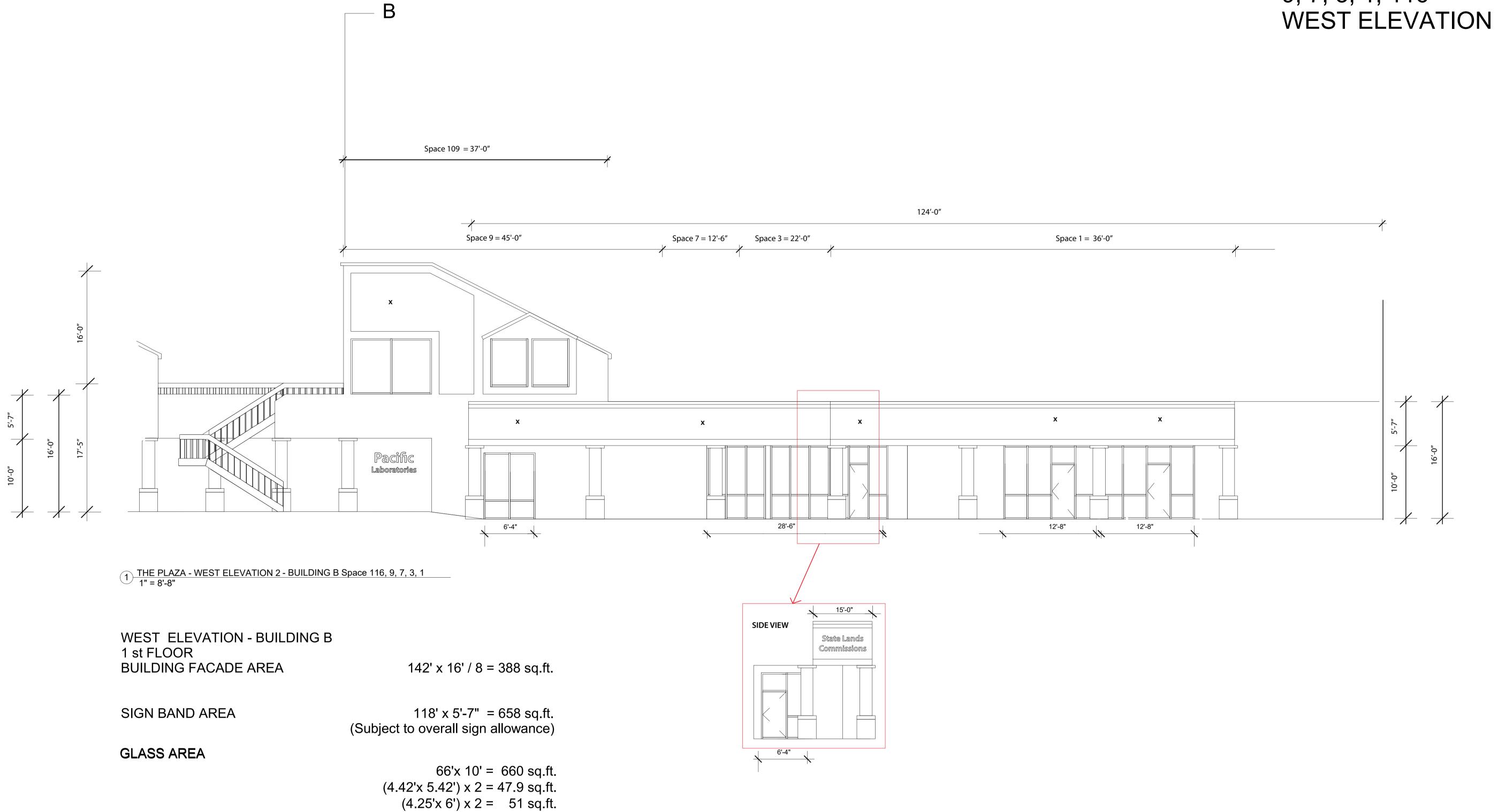
726.3 sq.ft.

EAST ELEVATION 2 nd FLOOR

SIGN AREA

12' x 12' / 16' x 3'- 16' x 7 / 2 = 328 sq.ft. (Subject to overall sign allowance)

THE PLAZA
BUILDING B SPACES
9, 7, 3, 1, 116
WEST FLEVATION



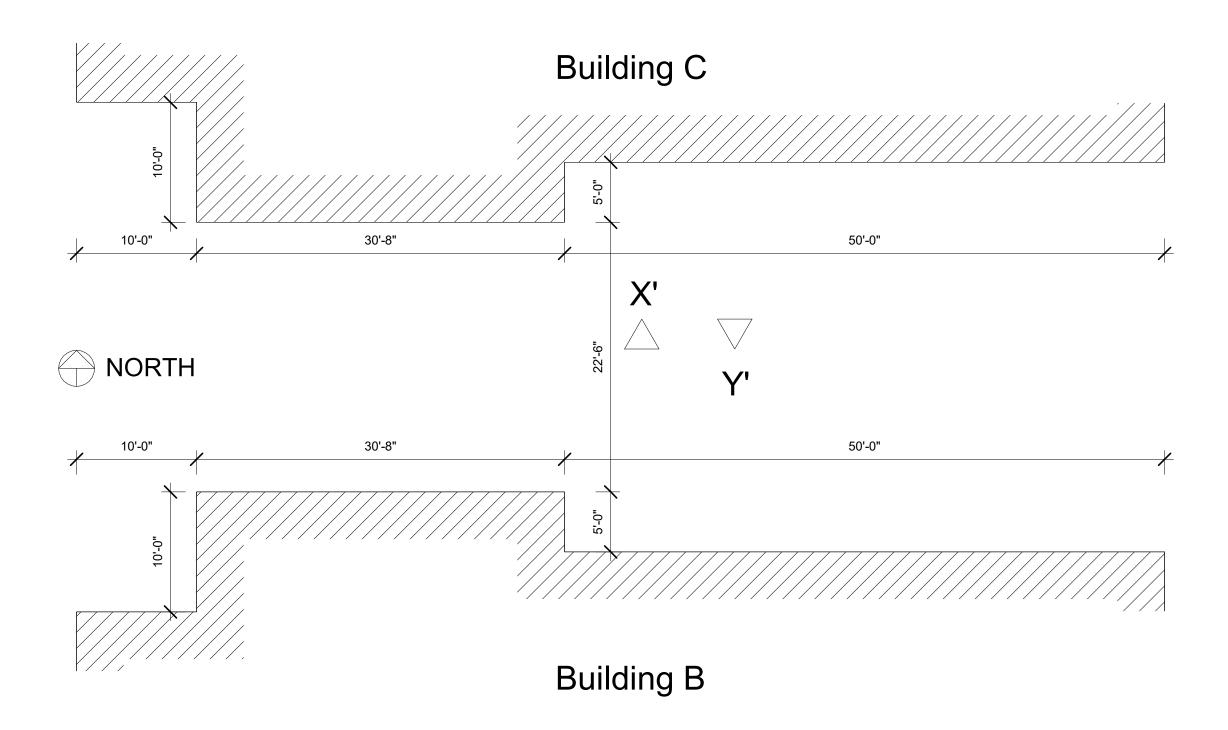
EAST ELEVATION 2 nd FLOOR

TOTAL GLASS

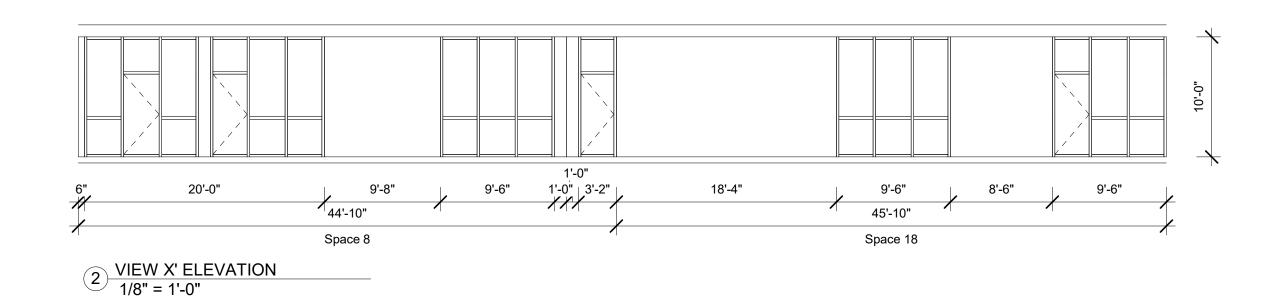
SIGN AREA $12' \times 12' / 16' \times 3'$ - $16' \times 7 / 2 = 328$ sq.ft. (Subject to overall sign allowance)

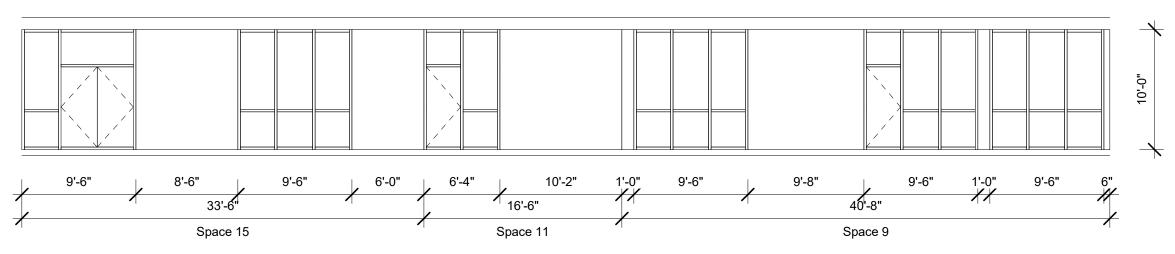
758.9 sq.ft.

X = POTENTIAL TEMPORARY SIGN LOCATION



1 CENTER COURT LAYOUT - 1st Floor 1/8" = 1'-0"





3 VIEW Y' ELEVATION 1/8" = 1'-0"

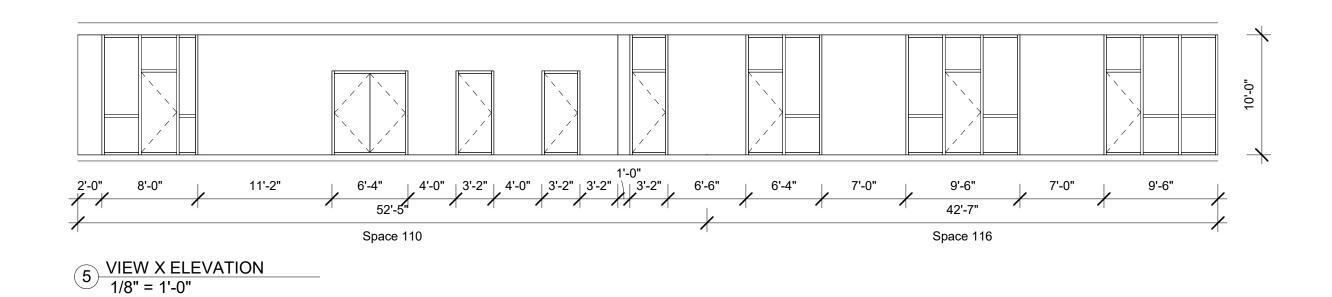
WALL AREA 90' x 10' / 8' = 112.5 sq.ft. GLASS AREA 39' x10' = 390

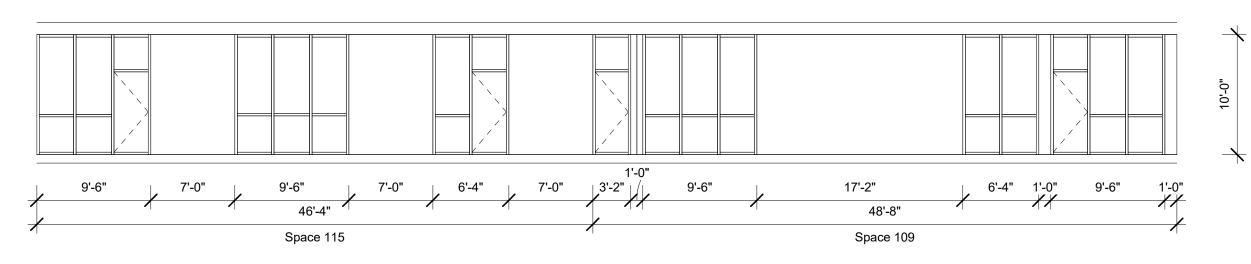
WALL AREA 90' x 10' / 8' = 112.5 sq.ft. GLASS AREA 39' x10' = 390

NO GLASS NO GLASS NO GLASS NO GLASS NO GLASS NO GLASS Y S0'-0" AS'-0" S0'-0" Z

Building B

4 CENTER COURT LAYOUT - 2nd Floor 1/8" = 1'-0"

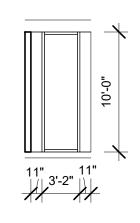




6 VIEW Y ELEVATION 1/8" = 1'-0"

WALL AREA 95' x 10' / 8 = 113 sq.ft. GLASS AREA 19.5' x 10' = 195 sq.ft.

WALL AREA 95' x 10' / 8 = 118 sq.ft. GLASS AREA 39' x 10' = 390 sq.ft.

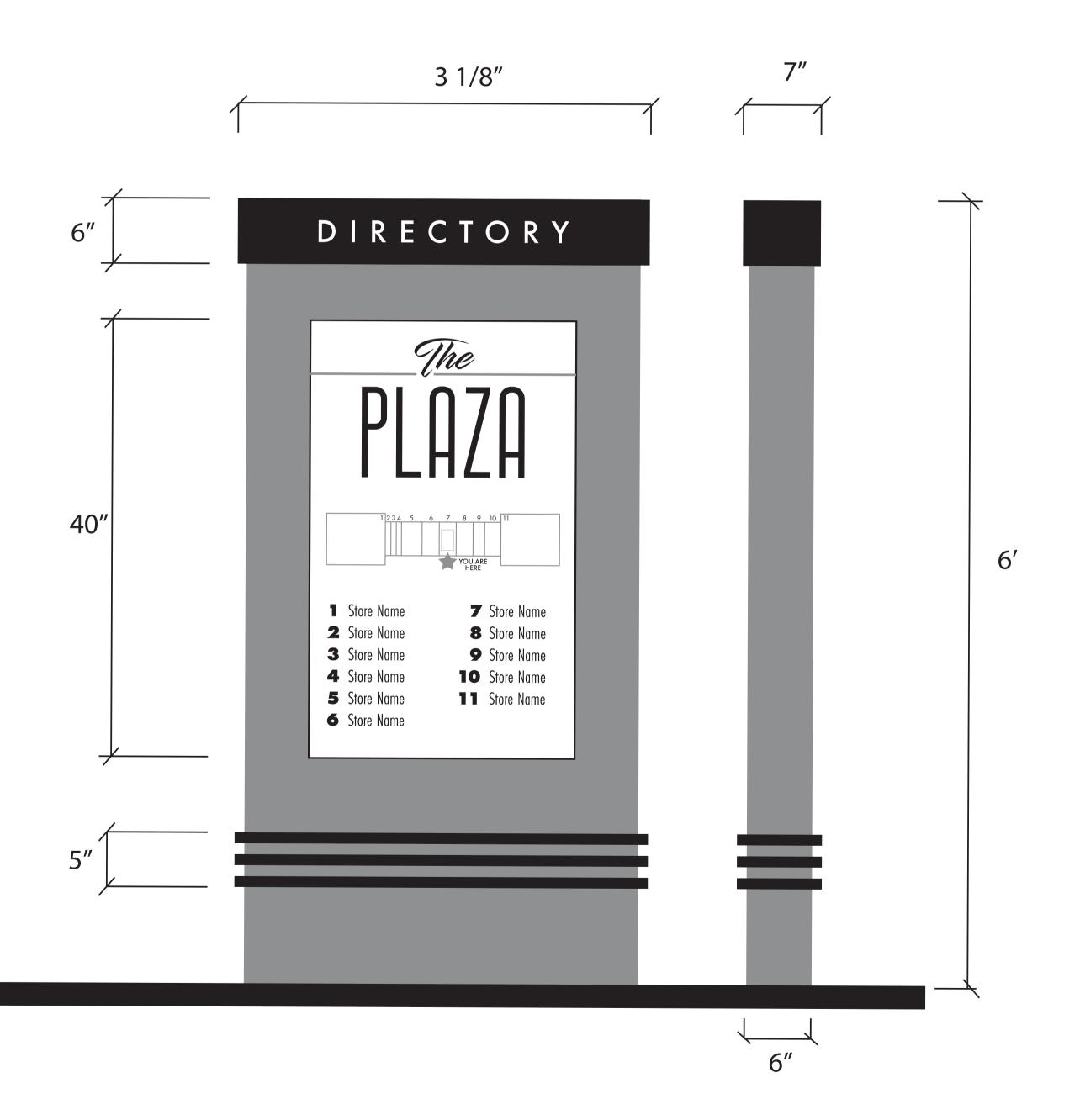


7 VIEW Z ELEVATION
1/8" = 1'-0"

EXISTING NON ILLUMINATED 10' DOUBLE SIDED SIGN (TO REMAIN AS REQUIRED BY THE DMV) See site plan for location STATE OF CALIFORNIA 3′6″ DEPARTMENT OF MOTOR VEHICLES SCALE 2"- 190 **EXHIBIT D** WILL REPLACE EXISTING SIGN Scale - 5'-0'' = 1''27' 21.5' Freestanding Structure 20' Sign Width University Plaza STARBUCKS L&L HAWAIIAN BARBECUE DEPARTMENT OF MOTOR VEHICLES The UPS Store 📭 State Lands Commissions Phamous Cafe JACKSON MEDICAL GROUP **RISE UP FITNESS Pacific Laboratories** Sign Height Freestanding IHOP Structure planet fitness Albertsons **MARINES** EXHIBIT C Scale - 30'' = 1''

THE PLAZA

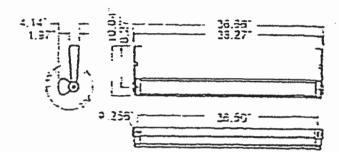
TYPICAL 2 SIDED
DIRECTORY SIGN
FOR INSTALLATION
ON SIDEWALK
ADJACENT TO CENTRAL
COURT ON EAST SIDE
OF COMPLEX

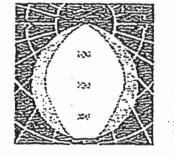


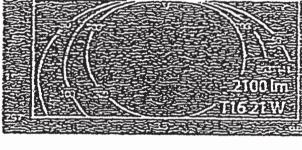
Nightline L with wall arm

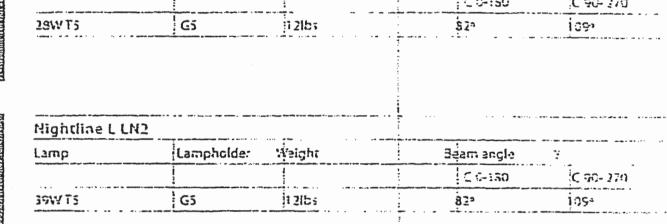
- extruded Aluminum housing
- · low copper alloy die cast ends
- UL, cUL listed wet label IP65
- powder polyester finish
- axially symmetrical specular reflector
- suitable for T5 or T5HO
- electronic ballast, cold weather start -5F
- clear UV stabilized polycarbonate lens

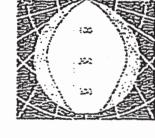






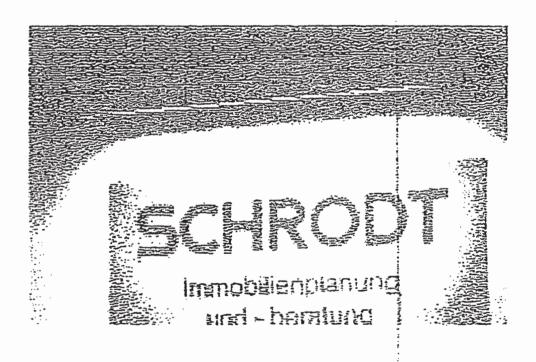








For sign illumination the luminaires are supplied with a short arm. The slim profile of the light fixture allows for very discrete installation so that the overall impression of the advertising is not impaired.



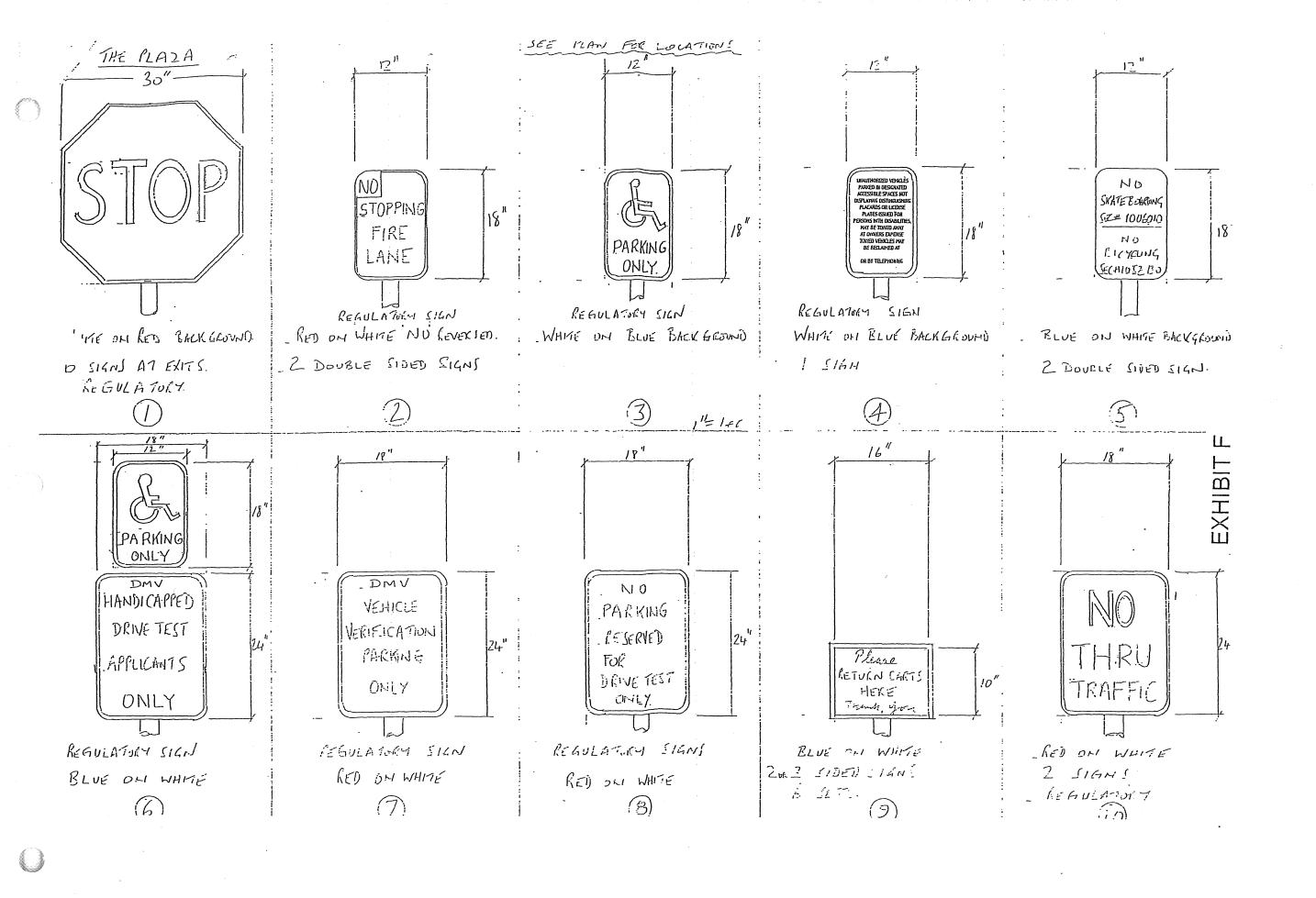
.

ORDERING CHART

Lamp

SERIES. PROD. ID. LAMP TYPE XXX :: X	WATTAGE XX	BODY X	FINISH XX	GRILL I	ALLAST I	ENS X	OPTIONS XX
NIGHTLINE 3 NL3 3- FLUORESCENT	03-2157 T5 97-3957 T5 HO	1- SURF. MT. NO CONDUIT ENTRIES	EW- EURO WHITE	G-NONE	C- 120-277 V ELECT.	C-CLEAR POLYCARBONATE	0- NONE 1- EMERGENCY
•			10- MATTE SILVER 99- CUSTOM		;		8- SPEC. SCREWS







Z SETS OF CUT DUT LETTERS

3/4" THICK PINI MOUNTED TO WALL

1. GOT ACEA "OL" & LOT" = 44.49 SA. FT EFFO

MOUNTED UN SOUTH HEST CORNER



_ L FOR LEASE SIGN ON NORTH CORNER

3 1 5' = 15 SQ FT NON ILLUMINATED.

REMOVED WHEN NO VACANCIET.

EXHIBIT H