



MINUTES – UNAPPROVED

DESIGN REVIEW BOARD MEETING

Tuesday, July 24, 2018

3:00 P.M.
City Hall – Council Chambers
130 Cremona Drive, Suite B,
Goleta, California

Members of the Design Review Board

Scott Branch (Architect), Chair
Thomas Smith (At-Large Member) Vice Chair
Erin Carroll (Landscape Architect)
Karis Clinton (Landscape Professional)

Jennifer Fullerton (At-Large Member)
Bill Shelor (At-Large Member)
Craig Shallenberger (Architect)
Dennis Whelan (Alternate)

Mary Chang, Secretary
Linda Gregory, Recording Clerk

SIGN SUBCOMMITTEE - < Cancelled >
Members: Thomas Smith, Erin Carroll, Bill Shelor

CALL TO ORDER AND PLEDGE OF ALLEGIANCE

The meeting of the City of Goleta Design Review Board was called to order by Chair Branch at 3:00 p.m. in the City Hall Council Chambers, 130 Cremona Drive, Suite B, Goleta, California, followed by the Pledge of Allegiance.

ROLL CALL OF DESIGN REVIEW BOARD

Board Members present: Chair Branch, Vice Chair Smith, Member Carroll,
Member Fullerton, Member Shelor, Member Shallenberger,
Alternate Whelan
Board Members absent: Member Clinton

Staff present: Mary Chang, Supervising Senior Planner; Chris Noddings, Assistant Planner; and Linda Gregory, Recording Clerk.

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PUBLIC FORUM

No speakers.

A. ADMINISTRATIVE AGENDA

A.1 Review and approve the Design Review Board Minutes for July 10, 2018.

7-10-2018 Minutes Unapproved

MOTION: Vice Chair Smith moved, seconded by Member Carroll, to approve the Design Review Board Minutes for July 10, 2018, as submitted.

VOTE: Motion carried by the following voice vote: Ayes: Chair Branch, Vice Chair Smith, Member Carroll, Member Fullerton, Member Shelor, Member Shallenberger. Noes: None. Abstain: Member Whelan. Absent: Member Clinton.

A.2 Planning Director Report

Mary Chang, Supervising Senior Planner, reported that the review of the current Design Review Board process and staff recommendations will be presented at an upcoming Design Review Board meeting.

A.3 Review of Agenda

Mary Chang, Supervising Senior Planner, reported no changes on today's agenda. There will be one Design Review Board meeting in August scheduled for August 14, 2018.

B. DESIGN REVIEW

B.1 5754 Hollister Ave (APN 071-063-010) New Sign for O'Reilly Auto Parts Case No. 18-054-DRB

[New Sign for O'Reilly Auto Parts Staff Report](#)

[New Sign for O'Reilly Auto Parts Project Plans](#)

[New Sign for O'Reilly Auto Parts Old Town Heritage District Guidelines \(Sign Section\)](#)

[New Sign for O'Reilly Auto Parts Consistency Analysis](#)

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New Sign for O'Reilly Auto Parts Recently Approved Signs in Old Town with Comparison to Proposed Sign

Staff Speaker:

Chris Noddings, Assistant Planner

Site visits and ex-parte conversations: Site visits reported by Members Branch, Carroll, Fullerton, Shallenberger, Shelor, Smith, and Whelan. No ex-parte conversations reported.

The plans were presented by agent Mike Roberts on behalf of Marilyn Torrey, property owner.

Public Speaker:

Cecilia Brown commented that she believes a smaller sign is more appropriate for Goleta Old Town and that the Goleta Heritage District Architecture & Design Guidelines try to accomplish a more muted appearance that is less bold.

MOTION: Vice Chair Smith moved, seconded by Member Shallenberger, to continue to August 14, 2018, Item B.1, New Sign for O'Reilly Auto Parts, 5754 Hollister Ave (APN 071-063-010); Case No. 18-054-DRB; with comments:

1. Restudy the sign proposal with regard to comments made today by the Design Review Board.
2. The majority of the Design Review Board members would like to see a color that is more subtle and muted.
3. Consider a red brick color or a color that is less vibrant.
4. Consider a design that fits in with the architecture and character of the building by adding some interest. This could be accomplished, for example, by painting the entire recessed background of the wall brick red (per comment #3 above); doing so would also reduce the size of the proposed sign without requiring a change in letter size.
5. The existing sign on the building is better than what is proposed. Possibly consider incorporating the original logo.
6. The rectangle works proportionately to the building, but is too bold and should be reduced.
7. Overall, the consensus was that the sign was not acceptable as proposed and needs to conform more with the Old Town Heritage Design Guidelines for

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signage.

VOTE: Motion carried by the following voice vote: Ayes: Chair Branch, Vice Chair Smith, Member Carroll, Member Fullerton, Member Shelor, Member Shallenberger, Member Whelan .
Noes: None. Absent: Member Clinton.

C. CONCEPTUAL REVIEW

C.1 6861 & 6865 Hollister Avenue (APN 073-100-033, -034, -035) Proposed Target Building and Shopping Center Façade and Site Improvements Case No. 18-077-DRB

[Proposed Target Center Façade and Site Improvements Staff Report](#)

[Proposed Target Center Façade and Site Improvements Project Plans](#)

Staff Speaker

Mary Chang, Supervising Senior Planner

Site visits and ex-parte conversations: site visits reported by Members Branch, Carroll, Fullerton, Shallenberger, Shelor, Smith, and Whelan. No ex-parte conversations reported.

The plans were presented by agent Andy Neff on behalf of Merlone Geier Partners, property owner; Michael Wekesser, Target, project design architect; John R. Dewes, Target, Senior Project Manager; and David Rundle, Stantec, project civil engineer.

Public Speakers:

Barbara Massey expressed concern regarding sight distance and traffic circulation in the parking lot, especially in the area of the new parking stalls replacing the Kmart garden center. She suggested the applicant work with the adjacent landowners

Cecilia Brown commented that she appreciates the proposed upgrades for this area in Goleta as well as the colors and materials.

ACTION:

The Design Review Board conducted Conceptual review of Item C.1, Proposed Target Building and Shopping Center Façade and Site Improvements, 6861 & 6865 Hollister Avenue, (APN 073-100-033, -034, -035), Case No. 18-077, with the following comments:

Architecture:

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1. Submit the cross-sections for the building, including the existing massing. Submit samples of similar palettes on other Target stores. .
2. The choice of colors and materials as proposed is good, as well as making use of the existing forms.
3. On the main store building, wrap the dark plaster with no reveals around, similar to the small retail store wing.
4. Do not increase the height of the building.
5. Consider making the elevations more interesting on the north side and back side of the Target building.
6. Addressing the adjacent building as part of the project is appreciated and it makes for a more cohesive development.
7. Consider some way for the west elevation with the existing small shops to appear less cluttered.
8. The trash enclosure plan seems appropriate, given the situation.
9. Consider photovoltaics and sustainability.
10. A concern was expressed because the site is a major component in the Hollister corridor that the façade upgrade design will stand the “test of time”.

Site Plan:

11. Consider providing some dedicated parking for the smaller tenant stores.
12. Pedestrian access is difficult through the parking lot. A suggestion was made to provide a pedestrian access from Hollister Avenue through the parking lot. Another suggestion was made to add some sort of pedestrian acknowledgement at the opposite side of the traffic aisle at the curb cut on the northwest corner.
13. Use a product for the permeable asphalt that is durable.
14. The parking lot may need some kind of upgrade. For example, there is “puddling” in the parking lot, and it does not seem to drain very well.
15. In the secondary entrance area, plan for a stepping stone at the stall stripe marker.

Landscaping:

16. Submit a plan showing existing tree removals and protected trees. Clarify what landscaping is to be replaced on the drawings.
17. Adding planters in front of the retail shops as well as the main building is encouraged.
18. There may be an opportunity to plant trees with half-diamond planters along the east elevation.
19. Consider that there is an opportunity for increasing the landscaping with the removal of some of the parking spaces, as the site is over-parked.
20. Consider a more robust plant palette that takes into consideration an access to the recycled water system. Use plants that are drought tolerant and avoid certain plants that are not recycled water friendly.

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21. Tree wells are recommended that are larger and round, possibly the width of the parking stalls. Consider some method to prevent people from walking across the tree wells.
22. There are some Eucalyptus trees on the site that appear to be unhealthy and under-watered.
23. Check out the irrigation system.
24. The use of native trees is appreciated.
25. The four Catalina Ironwood trees proposed on the east elevation may not be the right species, noting that another smaller species that is vertical against the building façade would be more appropriate.
26. Possibly consider other tree species rather than the Oak and Sycamore. The Oak trees do not require as much water during the warm season and do not have heavy defoliation. The Sycamore trees would probably be better with reclaimed water and provide a faster canopy.

General:

27. The major upgrade of the site is appreciated.
28. A concern was expressed regarding how the traffic congestion at the Storke Road/Hollister Avenue intersection will be affected with more projects coming forward.
29. Overall, the project is moving in the right direction and the upgrade to the shopping center is appreciated by all the members.

D. ANNOUNCEMENTS

None.

E. ADJOURNMENT: 4:36 P.M.