



DESIGN REVIEW BOARD

Staff Report

Agenda Item B.2
Meeting Date: September 11, 2018

TO: Goleta Design Review Board
FROM: Chris Noddings, Assistant Planner; (805) 961-7566

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

PROJECT DESCRIPTION:

This is a request for *Design* review. The property includes one commercial building of approximately 4,340 square feet on a 10,018-square foot lot in the C-2 zone district. This property is located in the Goleta Old Town Heritage District and has an existing, permitted wall sign on the southern, white façade of the building facing Hollister Avenue. The existing sign, approved by the Design Review Board in 2010 (10-019-DRB), reads "O'Reilly AUTO PARTS" with a clover leaf logo within the "O" of "O'Reilly". All text is on one line, in red, with internally-illuminated channel letters with 5-inch returns. The existing sign text for "O'Reilly" is 24 inches tall; text for "AUTO PARTS" is 16 inches tall, and the total sign width is 21 feet and 5 inches wide, for an aggregate total under 42.8 square feet.

The applicant proposes to replace the existing sign described above with a new sign. Like the existing sign, the new sign would also read "O'Reilly AUTO PARTS" with a clover leaf logo within the "O" of "O'Reilly" on one line and would also consist of internally-illuminated channel letters with 5-inch returns. Text height would remain the same as the existing sign, but the use of a slightly different font would reduce the text width to 18 feet and 0.5 inch for a total sign area of under 36 square feet. Text would be white with a black outline and the façade would be painted a tan color (i.e., Sherwin Williams Portobello 6102).

The project was filed by agent Dennis Stout on behalf of Marilyn Torrey, property owner.

Related case: 10-19-SCC

BACKGROUND:

This project was first reviewed by the DRB on July 24, 2018. The DRB had the following comments:

1. Restudy the sign proposal with regard to comments made today by the Design Review Board.

The applicant has revised the sign as described above.

2. The majority of the Design Review Board members would like to see a color that is more subtle and muted.

The applicant is proposing a tan color (Sherwin Williams Portobello 6102).

3. Consider a red brick color or a color that is less vibrant.

The applicant is proposing a tan color (Sherwin Williams Portobello 6102).

4. Consider a design that fits in with the architecture and character of the building by adding some interest.

The applicant is proposing to paint the entire recessed façade containing the sign's text (as opposed to the originally-proposed 5' by 20' rectangle).

5. The existing sign on the building is better than what is proposed. Possibly consider incorporating the original logo.

The applicant is proposing a sign very similar to the existing sign (it is more condensed, with white letters, and a tan background).

6. The rectangle works proportionately to the building but is too bold and should be reduced.

The previously-proposed, bold-red, 5' x 20' rectangle has been removed. The revised proposal is to paint the entire recessed façade containing the sign's text a tan color.

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 signage.

Under the Old Town Heritage Design Guidelines, the maximum allowable sign area is either 48 or 53 square feet, depending on how the façade of this building is defined. The proposed sign is under 36 square feet and therefore meets these guidelines. The previously-proposed, bold-red, 5' x 20' (100 square-foot) rectangle has been removed; instead, the entire recessed portion of the façade on which the sign will be mounted will be painted a muted tan color, which is consistent with Guideline K.1 for building colors. As such, the proposed sign conforms more with the Guidelines. It should be noted, however, that the existing façade does not conform with multiple other facade guidelines and the only proposed change is to paint the recessed portion of the façade a tan color.

Attachments:

- Reduced 8 ½ x 11" copies of revised site plan and elevations.