

DRB Findings
Target Building & Shopping Center Façade and Site Improvements
Case No. 18-077-DRB

Neighborhood Compatibility

1. The development will be compatible with the neighborhood, and its' size, bulk and scale will be appropriate to the site and the neighborhood.
2. Site layout, orientation, and location of structures, buildings and signs are in an appropriate and well-designated relationship to one another, and to the environmental qualities, open spaces and topography of the property.
3. The project demonstrates a harmonious relationship with existing and proposed adjoining developments, avoiding excessive variety and monotonous repetition, but allowing similarity of style, if warranted.
13. The development will not adversely affect significant public scenic views.
17. The development will enhance the appearance of the neighborhood.
19. The project architecture will respect the privacy of neighbors and is considerate of private views and solar access.

The project will not be detrimental to the health, safety, comfort, convenience, and general welfare of the neighborhood and will not be incompatible with the surrounding areas. The site is physically suited to accommodate both the existing development and uses. The site has direct access onto Hollister Avenue and access to Storke Road through a reciprocal access. Adequate access, parking and other physical attributes of the property will continue to suitably accommodate this existing development. No additional square footage is proposed, and the future use of the site is consistent with the existing uses on the site. All existing streets and highways serving the project are adequate and properly designed to accommodate the development. The project will not adversely impact any public scenic views. The façade renovation will enhance the appearance of the development and thus will enhance overall appearance of the surrounding development.

Quality of Architectural Design

4. There is harmony of material, color and composition of all sides of a structure or buildings.
5. A limited number of materials will be on the exterior face of the building or structure.
6. There is consistency and unity of composition and treatment of exterior elevation.
7. Mechanical and electrical equipment is well integrated in the total design concept and screened from public view to the maximum extent practicable.
8. All visible onsite utility services are appropriate in size and location.
14. Signs, including their lighting, are well designed and are appropriate in size and location.
15. All exterior site, structure and building lighting are well-designed and appropriate in size and location.
16. The proposed development is consistent with any additional design standards as expressly adopted by the City Council.

The architectural style, height, scale, and mass of the facility is designed to enhance the visual character of the site. All proposed building materials and features will be well integrated and will create a unified building design. All mechanical and electrical equipment will be screened from public view. No signs are currently proposed for the building.

Quality of Landscape Design

9. The grading will be appropriate to the site.
10. Adequate landscaping is provided in proportion to the project and the site with due regard to the preservation of specimen and landmark trees, and existing native vegetation.
11. The selection of plant materials is appropriate to the project and its environment and adequate provision will be made for the long-term maintenance of such plant materials.
12. The project will preserve and protect, to the maximum extent practicable, any mature, specimen or skyline tree, or appropriately mitigate the loss.

The proposed project will increase the proportion of landscaping on the project site. The project will improve the landscaping onsite by incorporating native plantings. The new plantings will help to break up the parking lot and building façades. No specimen or landmark trees and native vegetation is proposed to be removed. Native species are incorporated into the landscape design.

Zoning

18. The public health, safety and welfare will be protected.
20. The project will provide for adequate street design and sufficient parking for residents and guests in a safe and aesthetically pleasing way.

The project will continue to be served by the Santa Barbara County Fire Department, the Goleta Water District, the Goleta Sanitary District, and the City of Goleta Police Department. The proposed project will not increase the demand on these services. As a result, these agencies and districts will continue to have adequate personnel and service capacity to serve the project. The project is in conformance with all applicable policies of the City's General Plan/Coastal Land Use Plan. Such policies include protection of environmentally sensitive resources, community aesthetics and visual quality, mitigation of noise impacts, and provision of adequate parking, vehicular circulation, infrastructure and services to serve the new development. The lighting and parking lot improvements will provide for better and safer circulation on the site for both vehicles and pedestrians. The landscape improvements will help to break-up the parking lot and the building to provide for a more pleasing aesthetic while providing the necessary parking.