



DESIGN REVIEW BOARD

Staff Report

Agenda Item B.5

Meeting Date: November 13, 2018

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

SUBJECT: **139 N. Fairview Ave. (APN 077-170-042)**
New Signs for Berkshire Hathaway
Case No. 18-138-DRB

PROJECT DESCRIPTION:

This is a request for Design review. The applicant is proposing to install a new wall sign and door sign within the Fairview Shopping Center. Both signs would be on the western façade and are consistent with the Fairview Shopping Center Overall Sign Plan.

The proposed wall sign is 14 feet wide and 15.625 inches tall for a total sign area of 18.23 square feet. It will read "BERKSHIRE HATHAWAY HomeServices | California Properties" in 0.5-inch thick aluminum letters painted "cabernet" (PMS 7859). Text height will be 7 inches for "BERKSHIRE HATHAWAY", 6.125 inches for "HomeServices", and 5.75 inches for "California Properties". The sign would be externally illuminated by three 13-watt angled cone shade LED Gooseneck lights.

The proposed door sign would consist of a circular logo with text reading "BERKSHIRE HATHAWAY HomeServices California Properties" in 3M White Vinyl. "BERKSHIRE HATHAWAY" would be in 1.5-inch text and "HomeServices California Properties" would be in 1-inch text. Total sign area would be less than 144 square inches.

The project was filed by agent Christian Muldoon on behalf of Michael Prochels of the property owner, Fairview Shopping Center LLC.

Note: A site visit performed by staff on November 5, 2018 determined that the proposed door sign as well as an unpermitted banner have been installed.

Attachments:

- 11" x 17" copies of sign plan and elevations