



DESIGN REVIEW BOARD Staff Report

Agenda Item B.6

Meeting Date: November 13, 2018

TO: Goleta Design Review Board
FROM: Joe Pearson II, Associate Planner; (805) 961-7573
SUBJECT: **6861 & 6865 Hollister Avenue (APN 073-100-033, -034, -035)**
Target Building & Shopping Center Overall Sign Plan
Case No. 18-116-DRB

PROJECT DESCRIPTION:

This is a request for *Design* review. The property includes two commercial buildings, namely the 116,578-square foot big box retail building (currently the K-Mart store), and the 17,912-square foot in-line multi-tenant building. The shopping center is on three lots totaling 386,266-square feet in the C-2 zone district. The commercial OSP contains sign criteria for monument signs, wall signs, entry signs, address signs, traffic/regulatory signs, and approval procedures. The proposal was last before the board on October 23 where the board continued the project with comments. The comments from the minutes included the following:

1. There is too much signage on the site. Three signs per end unit are excessive on the tenant building. The sign on the south elevation of the inline tenant building does not seem necessary. The main building advertises Target twice.
2. The signs should be more in compliance with the intent of the Sign Ordinance.
3. The size, bulk and scale of the Monument Sign are too big. The design of the Monument Sign is acceptable.
4. One Monument Sign would seem appropriate.
5. Multiple tenants on the Monument Sign would not be appropriate.
6. Consider placing just the name of the shopping center on the Monument Sign.
7. External up-lighting is not appropriate for the signs.
8. Restudy the "wine & spirits" sign; not appropriate as a building sign.
9. The blade signs are a good idea.
10. Include identification and clarification regarding the temporary sign regulations in the Overall Sign Plan.
11. The proportion of the tenant spaces on the Building Elevations drawing is okay; however a reduction by 5 percent would probably still work.
12. Consider that Hollister Avenue is a scenic corridor with regard to minimizing signage along scenic corridors.

In response to these comments the applicant has worked to reduce the size and number of signs on site. The secondary wall sign on the southern elevation of the inline tenant building has been removed. The applicant has reduced the number of monument signs to just single sign halo illuminated sign and removed the multiple tenants, with just "Target" to remain as that will be the name of the shopping center. The monument sign height has also been reduced from approximately 8 feet to approximately 4.5 feet. All building mounted signs will be halo illuminated. In addition to the halo-illumination, wall signs on the Target building will be externally illuminated with a light arm extending out from the building or raceway above.

ATTACHMENTS:

- 11" x 17" copies of Overall Sign Plan with plans