



DESIGN REVIEW BOARD Staff Report

Agenda Item B.2

Meeting Date: December 11, 2018

TO: Goleta Design Review Board
FROM: Brian Hiefield, Associate Planner; (805) 961-7559
SUBJECT: **146 South Fairview Avenue (APN 071-051-025)**
McDonald's Drive-Through Signage
Case No. 18-098-DRB

PROJECT DESCRIPTION:

This is a request for *Conceptual/Design Review*. The applicant proposes four new directional signs, one replacing the existing "Drive-Thru" sign and the remainder to identify the two drive-through lanes and order points. Also proposed are two menu boards adjacent to the two drive-through order points.

The new "Drive-Thru" directional sign identifying the drive-through queueing lane will be mounted on an 11-foot 2 3/8-inch-tall pole and will measure 8 feet 8 inches long with 8-inch tall letters for "Drive-Thru" and 6-inch tall letters for "Clearance 9 Feet". The sign itself will not be illuminated, however the base of the sign will have down lighting to illuminate the queueing lane.

The two new "Order Here" directional signs identifying the two drive-through order points will be mounted on an 11-foot 5 5/8-inch-tall pole and will measure 9 feet 4 1/2 inches long with 9-inch tall letters. The signs themselves will not be illuminated, however the base of the signs will have down lighting to illuminate the order points. There will also be a preorder board directional sign that will identify the individual order lanes.

The two new digital menu boards will have a viewing area of 17.6 square feet with menu items displayed on a digital screen that changes on time per day from breakfast to lunch. Menu board text will range in size from 1/4 inch to 1 inch. The menu board will not scroll or play videos/animations and illumination would match a standard LED TV screen.

The project was filed by agent Rick Anderton of Superior Electrical Advertising, Inc. on behalf of Scott Wilkeson of McDonald's USA, LLC. Related cases: 18-098-CUP.

CONTEXT:

McDonald's received DRB approval on October 24, 2017 for a second drive-through order point and related circulation and landscaping improvements and a small cashier addition. The applicant secured Director approval of the associated Development Plan/Conditional Use Permit Amendment on October 26, 2017. As such, the proposed signage is to account for the new circulation and second order point.

The new directional signage associated with the signage improvements requires a Minor Conditional Use Permit (CUP) under the jurisdiction of the Zoning Administrator (ZA), pursuant Sign Ordinance Section 35-20. A ZA hearing will be scheduled following design recommendations from the DRB.

NOTE:

The property is within the Heritage District as described in the Goleta Old Town Heritage District Architecture and Design Guidelines (Old Town Guidelines); however, signage guidelines within the Old Town Guidelines only pertain to signage that identifies the business and does not cover the type of directional and menu board signage proposed here. No changes to the business identification signage are proposed. Therefore, the signage is regulated solely by the Sign Ordinance.

ATTACHMENTS:

- Reduced 11" x 17" copies of site plans and elevations.