



DESIGN REVIEW BOARD

Staff Report

Agenda Item B.1

Meeting Date: November 12, 2019

TO: Goleta Design Review Board
FROM: Joe Pearson II, Associate Planner; (805) 961-7573

SUBJECT: **6875 & 6865 Hollister Avenue (APN 073-100-033, -035)**
New Target Building Wall Signage
Case No. 19-134-DRB

PROJECT DESCRIPTION:

This is a request for revised *Design* review. The property includes two commercial buildings, namely the 116,578-square foot big box retail building 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 applicant is proposing to revise the previously approved signage for the Target building. The proposed signage would vary from the approved Overall Sign Plan (OSP) and thus requires DRB review and approval. The applicant proposes to remove and replace the primary wall sign on the northern elevation of the Target building. The revised signage will include the following:

OSP Vs. Existing Vs. Proposed Signage

Sign	Overall Sign Plan	Existing Signage	Proposed Signage
A	Wall sign with 14' White Bullseye halo-illuminated logo and the sign text will read "TARGET" in white 3'-7" halo-illuminated letters (252.3-square feet)	Wall sign with 10.5' White Bullseye face-lit logo and the sign text will read "TARGET" in white 2'-8.25" face lit letters (155.9-square feet)	Wall sign with 8' White Bullseye face-lit logo and the sign text will read "TARGET" in white 5'-4" face-lit letters (237.3-square feet)
B	Wall sign reading "order pickup" in red 2' letters (74-Square feet)	Wall sign reading "order pickup" in red 10" letters	No Change
C	Wall sign reading "CVS Pharmacy" with logo in red 2'-5" letters (57-Square feet)	Wall sign reading "CVS Pharmacy" with logo in red 15.5" letters.	No Change
E	Wall sign with 11' White Bullseye Logo (121-Square feet)	Wall sign with 10' White Bullseye Logo and the sign text will read "TARGET" in white 2'-6" letters	No Change

The project was filed by agent Jessica Jimenez of Swain Sign Inc. on behalf of MGP XII KB Goleta, LLC, property owner. Related cases: 19-020-SCC

- **Overall Sign Plan:** The proposed signage varies from the overall sign plan as follows:

Sign A: The sign will now be centered on the building over the main entrance. The “target” sign letters will exceed the maximum letter height of 3’-8” approved under the OSP. The OSP calls for all target signs to be halo-illuminated and externally down-lit, however the proposed signage will be internally illuminated channel letters.

ATTACHMENTS:

- Project Plans
- Approved Overall Sign Plan
- Findings