



DESIGN REVIEW BOARD

Staff Report

Agenda Item B.1
Meeting Date: March 10, 2020

TO: Goleta Design Review Board
FROM: Brian Hiefield, Associate Planner; (805) 961-7559

SUBJECT: **5724 Hollister Avenue (APN 071-081-014)**
Wendy's Exterior Improvements
Case No. 20-0005-LUP

PROJECT DESCRIPTION:

This is a request for *Design Review* approval. The property includes a 2,740-square foot fast food restaurant with drive-through on a 29,577-square foot lot in the C-2 zone district. The applicant is proposing improvements to the exterior of the existing Wendy's restaurant, including new paint colors, exterior materials, and ADA path-of-travel improvements. New signage will be processed on a separate permit. No additional building square footage or new landscaping is proposed. The project was filed by agent Justin Beranich on behalf of WKS Frosty Corp., Franchisee, and Manzo Investments & Management Co., property owner.

DISCUSSION:

- ***Goleta Old Town Heritage District Guidelines (Design Guidelines)***

The Design Guidelines are recommendations; however, the recently adopted New Zoning Ordinance requires projects in the Old Town – Commercial zone district to be consistent with the Design Guidelines. Staff requests the DRB make specific comment as to how the project is consistent with the following design objectives of the Old Town Heritage District:

1. Reveal and enhance the historic character of Goleta and provide greater architectural continuity and cohesiveness.
2. Reinforce and ensure a high level and quality of design and materials for all proposed projects within the heritage district.
3. Ensure that adjacent buildings work together to reinforce the character of Old Town as a vital, lively place abundant with a diversity of shops, businesses and residences.
4. Provide direction to ensure that improvements enhance a building's overall appearance in the context of the heritage district.

5. Enrich the quality of the pedestrian experience at street level, including improved signage, storefront design and the use of quality materials and landscape.

- **General Plan Policy**

Applicable General Plan policy is summarized below. Staff requests the DRB make specific comments as to how the project is consistent with this policy or make suggestions for how the project's consistency with applicable policy can be improved:

1. Management of this area shall emphasize improving and reinforcing the character of the area as a *pedestrian-oriented* retail business area with a mix of businesses and services.

- **Other Considerations**

This is an existing restaurant with only minor exterior changes proposed. No additional square footage is proposed.

ATTACHMENTS:

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