



## DESIGN REVIEW BOARD

### Staff Report

Agenda Item B.1  
Meeting Date: May 26, 2020

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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 *Conceptual/Preliminary/Final* 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.

#### **DRB COMMENTS FROM APRIL 28, 2020:**

The DRB last heard this item on April 28, 2020, where it was continued to May 26, 2020 with the following comments:

1. The applicant should review the Goleta Old Town Heritage District Guidelines for guidance to reconsider the design. A site visit in the community would be helpful to view creative ideas.
2. It does not appear that any of the improvements add to the character of the Goleta Old Town Heritage District Guidelines and rather detract from what the redesign achieved a few years ago. For example, the proposed side fascia changes work against the building. Consider the previous building design.
3. The proposed plans do not seem like a successful design or solution for the Goleta Old Town community. Moving towards a consistent feel of materials and composition was suggested.
4. A direction was given to the applicant to focus on celebrating the agrarian history of the area and let it guide the finished product. A concern was expressed that an opportunity is being missed for the project to fit in with the community.

5. Submit photographs at the next review showing the existing architecture and design to provide a real sense of what is being changed.
6. One Member commented that the proposal is a nice improvement.
7. The fascia on the west elevation does not seem to fit with the Goleta Old Town Heritage Districts Guidelines or with the surrounding buildings. Also, the fascia appears horizontal on the west elevation and vertical on the north elevation. As corrugated iron is used on the existing shed roof at the entries, if corrugated iron is used on the fascia, retain the same profile of the fascia.
8. If there are color and material changes for the sign centerpiece on the south elevation, it should change dimensionally as well and be proud of the surfaces on either side. Another suggestion would be to treat the whole parapet as a single unit and use a single color.
9. The purpose of an Exterior Insulated Finish System (EIFS) on the south elevation is questioned as it does not seem appropriate as an acceptable material for the area.
10. The elements on either side of the fascia/awning on the south elevation jump out significantly and look like art deco is being added which does not seem to work.
11. The white color of the building seems too bright and a bit out of character. Possibly consider either toning it down, using a different palette, or using different colors on the south, east and west elevations.
12. For the applicant's consideration, as the sun sets on the south side and on the ordering side, the building will warm up significantly.
13. The applicant's initiative to refresh the exterior of the building is appreciated.

## **DISCUSSION:**

**The following information is provided to aid the DRB in their consideration of the project:**

- ***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.