



MINUTES – UNAPPROVED

DESIGN REVIEW BOARD MEETING

Tuesday, April 28, 2020

3:00 P.M.
City Hall – Council Chambers
130 Cremona Drive, Suite B,
Goleta, California

Members of the Design Review Board

Scott Branch (Architect), Chair
Craig Shallenberger (Architect), Vice Chair
Karis Clinton (Landscape Professional)

Jennifer Fullerton (At-Large Member)
Albert Smith (At-Large Member)
Dennis Whelan (Alternate)

Mary Chang, Secretary
Linda Gregory, Recording Clerk

The DRB conducted this Virtual Meeting Pursuant to Executive Order N-29-20 Issued by Governor Gavin Newsom on 3-17-20

CALL TO ORDER AND PLEDGE OF ALLEGIANCE

The meeting of the City of Goleta Design Review Board was called to order by Chair Branch at 3:02 p.m., followed by the Pledge of Allegiance.

ROLL CALL OF DESIGN REVIEW BOARD

Board Members present: Chair Branch, Vice Chair Shallenberger, Member Clinton, Member Fullerton, Member Smith, Member Whelan

Board Members absent: None.

Staff present: Peter Imhof, Director of Planning and Environmental Review; Mary Chang, Supervising Senior Planner; Brian Hiefield, Associate Planner; and Deborah Lopez, City Clerk.

PUBLIC FORUM

None.

Design Review Board Minutes - Unapproved

April 28, 2020

Page 2 of 5

A. ADMINISTRATIVE AGENDA

A.1 Review and Approve the Design Review Board Minutes for February 25, 2020.

[Review and Approve the Design Review Board Minutes for February 25, 2020.](#)

MOTION: Member Fullerton moved, seconded by Vice Chair Shallenberger, to approve the Design Review Board meeting minutes for February 25, 2020, as submitted.

VOTE: Motion carried by the following roll call vote: Ayes: Chair Branch, Vice Chair Shallenberger, Member Clinton, Member Fullerton, Member Smith. Noes: None. Abstain: Member Whelan.

A.2 REVIEW OF AGENDA

Mary Chang, Supervising Senior Planner, reported no changes on today's agenda.

B. CONCEPTUAL/PRELIMINARY/FINAL REVIEW

B.1 5724 Hollister Avenue (APN 071-081-014) Wendy's Exterior Improvements Case No. 20-0005-LUP

[Wendy's Exterior Improvements Staff Report](#)

[Wendy's Exterior Improvements Findings](#)

[Wendy's Exterior Improvements Project Plans](#)

Staff Speaker:
Brian Hiefield, Associate Planner

Site visits and ex-parte conversations: Site visits reported by Members Fullerton, Shallenberger and Smith. Members Branch and Whelan reported they are familiar with the site. Member Clinton reported no additional site visit and she reviewed the site online. No ex-parte conversations reported by the Members.

The plans were presented by agent Justin Beranich on behalf of WKS Frosty Corp., Franchisee, and Manzo Investments & Management Co., property owner; and Andrew Feinour, Franchise owner.

Design Review Board Minutes - Unapproved

April 28, 2020

Page 3 of 5

MOTION: Member Whelan moved, seconded by Member Smith, to continue to May 26, 2020, Item B.1, Wendy's Exterior Improvements, 5724 Hollister Avenue (APN 071-081-014), Case No. 20-0005-LUP, 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.

Design Review Board Minutes - Unapproved

April 28, 2020

Page 4 of 5

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.

VOTE: Motion carried by the following roll call vote: Ayes: Chair Branch, Vice Chair Shallanberger, Member Clinton, Member Fullerton, Member Smith, Member Whelan. Noes: None. Absent: None

C. DISCUSSION/ACTION ITEM

C.1 New Design Review Process

[New Design Review Process Staff Report](#)

[New Design Review Process Attachments](#)

Staff Speaker:

Mary Chang, Supervising Senior Planner

Peter Imhof, Director of Planning and Environmental Review

Mary Chang, Supervising Senior Planner, presented Title 17 - Chapter 17.58, Design Review, for discussion regarding the design review process. Ms. Chang encouraged the Members to read the full Section 17.58 of the Zoning Code and the Design Review Attachments regarding Lighting, Signage and Landscaping.

Peter Imhof, Director of Planning and Environmental Review, described the design review process and commented that it is designed to be more flexible and to address the synchronization between the Planning process and the Design Review process.

The Design Review Board Members discussed the New Design Review Process and provided input which is recorded in the video of the meeting.

Design Review Board Minutes - Unapproved

April 28, 2020

Page 5 of 5

D. ANNOUNCEMENTS BY MEMBERS AND STAFF

Peter Imhof, Director of Planning and Environmental Review, reported that the Planning staff and Building staff are now conducting work remotely and that procedures are set up for electronic plan submittal and review, and virtual inspections are conducted where possible. Mr. Imhof commented he is proud of staff's ability to adjust to the new procedures. He requested any thoughts or comments about ways to improve the procedures be shared with staff.

Chair Branch commented that applicants need to submit material boards with actual materials, and that when electronic submittals are made, applicants should be informed to include photographs of the actual materials to be reviewed electronically.

Member Smith requested applicants be required to show the surrounding areas to see where the project fits in, when applicable.

Member Fullerton commented that an applicant submitting photographs electronically may show the photographs on the camera during the meeting.

E. ADJOURNMENT: 4:22 P.M.

Note: The video of the meeting is available on the City's website at <http://www.cityofgoleta.org/i-want-to/news-and-updates/government-meeting-agendas-and-videos>