

From: [Andy Newkirk](#)
To: [Andy Newkirk](#)
Subject: FW: Design Review Elements of NZO - General comments for the DRB
Date: Thursday, February 14, 2019 8:12:12 AM

From: Fermina Murray <ferminamurray@gmail.com>
Sent: Monday, February 11, 2019 3:50 PM
To: Mary Chang <mchang@cityofgoleta.org>
Cc: Cecilia Brown <brownknight1@cox.net>; Masseybarb@aol.com
Subject: Design Review Elements of NZO - General comments for the DRB

Hello Mary,

Like Cecilia Brown and Barbara Massey, I too reviewed the NZO, and since Brown and Massey have excellently covered the NZO's signage, lighting, and DRB review process, i.e. story poles. I would like to focus on general comments. Maybe I am missing important introductory principles, but I did not see any introductory statements of purpose, goals, or principles guiding the DRB NZO document.

So I am requesting you to please include the following ideas for the DRB to consider in their review meeting on Tuesday, February 12, 2019. Unfortunately, I am traveling to NYC to help my son's family with the birth of their second child, a baby girl, and not able to attend the DRB's meeting. The ideas below, I learned and used a great deal in my 12 years serving the Santa Barbara City Landmarks Commission (HLC). They come from the Santa Barbara Urban Design Guidelines and Compatibility Analysis that the HLC uses. I've tailored them to what I think would fit Goleta City's DRB Guidelines. Please pass them on in this email to the Chair and Members of the Design Review Board for their kind consideration. Thank you Mary!

Much appreciated,
Fermina Murray
442 Danbury Court
Goleta, CA 93117

Goals and Purpose of the Design Guidelines or Design Elements Review:

Compatibility of New Development with the Existing Development

Design developments to complement and enhance the character of Goleta City, the surrounding neighborhood, and existing adjacent developments, while allowing each development to retain a distinctive visual identity.

Incorporate natural features and landscaped open spaces into developments to provide a sense of openness and continuity, and enhance the environment of the City grid.

Design developments to respect the arrangement of buildings and open spaces on adjacent sites and provide opportunities for enhanced circulation, solar access, and views.

Human Scale Character – Visual Relationship Between Development and Pedestrians

Preserve the human scale character of the City by using design techniques that reduce the apparent size, bulk, scale, and height of buildings.

Provide visual interest for pedestrians by incorporating building details that relate to the surrounding built environment at a human scale.

Encourage pedestrian activity on the street through building design. Frequent building entrances, window at pedestrian height, and outdoor activity spaces create a lively, pedestrian-friendly environment along public streets.

Pedestrian Facilities and Amenities

- Create and maintain a continuous, convenient network of pedestrian facilities throughout Goleta City to reduce dependence on the automobile.

Provide pedestrian amenities, including street furniture, landscaping, lighting, and trash receptacles, to make walking more attractive and convenient.

Design and locate pedestrian facilities and amenities to promote the uninterrupted flow of pedestrian traffic. (our safe suburban sidewalks and pocket parks are examples of this goal).

Create pedestrian links to transit and bicycle facilities to increase the convenience of transit and bicycle travel. (Train stop could use this).

Building Equipment and Service Areas

- Design and locate building equipment and service areas so that they do not dominate the appearance of the site or interfere with pedestrian or vehicular circulation.

Building equipment and service areas include, but are not limited to, rooftop equipment, mechanical and electrical equipment and conduits, HVAC ducts and piping, fire equipment, water backflow devices (e.g. fire protection, landscape, and domestic water systems), trash facilities, recycling facilities, utilities, satellites dishes, antennas, loading/unloading areas, and site building and drainage facilities.

Findings For Approval

This section should include compatibility analysis such as:

Does the project comply with all applicable City Code, Policies, and Guidelines?

Is the design of the project compatible with architectural qualities and characteristics which are distinctive to Goleta City and the particular neighborhood surrounding the project?

Is the size, mass, bulk, scale, height, and scale of the project appropriate for its location and its neighborhood?

Is the design of the project appropriately sensitive to adjacent federal, state, or city landmarks or other nearby historic resources? (Example the Islamic Mosque and its proximity to Stow House and Lake Los Carneros Park). (Stow House is on the National Register of Historic Places, a federally registered historic resource).

Public Views of the Ocean and Mountains: Does the design of the project respond appropriately to established scenic public views of the ocean and mountains? (Hilton Garden Inn is a violation of this).

Does the project include an appropriate amount of open space and landscaping?

Does the project enhance the building and pedestrian experience.