



**Agenda Item E.1**  
**ADVISORY REVIEW**  
**Meeting Date: April 14, 2026**

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**TO:** Goleta Design Review Board

**SUBMITTED BY:** Jaime A. Valdez, Assistant City Manager

**SUBJECT:** Goleta Train Station City of Goleta Capital Improvement Project  
#9079 27 South La Patera Lane (APN 073-050-033)

**RECOMMENDATION:**

Review and provide advisory feedback on the Goleta Train Station monument sign proposal.

**BACKGROUND:**

This is a request for **Advisory** input. This is a City of Goleta project which does not require formal review or approval by the DRB. However, the Goleta Train Station signage is an important Gateway project for the community and City staff is interested in soliciting DRB's input for its monument sign. This signage project is being managed by the City Manager's Office with assistance from the Neighborhood Services (NS) Department and General Services (GS) Department.

The property includes an existing 39,800-square foot warehouse structure with an associated parking lot, outdoor storage area, and vehicle yard on an approximately 2.5-acre parcel. The existing warehouse structure covers approximately 50 percent of the overall site and is situated in the middle of the northern middle side of the project site. The City is replacing the existing warehouse structure, built in 1967, with a new approximately 9,000 square foot Goleta Train Station structure.

The DRB *first* saw this project on January 26, 2021, for the train station building, and provided comments to renderings at that time. The takeaways focused on three central items, which were: 1) Omit or Reduce and Relocate Tower, 2) Match Station Colors, and 3) Reduce Structural Armature.

NS staff requested a *second* round of input on the design concept at 35% conceptual drawings in the project review process. The second DRB meeting took place on April 27, 2021. DRB's comments at that meeting were based upon the initial comments from the January 26, 2021, meeting and consisted of the following:

1. Eliminate small raised roof at Central portion
2. Suggest gable roof at main entrance
3. Eliminate roof cut-outs at ends of Station
4. Continue darker trim around windows and corners
5. Modify fenestration to match traditional
6. Use Agrarian landscape

On July 13, 2021, NS staff along with the Project Team addressed DRB's advisory input from the two previous meetings, revised the renderings, including changes with the addition of a bus drop-off cover were presented at its third DRB meeting. The DRB conducted its advisory review, and it provided positive remarks that were ultimately incorporated into the final design.

On December 19, 2023, the City Council took a major step in the project by approving the development, plans and specifications, and authorizing the advertising for construction, along with the approval of related professional services agreements.

On July 16, 2024, the City Council took a number of milestone steps to award the construction contract for the new Goleta Train Station. These steps included, but were not limited to, the following:

1. Approving the Conformed Plans and Specifications for Construction, incorporating addenda and bidding clarifications from the bidding process; and
2. Authorizing the City Manager to execute an amendment with Anil Verma Associates, Inc., (Project's Architect) to expand the scope of work, extend the term, update the schedule of fees for design support during construction; and
3. Authorizing the City Manager to execute a Construction Contract with Quincon, Inc. for the Goleta Train Station Project subject to the requirements of the contract documents; and
4. Authorizing the City Manager or designee to approve contract contingency orders change orders for the Goleta Train Station Project, if necessary.

On September 12, 2024, representatives from the City of Goleta and the Santa Barbara County Association of Governments (SBCAG) celebrated the groundbreaking for the new \$32 million full-service train station.

On June 10, 2025, the City of Goleta held a "topping off" ceremony with the placement of the final structural steel beam for the Goleta Train Station. This milestone marked the completion of the construction project's structural framing, a project that began with a groundbreaking ceremony in September of 2024. The topping-off ceremony, a tradition in the construction industry, celebrates the safe, successful completion of the installation of structural steel framing and recognizes the accomplishments of the construction crew.

Construction of the Goleta Train Station continues progressing towards completion. One aspect that will be needed is a monument sign that serves logistical purposes but also calls out this new transformative facility.

The existing wood sign, which is approximately 50 square feet and at least 25 years old cannot be renovated or replaced as the new location of the monument sign is closer to the new Goleta Train Station.



Therefore, staff have brought forth two monument sign proposals:

The first is more of an L-shaped design (Proposal 1) that features a terracotta planter vessel, granite shelf, granite cladded vertical wall and Corten steel cladding. It also includes stainless steel upstand mounted channel letters with LED back lighting, stainless steel Amtrak logo with LED back lighting, Goleta logo imprint on translucent acrylic with channel typed stainless steel perimeter having LED front and back lit logo, and potential colored Metrolink logo with backlighting. For detailed information please see Attachment 1.

The second is more of a trapezoidal-shaped design (Proposal 2) that features granite shelves, Goleta logo imprint on translucent acrylic with channel typed stainless steel perimeter having LED front and back lit logo, stainless steel wall mounted channel letters with LED back lighting, fiber cement capping with wood texture, fiber cement planks with wood texture, stainless steel Amtrak logo with LED back lighting, and potential colored Metrolink logo with LED back lighting.

## ANALYSIS

### Zoning Ordinance

Proposal 1 signage does not comply with all of the respective signage requirements of Chapter 17.40, as outlined below. Because the City's Zoning Standards are generally geared toward private development, it may at times be incongruent with the needs for public facilities and infrastructure projects.

#### 17.40.080.C Freestanding Signs

- 1. Where Allowed.** Freestanding signs are permitted only on a parcel of land with at least 125 feet of continuous street frontage and where the main building is set back at least 20 feet from the lot line. The base of the supporting structure must be set back at least five feet from the edge of the public right-of-way.

Consistency with Standard: The Goleta Train Station Parcel has approximately 220 feet of continuous street frontage and the base of the supporting structure will be in the public right of way. The location and orientation allow for identification of the site, and the sign will improve driveway visibility.

**2. Maximum Number.** One sign per street frontage. No more than two separate signs may be placed on each freestanding sign structure if grouped with a flag lot.

Consistency with Standard: There is only one sign proposed per the S. La Patera Lane frontage.

**3. Maximum Height.** The standard allowable height for freestanding signs is four feet. An increased height allowance may be approved as part of an Overall Sign Plan, but in no case exceed six feet in height.

Consistency with Standard: Proposal 1 will exceed the height limit. Proposal 2 will not exceed the height limit.

**4. Maximum Area.** 100 square feet. If two signs are placed on the same freestanding structure, the lower sign may not exceed 20 square feet and the areas of the two signs, added together, may not exceed 100 square feet in area.

Consistency with the Standard: Proposal 1 will exceed the maximum area. Proposal 2 will not exceed the maximum area.

**5. Landscaping Required.** All freestanding signs require landscaping at the base equivalent to two times the area of the sign if the area is not otherwise part of an approved landscape plan.

Consistency with the Standard: Proposal 1 is unlikely to meet the landscaping requirements. Proposal 2 will meet the landscaping requirements.

#### **ATTACHMENTS:**

1. "L-shaped" (Proposal 1) Goleta Train Station monument sign
2. "Trapezoid-shaped" (Proposal 2) Goleta Train Station monument sign

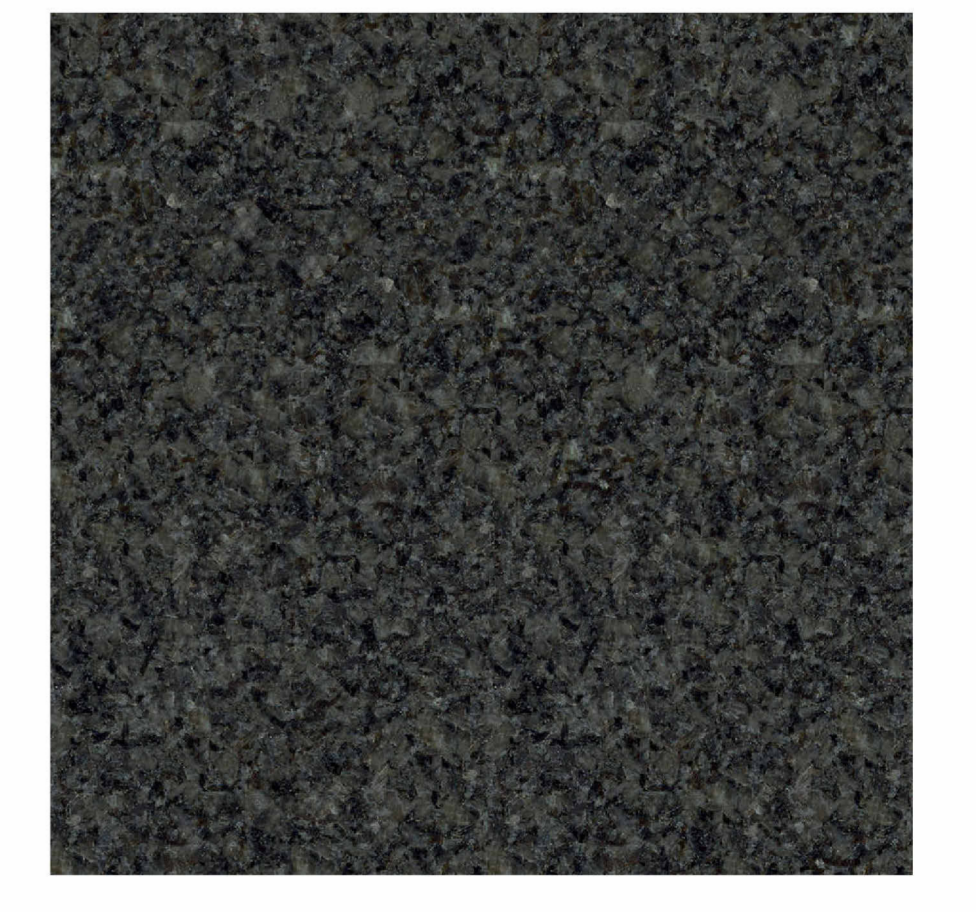
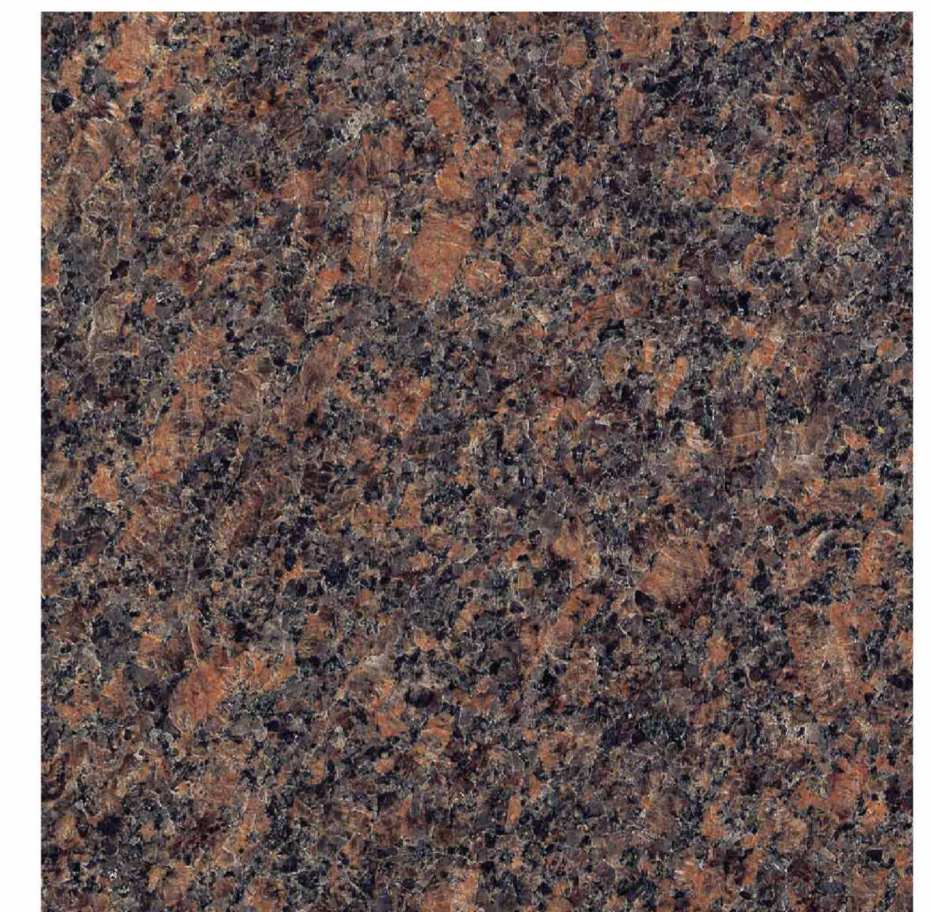
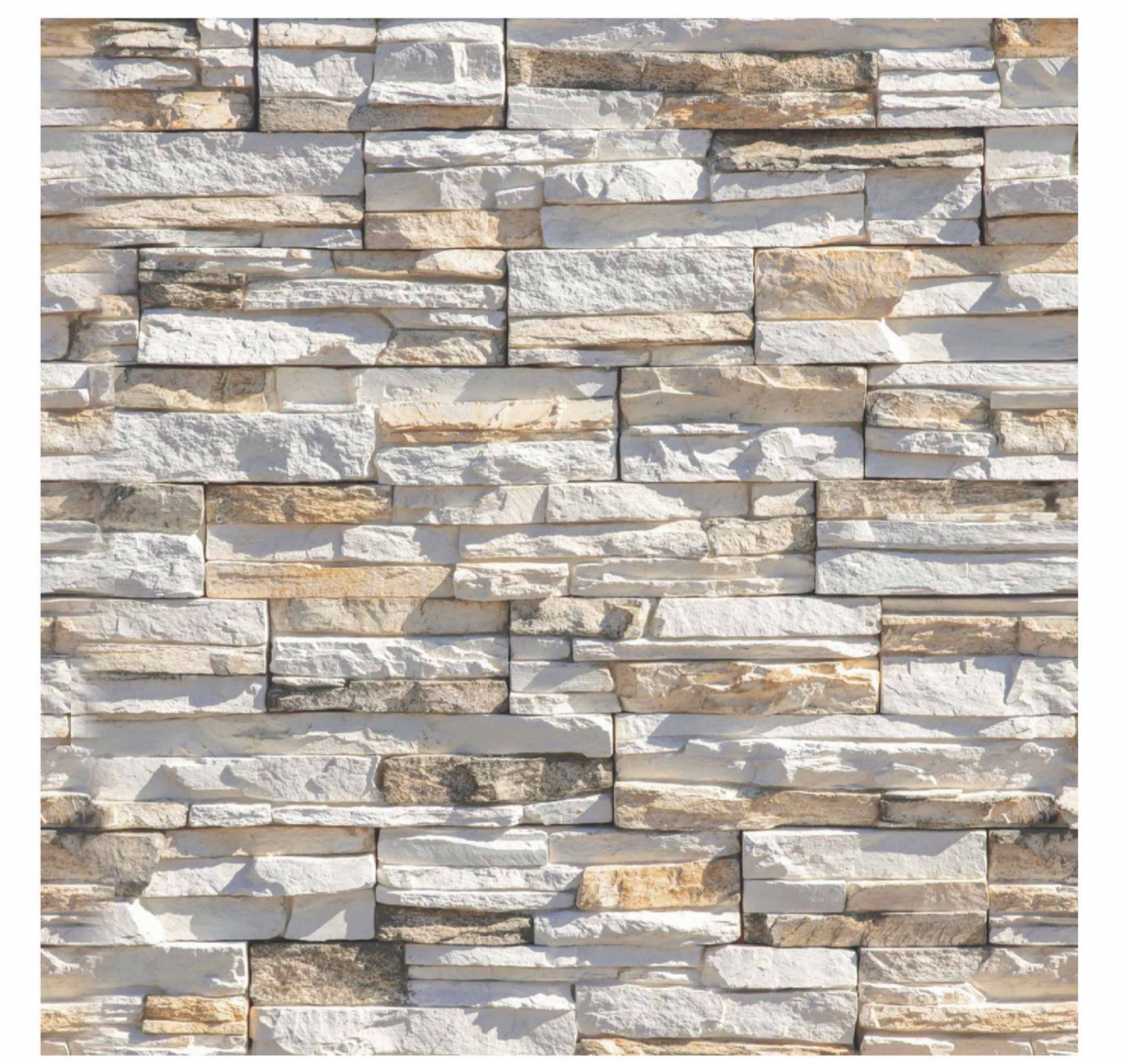
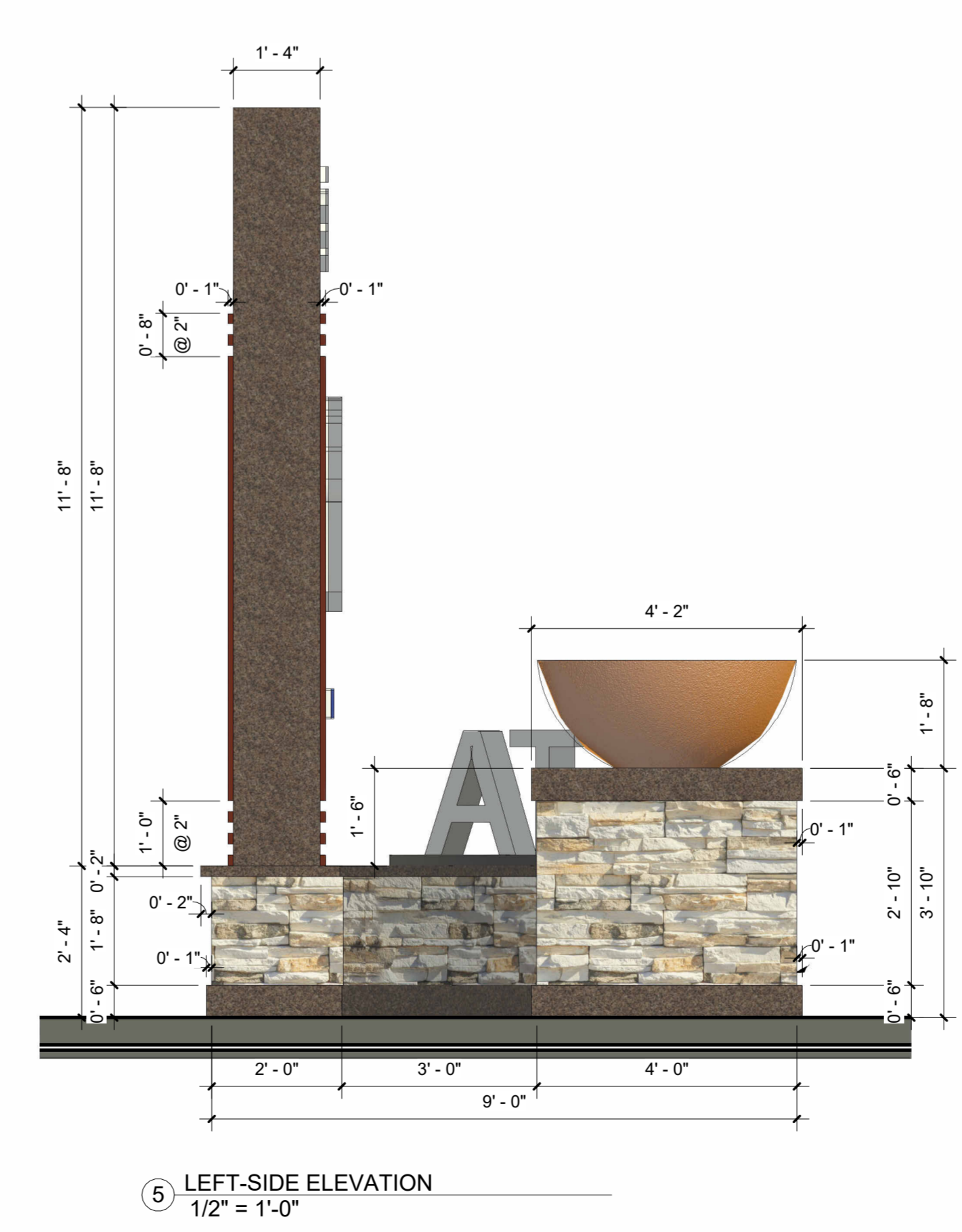
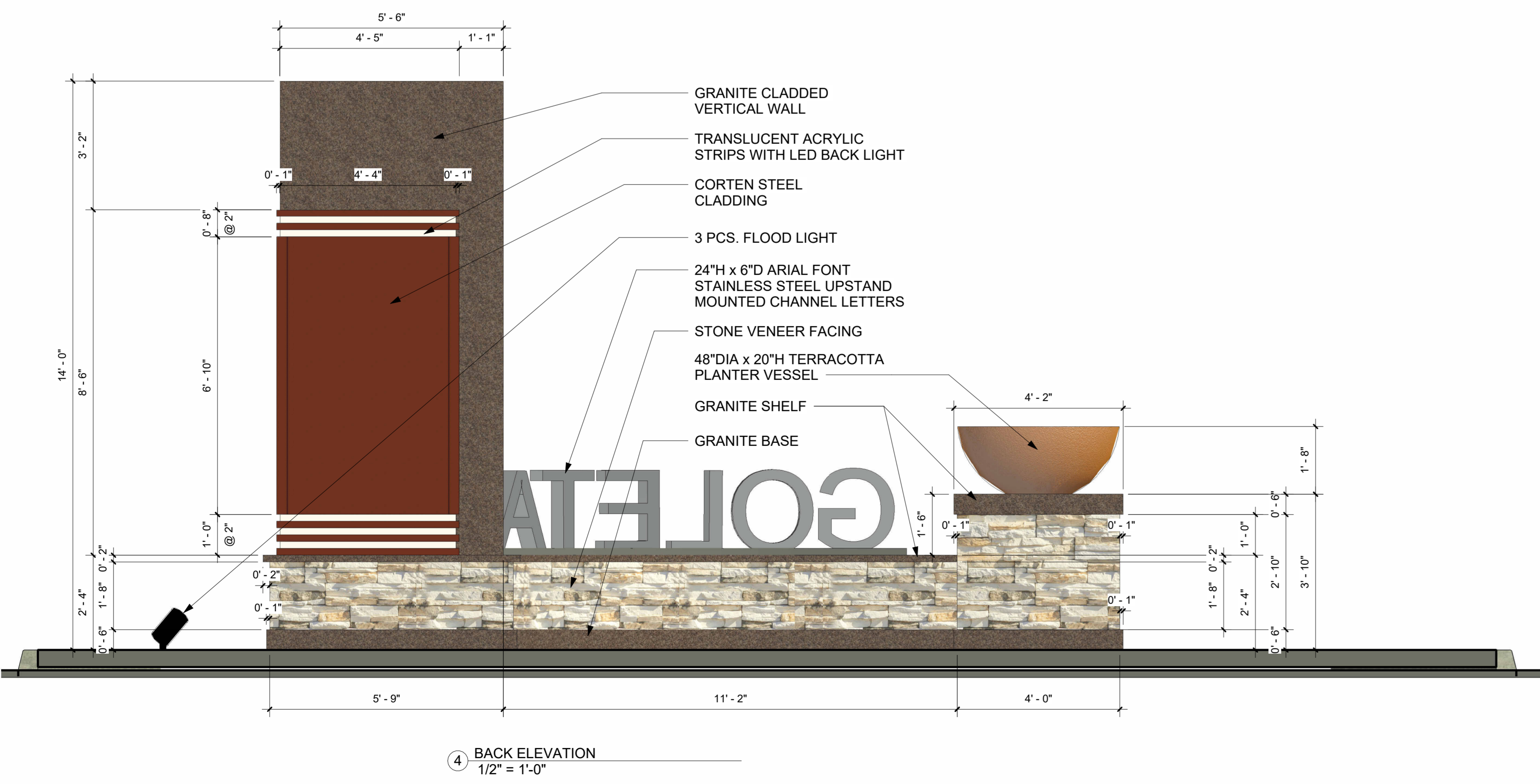
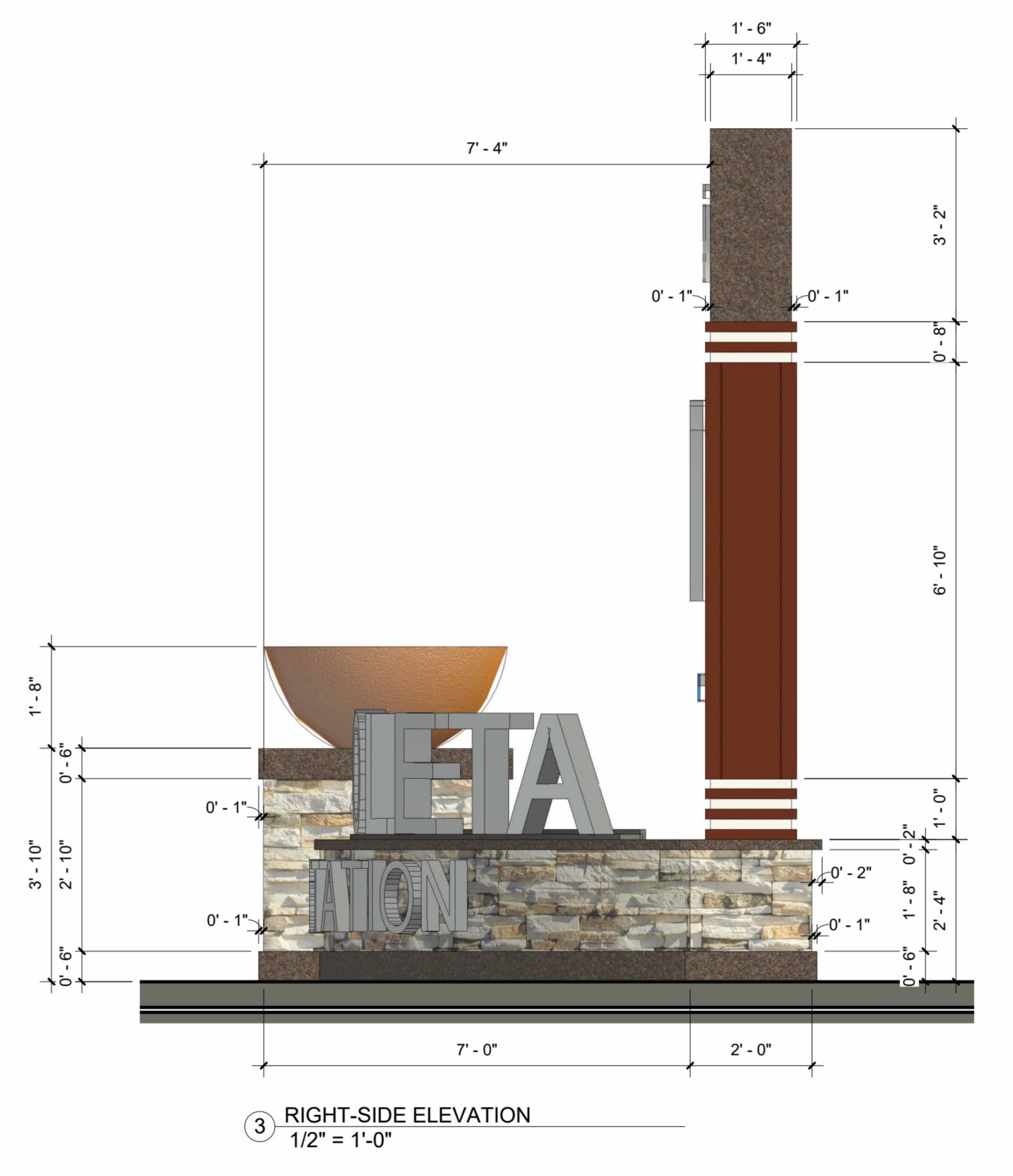
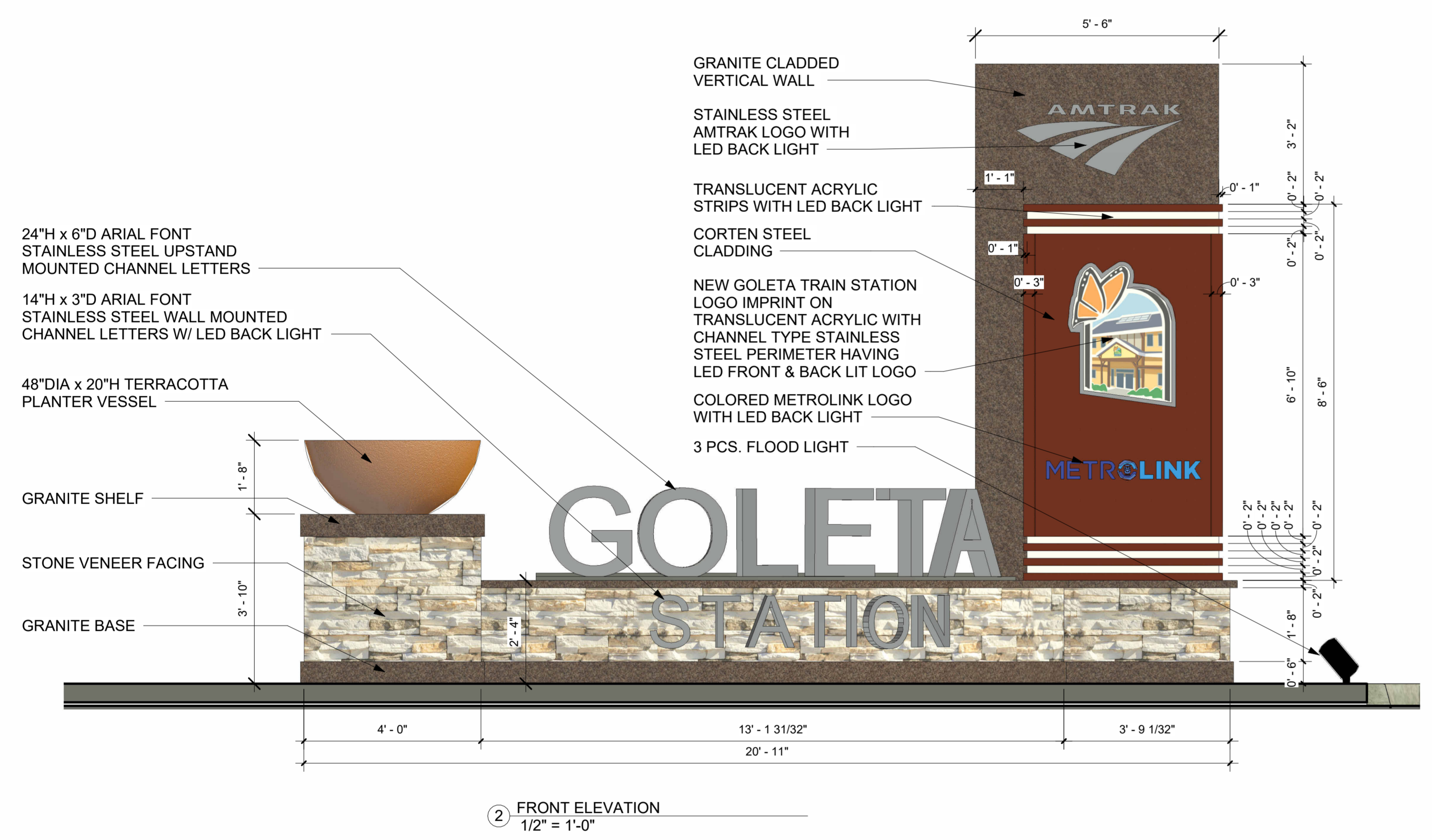
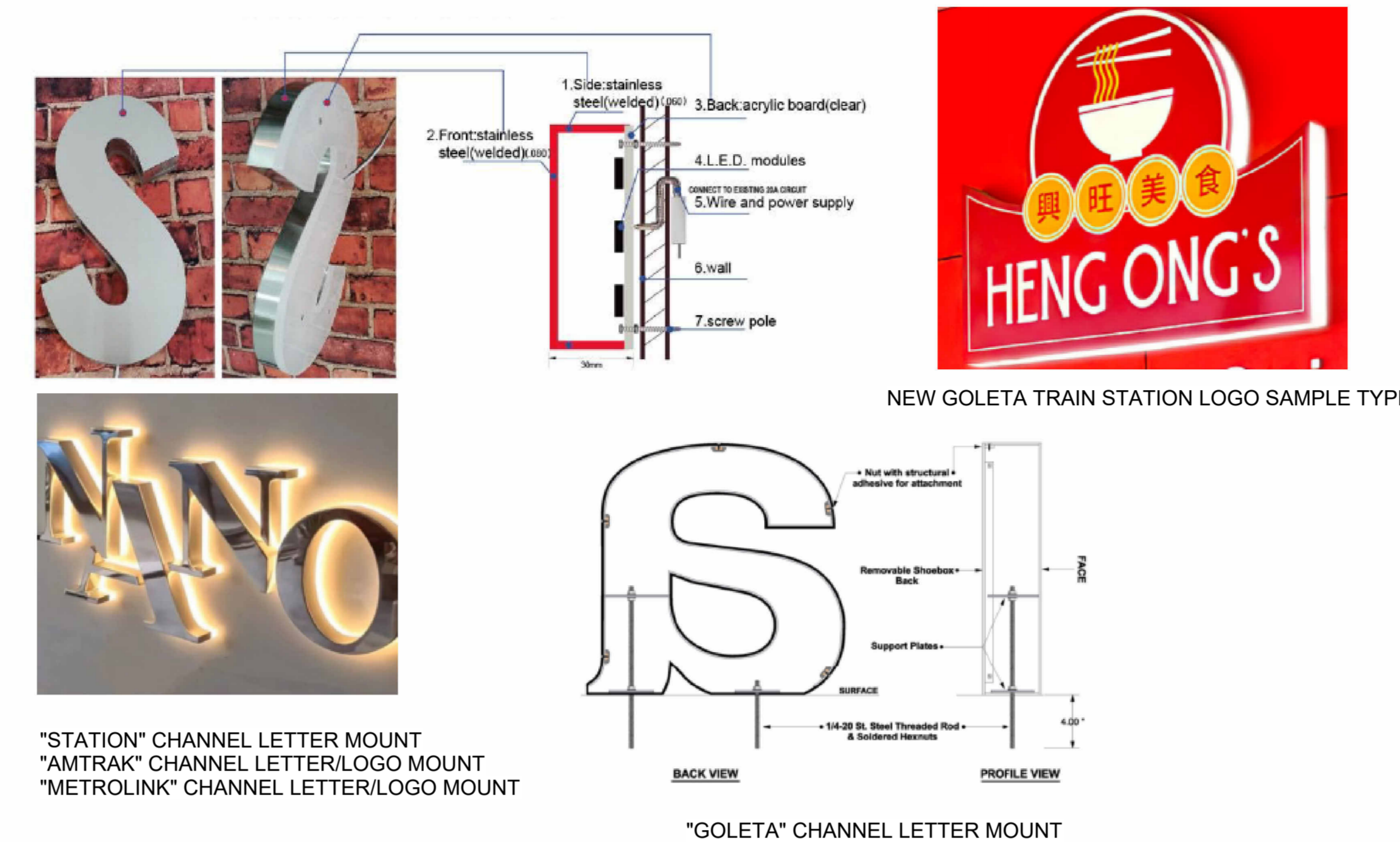
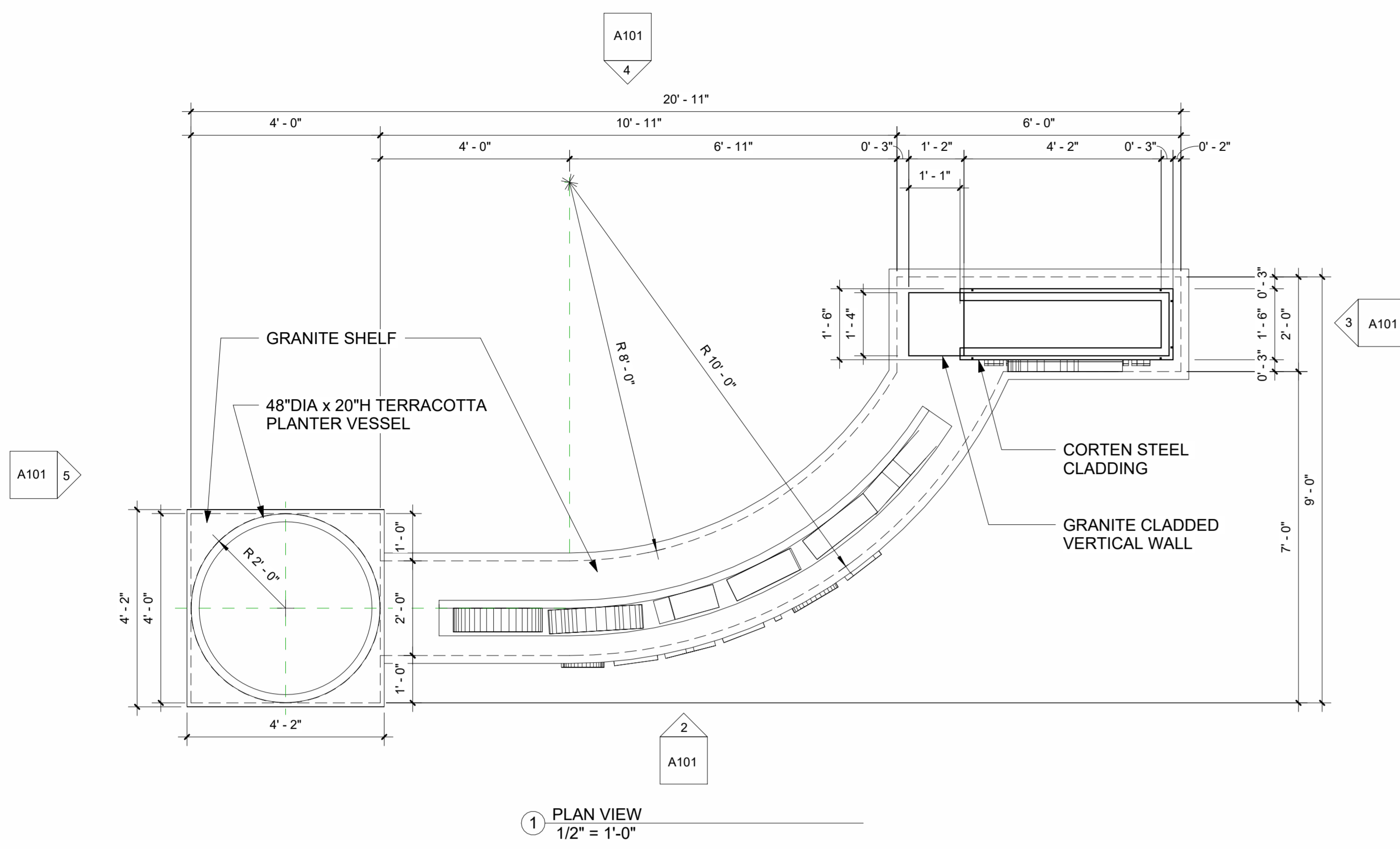
**ATTACHMENT 1**

**Monument Sign  
Proposal 1**





GOLETA MONUMENT SIGNAGE



GRANITE (OPTIONS)



04/02/2026

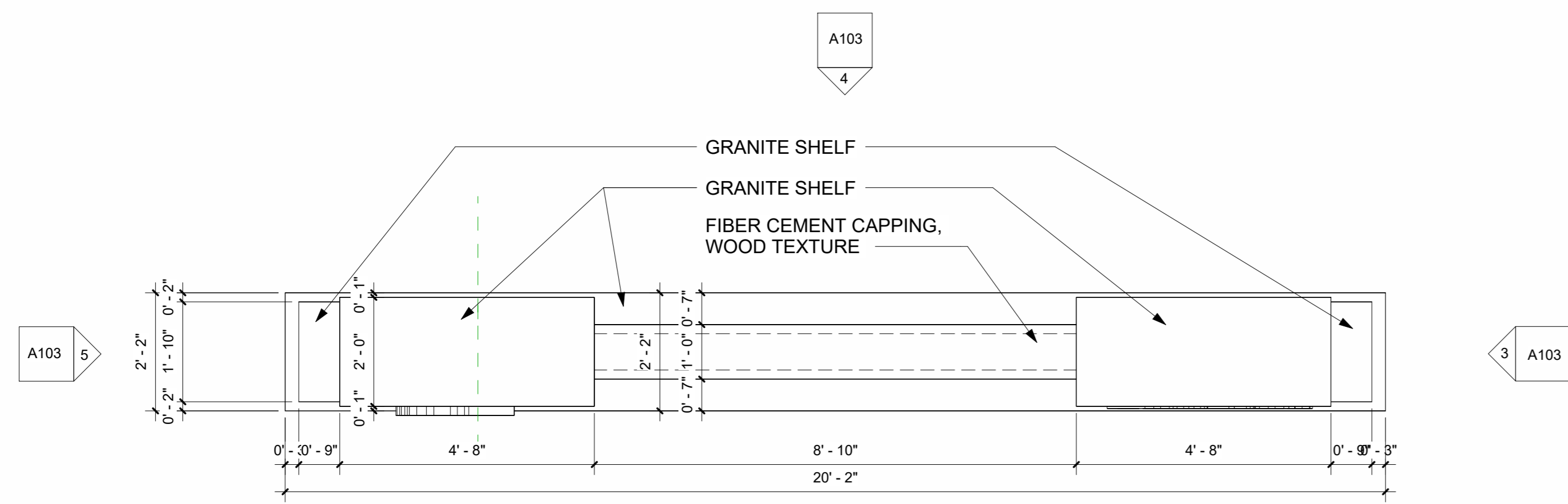
ANIL VERMA ASSOCIATES, INC.

**ATTACHMENT 2**

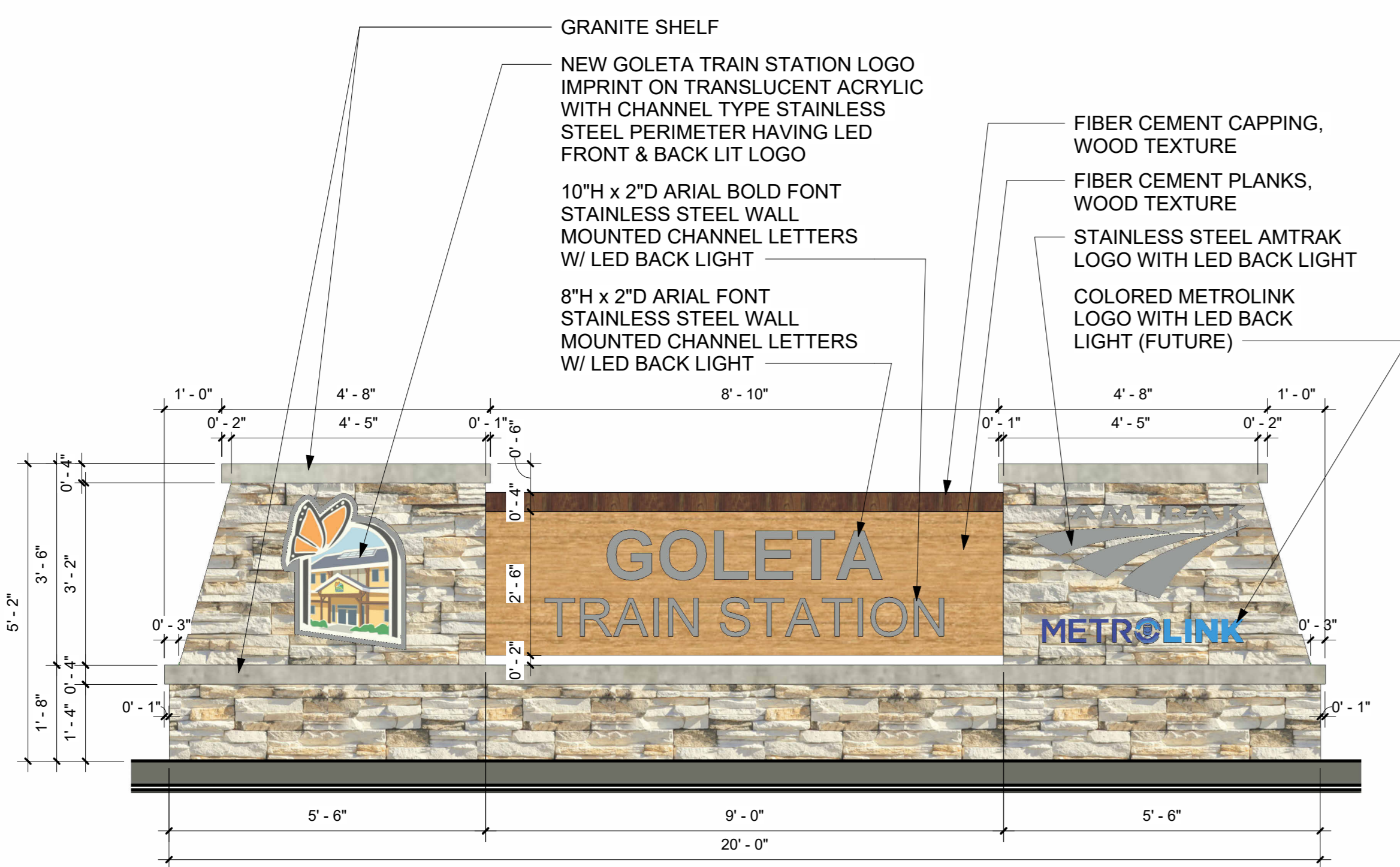
**Monument Sign  
Proposal 2**



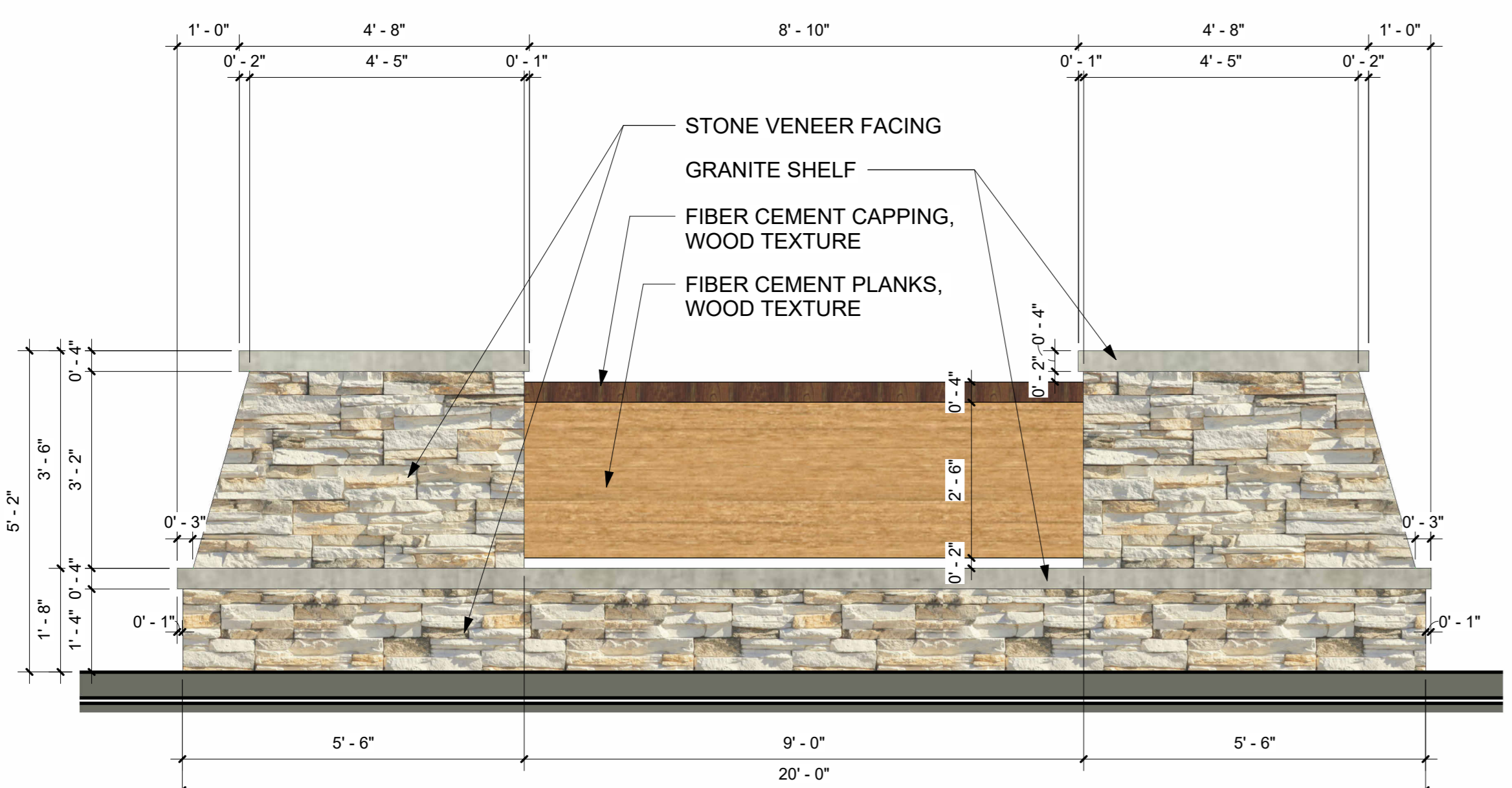




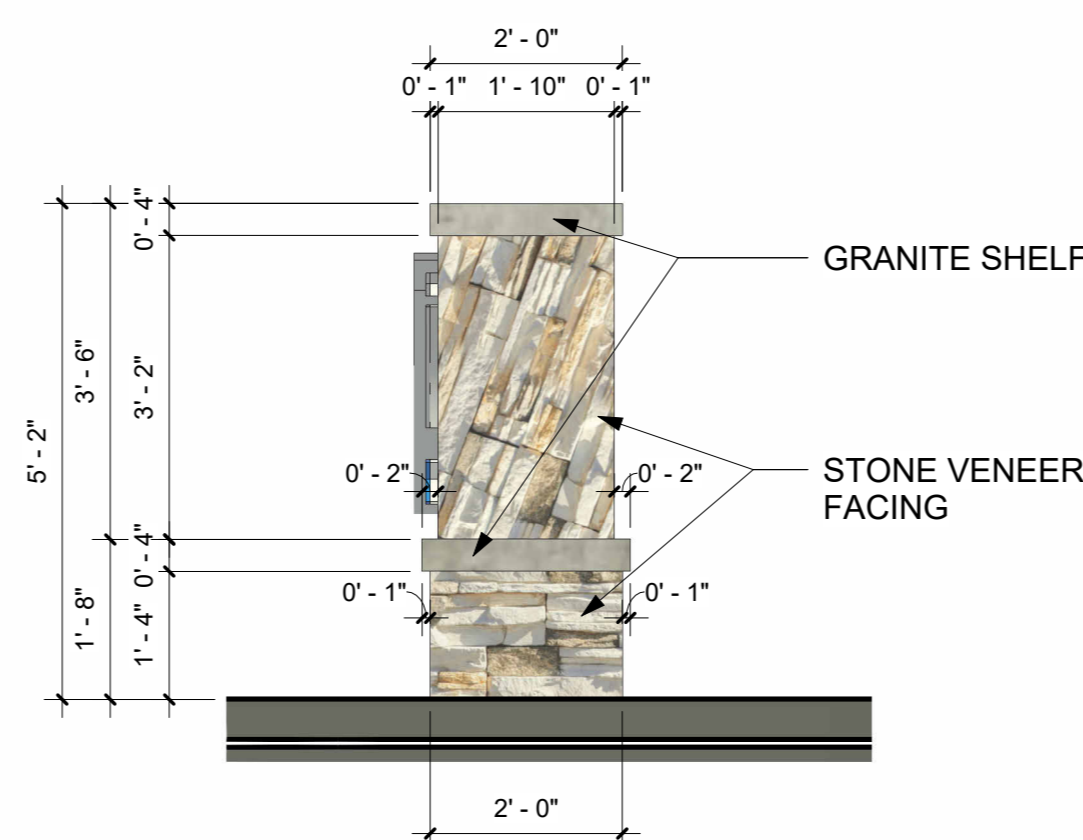
1 PLAN VIEW\_Option-3  
1/2" = 1'-0"



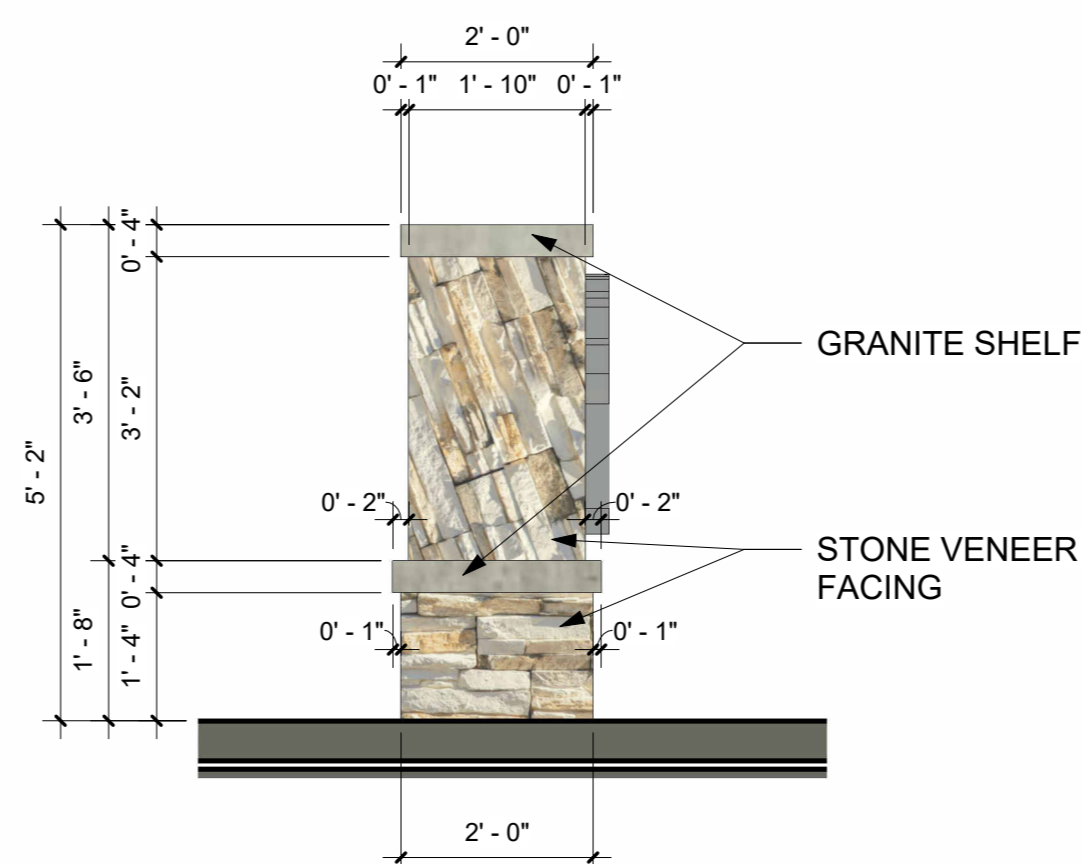
2 FRONT ELEVATION\_Option-3  
1/2" = 1'-0"



4 BACK ELEVATION\_Option-3  
1/2" = 1'-0"



3 RIGHT-SIDE ELEVATION\_Option-3  
1/2" = 1'-0"



5 LEFT-SIDE ELEVATION\_Option-3  
1/2" = 1'-0"