



TO: Goleta Design Review Board

SUBMITTED BY: Luisa Negrete, Assistant Planner

SUBJECT: 5737 Hollister Avenue (APN 071-122-004) Designer Cuts Sign and California Environmental Quality Act Notice of Exemption Case Nos. 25-0049-ZC, 25-0042-DRB

DRB ACTIONS FOR CONSIDERATION:

1. Conduct Final review and approve (or approve with conditions); or
2. Continue item for further review.

PROJECT DESCRIPTION:

This is a request for a **Final Review** for one new non-illuminated wall sign for Designer Cuts Beauty Salon. The proposed non-illuminated sign will be 6' - 5" in length, 20" in height laid out on a red ½" MOD wood and will have a total sign area of just under 11 square feet. The sign will have two lines of copy with the first line reading "DESIGNER CUTS" in white 5.35" tall acrylic lettering and the second line reading "Beauty Salon" in white 5.05" tall acrylic lettering. The sign also includes a white frame. The acrylic lettering material does not comply with the Old Town Heritage Design Guidelines. The Design Review Board should review the proposed signage and consider whether they are generally compatible with the objectives of the guidelines and provide direction to the applicant as to what is acceptable.

The subject property has a Zoning and General Plan Land Use designation of Old Town (OT) and is located in the Inland Zone. The project is in Old Town on Hollister Avenue. The project was filed by Gerard Rocco, of Goleta Signs, on behalf of Designer Cuts, Business Owner.

DISCUSSION:

This item was scheduled for January 13, 2026, and continued to January 27, 2026, due to lack of quorum. The project underwent a conceptual and preliminary review at the December 9, 2025, Design Review Board meeting. The DRB expressed concerns about the sign design, color, and font size. DRB suggested adding a frame around the sign and changing the bright red color to a muted red color. They also requested more spacing between the sign text and increasing the height of the second line of copy, which reads

“Beauty Salon,” to 5 feet. Additionally, they requested reducing the height of the first line of copy, which reads “Designer Cuts,” to a smaller font size.

The applicant has submitted new sign design that staff believes addresses the DRB comments from the December 9th meeting.

The proposed wall sign meets Chapter 17.40 Sign Regulations, specifically the total sign area allowed in the Old Town zoning district which is one square foot per lineal foot of street frontage and when a parcel contains two or more tenants and there is no approved Overall Sign Plan for the site. Each individual tenant is limited in overall sign area based on the lineal feet of the façade of that tenant space. In this case the street frontage is 21’ and the sign is approximately 10.7 square feet, so it adheres to this requirement.

Since the sign is situated within the Goleta Old Town Heritage District, the Goleta Old Town Heritage District Architecture and Design Guidelines are applicable and should be considered as evaluation criteria for the sign proposal. The DRB can use the Design Guidelines alongside other factors to evaluate the sign. The sign proposal complies with Title 17 sign standards and two of the three criteria outlined in the Old Town Heritage District Guidelines (OTHDG).

For reference, the following are the applicable Old Town Heritage District Guidelines:

Criteria: “Letter height shall be limited to a maximum height of ten (10) inches, except where it can be found that said letter size is inconsistent with building size, architecture, and setback from the public right-of-way. For developments that are subject to an overall sign plan or are setback more than fifty (50) feet from the right-of-way, the BAR [DRB] may approve a letter height in excess of ten (10) inches.”

Proposal: The sign includes two lines of copy, and the maximum letter height is proposed at 6”.

Criteria: “For dominant building frontage of one hundred (100) linear feet or greater, three-quarters (3/4) square foot of sign area per linear foot of dominant building frontage or ninety (90) square feet, whichever is less.”

Proposal: The business is situated on the ground floor of the building. The proposed square footage is approximately 11 square feet, which complies with this guideline.

Criteria: “Recommended Materials” The following materials are recommended for use in signs: wood-carved, sandblasted, etched and properly sealed, primed and painted or stained. Metal-formed, etched, cast, engraved and properly primed and painted or factory coated to protect against corrosion.

High-density preformed foam or similar material -new materials may be very appropriate if properly designed in a manner consistent with these guidelines and painted or otherwise finished to complement the architecture. Unique materials and designs that are not

identified here, but which are compatible with the objectives of the Design Guidelines, may be considered, subject to review and approval.”

Proposal: The acrylic letters of the proposed signage do not meet the recommended materials for the Old Town Heritage District. The proposed acrylic letters are on a MDO wood backing and the backing meet the recommended materials criteria of the Old Town Heritage Design Guidelines.

If the DRB finds that the materials and design are acceptable, then the DRB will need to complete Finding 1 provided in Attachment A. If DRB determines that the materials and design need to be revised, then this matter should be continued to allow for a re-design.

APPLICABLE GENERAL PLAN POLICIES

Policy VH 4.13 Signage of the General Plan states:

Signs shall maintain and enhance the city’s appearance through design, character, location, number, type, quality of materials, size, height, and illumination. The following standards shall apply:

- a. Signs shall minimize possible adverse effects on nearby public and private property, including streets, roads, and highways.
- b. Signs shall be integrated into the site and structural design, shall be compatible with their surroundings, and shall clearly inform pedestrians, bicyclists, and motorists of business names.
- c. Signs shall not detract from views or the architectural quality of buildings, structures, and/or the streetscape. Protrusion of signs and/or sign structures into the skyline should be minimized to avoid a cluttered appearance.
- d. Signs shall be of appropriate and high-quality style, color, materials, size, height, and illumination.
- e. Lighting is considered an integral part of sign design and shall be controlled to prevent glare and spillage onto adjacent areas.
- f. Internally illuminated cabinet or can signs shall be prohibited.
- g. Billboards and other off-premises advertising signs shall be prohibited

NEXT STEPS AND ASSOCIATED LAND USE ACTION:

If the DRB grants the applicant’s request for Final approval, the next steps include: (1) ministerial issuance of a Zoning Clearance following (Case No. 25-0049-ZC); and (2) Building Permits as needed.

If the DRB action is appealed and the appeal is upheld, DRB’s action will be rescinded and the DRB process will start over.

ATTACHMENTS:

A – Sign Plans

B – Old Town Heritage District Architecture & Design Guidelines N. Signage

ATTACHMENT A

Sign Plans

PROJECT INFORMATION

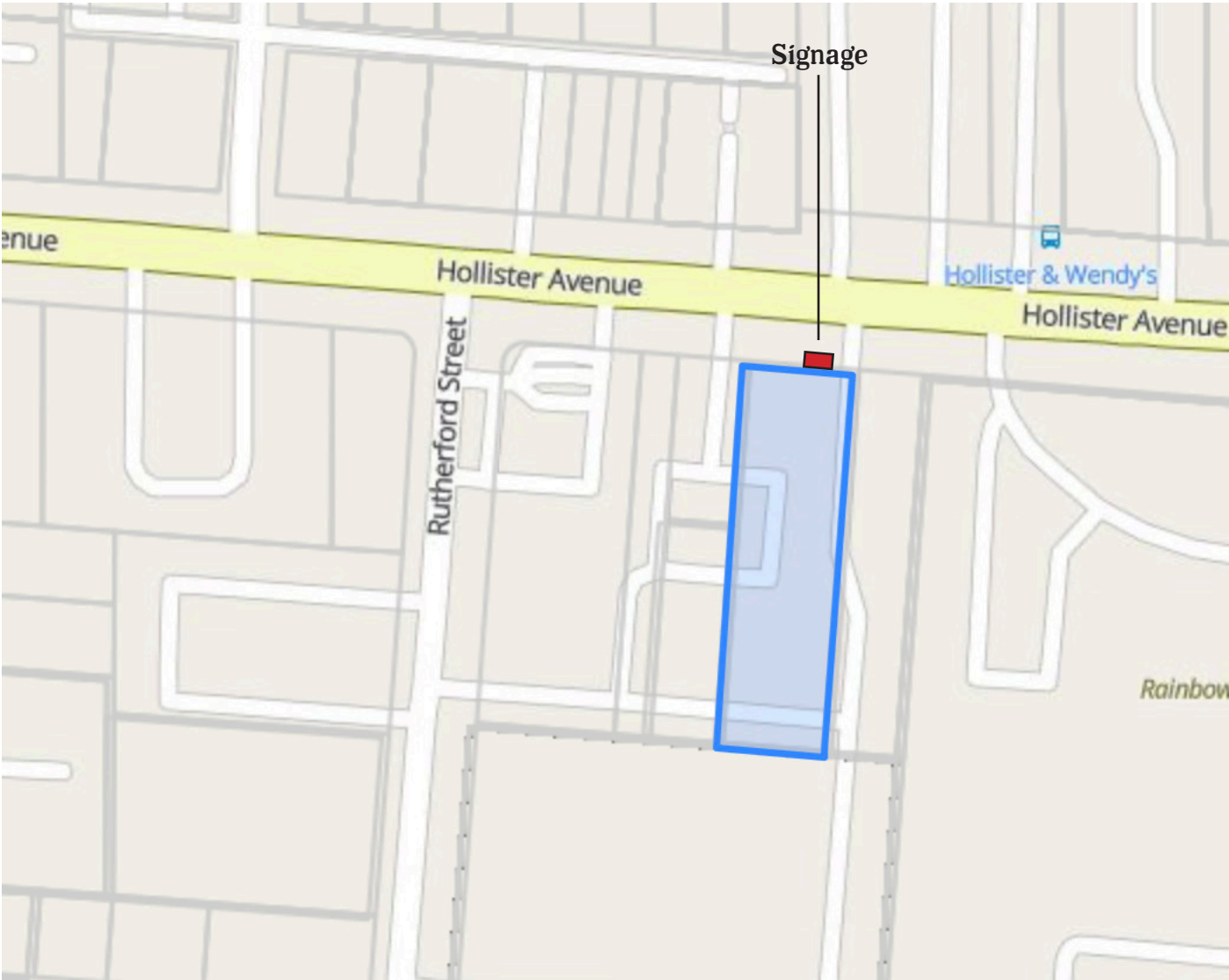
APN:

CASE#:

LAND USE: RETAIL STORE, SINGLE STORY

FRONTAGE: 21 FT

PROPOSED: 15 FT



Date: 12/31/2025
Company: Designer Cuts
Address: 5737 Hollister Ave



3030 STATE STREET SUITE #A
SANTA BARBARA, CA 93105
805-563-2000

These plans are the exclusive property of Santa Barbara Signs and are the result of original work of its employees. They are submitted to your company for the sole purpose of your consideration of whether to purchase from Santa Barbara Signs, signs manufacture according to these plans. Distribution of exhibition of these plans to anyone other than employees of your company, or use of these plans to construct a sign similar to the ones embodied here, is expressly forbidden. In the event that such event or exhibition occurs, Goleta Signs will charge \$1,500 in compensation for the time and effort in surveying, research and creation of plans.

CA LIC# 898330

Current condntion of building



Date : 12/31/2025
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Address : 5737 Hollister Ave

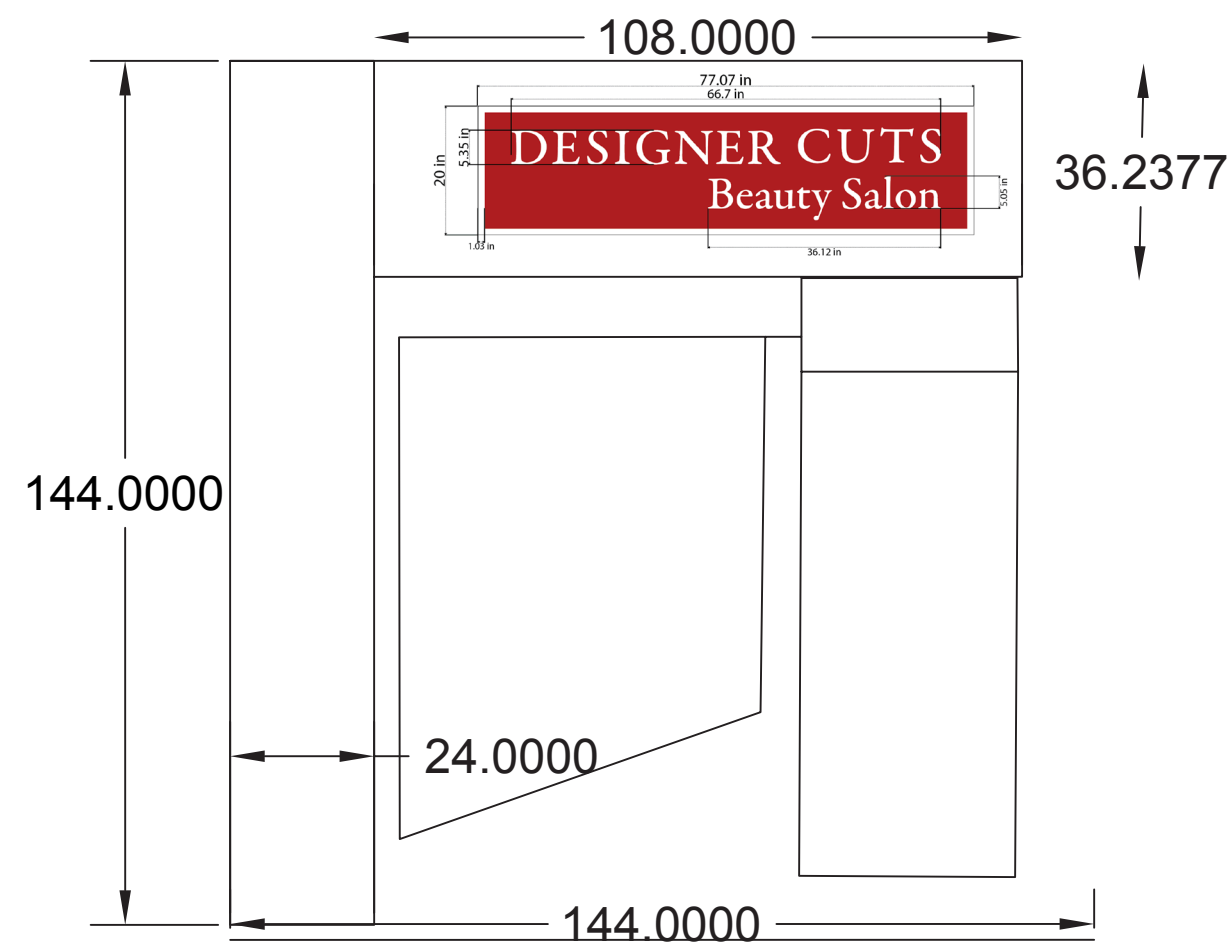
GOLETA SIGNS 
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Elevations

$3/8'' = 1'$



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Full Color Digital Print, Central letters
1/2", Pin mount
Color - A32F2C
Lettering: Solid White
Layed out on 1/2 inch MDO wood

Font: Garamound Premier Pro
20" tall
Color: Red and White
Material: MDO Wood



1/2" Central letters
1/2" thick MDO wood

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CA LIC# 898330

Mounting of Main Frontage



MDO Wood Backage

Holes made for crew to be planted

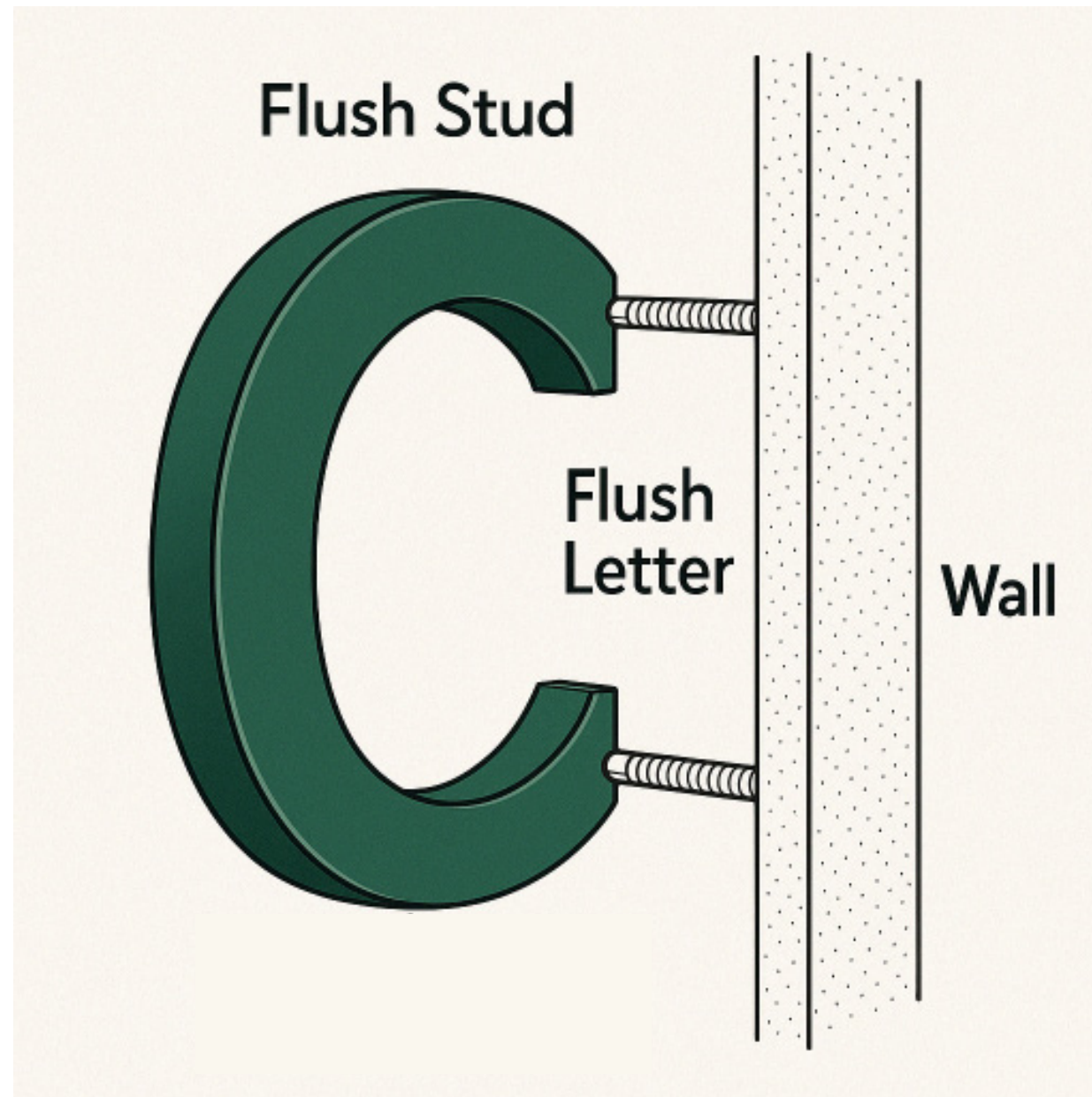
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MOUNTING



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6

SURROUNDING PHOTOS



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SURROUNDING PHOTOS CONTINUED



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ATTACHMENT B

Goleta Old Town Heritage District Guidelines N. Signage

4. Developers, architects and business owners are encouraged to use green building materials and practices. Applicants are encouraged to consult with the County's Innovative Building Review Committee (IBRC) which offers a free review of residential and commercial projects to advise on efficient building designs and equipment.



Figure 18 - Streetscape, Carpinteria, CA

M. Awnings

(See also Appendix A DevStd VIS-OT-2.1)

Awnings serve a functional purpose by protecting shop windows from intense direct sunlight. The most functional awnings are retractable, having a frame that can be adjusted up or down depending upon lighting conditions.

1. Awnings should be limited to the width of the protected opening.
2. Awnings should be of a durable, commercial-grade fabric, canvas or similar material having a matte finish. Awning frames and supports should be of painted or coated metal or other non-corroding material.
3. Brackets and supports should be decorative, preferably of wrought iron, and designed to visually complement the architecture.

N. Signage *(See also Appendix A DevStd VIS-OT-8, 8.1, 8.2, 8.3)*

All signs are subject to the Sign Regulations of Article I of Chapter 35. Zoning Regulations of the Santa Barbara County Code.

The objective of standards and sign guidelines is not to foster uniformity, but to express the spirit and quality of the business behind the sign.

1. Signage should enhance and complement the architectural character of a specific building, while enriching the visual attractiveness and pedestrian scale of the downtown street.
2. Signage should be limited to the business name only and can include a figurative component that represents the type of business.
3. Signs should be in proportion to the building's scale and design.
4. The BAR reserves the right to ask commercial chains to change their signs (e.g. size of commercial logo) to comply with the guidelines.

5. Letter height shall be limited to a maximum height of ten (10) inches, except where it can be found that said letter size is inconsistent with building size, architecture, and setback from the public right-of-way. For developments that are subject to an overall sign plan or are setback more than fifty (50) feet from the right-of-way, the BAR may approve a letter height in excess of ten (10) inches.
6. Signs should not be excessive, cluttered, or out of proportion with a building's architecture.
7. The total area for all signs identifying a business shall not exceed the following:
 - a) For a dominant building frontage up to one hundred (100) linear feet, one (1) square foot of sign area per linear foot of building frontage, or sixty-five (65) square feet, whichever is less.
 - b) For dominant building frontage of one hundred (100) linear feet or greater, three-quarters (3/4) square foot of sign area per linear foot of dominant building frontage or ninety (90) square feet, whichever is less.
 - c) For a building occupied by more than one tenant, the dominant building frontage for each business is that portion of the building elevation adjacent to the business. For a business that is not on the ground floor, one half (1/2) square foot of sign area per linear foot of dominant building frontage is permitted.

Wall Signs

1. Wall signs should enhance a building's architectural style and overall proportion.
2. Flat wall signs should be aligned with major architectural elements such as storefront windows and doors.
3. Flush-mounted signs should be framed by ornamental elements such as cornice lines, pilasters, transom windows, etc.
4. Flat or painted signs should not cover or detract from any significant architectural details.
5. Unless they are an integral part of a building facade or overall roof design, wall signs should not extend above the cornice line or into or above roof areas. A "sign board" may extend above an existing parapet if it is designed as a parapet integral with the style of the building.
6. Flush-mounted sign boards should be mounted above the storefront display windows and below the second-story window sills. Lettering should be no larger than 10 inches high. The lettering size should be appropriate to the scale and proportion of the overall facade.

Projecting Signs

1. Projecting or perpendicular signage should be attached to the building so that no portion of the sign extends lower than 8 feet above finish grade, and no further than 4 feet from the face of the building wall.

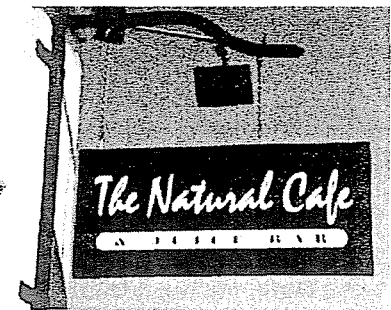


Figure 19 - Projecting Sign

GOLETA HERITAGE DISTRICT ARCHITECTURE & DESIGN GUIDELINES

2. A proportion of at least 2:1, height to width, should be used for a slender vertically-oriented sign. If a hanging “blade” sign is used below an awning or fixed canopy, a proportion of at least 2:1, width to height, should be used to ensure an appropriate slender ratio.

3. Projecting signs should be directly attached to the building with decorative metal supports integral to the overall design of the facade.

4. Projecting signs should not extend above the cornice line or into the roof area unless the sign is an integral part of the new facade design. If the sign is a faithful restoration of a historically original design, it should enhance the existing architectural details and forms.



Figure 20 - Projecting Sign

3. Color combinations for awning lettering should contrast for legibility but keep to simple patterns and lettering styles. More complex textures and patterns are discouraged.

Figurative Signs

1. Figure-shaped signs should identify the specific type of business through the use of objects as graphic symbols (e.g., coffee cup, key or shoe).
2. Size standards for figurative signs should comply with the same guidelines as noted for wall and projecting signs.

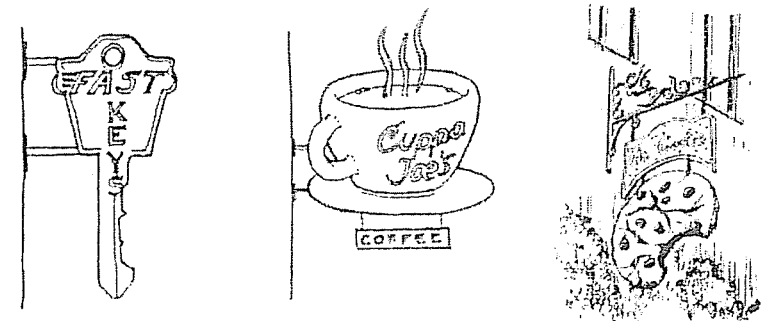


Figure 21 - Figurative Signs

Awning and Canopy Signs

1. An awning is often used for weather protection and storefront shading and secondarily for signage. The sign area should be limited to the valance or bottom of the awning or canopy area. Valances should not exceed 12 inches in height.
2. Signs on awnings or canopies should be in the form of printed letters and logos.

Other Signs

1. New free-standing pole signs of any size or scale are prohibited.
2. Free standing signs should not exceed a height of six (6) feet.

Sign Lighting

1. Lighting should be considered an integral part of sign design.
2. New internal box-type or back-lit lighting is prohibited.
3. Neon signs are acceptable if the following criteria are incorporated:
 - The sign is not directed toward or visible from residentially zoned areas.
 - The sign is artistic and subtle in design and execution.
 - Neon signs may be figurative and should reflect the business name.
4. Where signs are externally illuminated and light fixtures are visible, they should be compatible in character with both the sign and the building design.
5. Uplighting should be restricted to signs no higher than six (6) feet above the ground and should be focused solely on the sign area. Uplighting of signs should not result in a negative visual impact to pedestrians, other businesses or adjacent neighborhoods.

Recommended Materials

1. The following materials are recommended for use in signs:
 - Wood-carved, sandblasted, etched and properly sealed, primed and painted or stained.
 - Metal-formed, etched, cast, engraved and properly primed and painted or factory coated to protect against corrosion.

- High-density preformed foam or similar material - new materials may be very appropriate if properly designed in a manner consistent with these guidelines, and painted or otherwise finished to complement the architecture.
- Unique materials and designs that are not identified here, but which are compatible with the objectives of the Design Guidelines, may be considered, subject to review and approval.

O. Exterior Lighting

(See also Appendix A DevStd VIS-OT-1.7)

1. The design of exterior lighting fixtures should enhance and complement the character of a specific building or space, and should reflect the heritage of Old Town.
2. The lighting of buildings, landscaping, driveways, signs and other exterior uses of lighting should be designed to minimize light and glare on adjacent neighborhoods.
3. The use of uplighting should be avoided to minimize light pollution of the night sky.

P. Private Parking

(See also Appendix A DevStd VIS-OT-3.3, 3.4, 7.1, 7.2, 7.3, 7.4)

1. On-site parking should be located at the rear of the building.
2. Parking lots should include accessible parking consistent with California Accessibility requirements.