



Agenda Item B.2
CONCEPTUAL/PRELIMINARY/FINAL REVIEW
Meeting Date: July 28, 2026

TO: Goleta Design Review Board

SUBMITTED BY: Travis Lee, Associate Planner

SUBJECT: 187 N Fairview Ave (APN 077-170-042) Michael's Wall Signage and California Environmental Quality Act Notice of Exemption Case Nos. 26-0035-ZC, 26-0024-DRB

DRB ACTIONS FOR CONSIDERATION:

1. Adopt Design Review and California Environmental Act Findings provided as Attachment A after providing direction as noted in Attachment A;
2. Adopt CEQA Categorical Exemption Section 15311(a) as provided in Attachment B; and
3. Conduct Conceptual, Preliminary, and Final review and approve or approve with conditions.

If DRB determines that the sign proposal does not meet one or more of the suggested findings provided as Attachment A, DRB should continue the item to allow the preparation of denial findings. DRB could also continue the item if additional redesign is determined necessary.

PROJECT DESCRIPTION:

This is a request for a ***Conceptual, Preliminary, and Final Review*** for one 76.9 square foot internally illuminated wall sign consisting of "Michaels" mounted flush on fascia at a width of 17'-1 1/8" x 5'. The 'M', 'h', and 'l' are 4'-6" (54") tall letters while the other letters are 2'-9.5" tall.

The project was filed by agent Katie Budnik of Conejo Valley Signs on behalf of Fairview Center, LLC.

DISCUSSION:

The property is zoned Community Commercial which is one of the commercial land use designations. Commercial zoned parcels are allowed 1 square foot of sign area per lineal feet of street frontage of their building. Since the street frontage is 186' long, the building is allowed 186 square feet of signage. The total proposed signage is 76.9 square feet which is under the maximum allowed by 186 square feet. The Fairview Shopping Overall

Sign Plan designates the Michael's location as a Major Tenant. For Major Tenants, the store identifier sign may not exceed 82 square feet with a max letter size of 36". However, the Design Review Board approved an exemption to allow the height of the M in the existing Michael's sign to exceed the 36" height limit. The proposed sign includes 3 letters that are 54" tall so the Design Review Board needs to decide if they will allow those letters that exceed the height limit by 18".

Section 17.40.080(F)2 states: Wall signs may be located up to, but must not exceed, the height of the wall to which they are attached. Section 17.40.080(F) (4) states: Wall signs may not extend more than 12 inches beyond the face of the wall to which they are attached. Since the proposed wall sign does not exceed the height of the wall to which it is attached and projects less than 1' from the wall, the sign complies with the applicable code sections referenced above.

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.

ENVIRONMENTAL REVIEW (NOE):

Pursuant to the requirements of the California Environmental Quality Act (CEQA) (Public Resources Code, §§ 21000 et seq.), the regulations promulgated thereunder (14 Cal. Code of Regulations, §§ 15000, et seq.: State CEQA Guidelines), and the City's Environmental Review Guidelines, the project has been found to be exempt from CEQA under Section 15311(a) of the CEQA Guidelines and a Notice of Exemption is proposed.

The City of Goleta is acting as the Lead Agency for this project. The project has been found to be exempt from CEQA Guidelines per Section 15311(a) because the applicant proposes to permit a new internally illuminated wall sign within an existing commercial shopping building in a commercial zone

Moreover, none of the exceptions to the categorical exemptions set forth in State CEQA Guidelines section 15300.2 apply to the project given the nature of the proposal which is new illuminated building mounted signage on an existing building. The exception set forth in State CEQA Guidelines section 15300.2(a), Location. Class 11 are qualified by consideration of where the project is to be located and the project is not located in or have an impact on an environmental resource of critical concern that is designated, precisely mapped, or officially adopted pursuant to law by federal, state, or local agencies. Section 15300.2(b)'s exception, relating to cumulative impacts, does not apply as there are no other successive projects of the same type in the same place that could result in significant cumulative impacts. Section 15300.2(c)'s exception does not apply because there are no "unusual circumstances" that apply to the project; new wall signage for an existing tenant is not considered unusual. Section 15300.2(d)'s exception does not apply because the project is not located near any scenic highways. Section 15300.2(e)'s exception does not apply because the project site and off-site improvement locations do not contain hazardous waste and are not on any list compiled pursuant to Section 65962.5 of the Government Code. Finally, Section 15300.2(f)'s exception does not apply because the project has no potential of causing a substantial adverse change in the significance of a historical resource. Additionally, the project's site does not contain any identified significant cultural resources, and no grading is proposed.

For these reasons, the project has been found exempt from CEQA and the adoption of a NOE is recommended for consideration as noted above.

NEXT STEPS AND ASSOCIATED LAND USE ACTION:

If the DRB grants the applicant's request, the next steps include: (1) a 10-day (DRB) appeal period; (2) ministerial issuance of a Zoning Clearance following (if no appeal if submitted); and (3) Building Permits as needed.

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

ATTACHMENTS:

- A - Findings for Approval
- B - Notice of Exemption
- C - Project Plans

ATTACHMENT A

FINDINGS

Attachment A
Preliminary Design Review and California Environmental Quality Action for
Michael's Wall Signage
Case No. 26-0024-DRB, 26-0035-ZC

DESIGN REVIEW FINDINGS (GMC SECTION 17.58.080)

1. The development will be compatible with the neighborhood, and its size, bulk and scale will be appropriate to the site and the neighborhood.

The proposed internally illuminated wall sign is proportionate to the size of the building and complies with the requirements described in Section 17.40.080(F) which include number of signs and projection allotment and the Fairview Shopping Center Overall Sign Plan. The Design Review Board needs to determine if the proposed sign design can exceed the maximum letter height required by the Fairview Shopping Center Overall Sign Plan (OSP) by 18" since the maximum letter height allowed by the OSP is 36" and the proposed sign includes letters as tall as 54". The proposed sign is also 76.9 square feet which is under the 82 square foot maximum required by the OSP.

2. Site layout, orientation, and location of structures, including any signage and circulation, are in an appropriate and harmonious relationship to one another and the property.

The proposed internally illuminated building mounted wall signage is mounted on the eastern façade facing the parking area and public right-of-way above the public entrance to the business. Therefore, the layout, orientation, and location of structures and the property are in an appropriate and harmonious relationship with the proposed signage.

3. The development demonstrates a harmonious relationship with existing adjoining development, avoiding both excessive variety as well as monotonous repetition, but allowing similarity of style, if warranted.

The wall sign is harmonious with signs at nearby businesses as the materials, colors, and placement on the building are similar to the neighboring businesses. The proposed wall sign has some similarities to existing nearby ones but also has variety to reflect the individual business. The proposed wall sign avoids both excessive variety as well as monotonous repetition.

4. There is harmony of material, color, and composition on all sides of structures.

No changes are proposed to the exterior of the existing building besides the new internally illuminated wall sign.

5. Any outdoor mechanical or electrical equipment is well integrated in the total design and is screened from public view to the maximum extent practicable.

The proposed sign is internally illuminated but does not have auxiliary electrical or mechanical equipment proposed.

6. The site grading is minimized, and the finished topography will be appropriate for the site.

No grading is proposed as part of the proposed signage.

7. Adequate landscaping is provided in proportion to the project and the site with due regard to preservation of specimen and protected trees, and existing native vegetation.

No new landscaping is proposed as part of the proposed signs and no specimen, protected trees, or existing native vegetation will be removed as part of the project.

8. The selection of plant materials is appropriate to the project and its environment, and adequate provisions have been made for long-term maintenance of the plant materials.

No new landscaping is proposed as part of the proposed signage.

9. All exterior lighting, including for signage, is well designed, appropriate in size and location, and dark-sky compliant.

No exterior lighting is proposed except the proposed internal LED lighting for the new wall sign.

10. The project architecture will respect the privacy of neighbors, is considerate of private views, and is protective of solar access off site.

The proposed signage will not impede privacy of neighbors, impact existing views, and will not result in obstruction of solar access to other adjacent properties as the wall sign will be visible from Fairview Avenue.

11. The proposed development is consistent with any additional design standards as expressly adopted by the City Council. (Ord. 20-03 § 6).

There are no additional design standards adopted for signage or for this zoning district. The proposed wall sign is consistent with applicable policies of the City of Goleta General Plan, for example VH Policy 4.13 and the Fairview Shopping Center Overall Sign Plan.

CALIFORNIA ENVIRONMENTAL QUALITY ACT

12. The development or project is within the project description of a proposed or adopted California Environmental Quality Act document (i.e., Environmental Impact Report, Mitigated Negative Declaration, or Negative Declaration) or is statutorily or categorically exempt from California Environmental Quality Act.

The City of Goleta is acting as the Lead Agency for this project. The project has been found to be exempt from CEQA Guidelines per Section 15311(a) because the applicant proposes to permit a new internally illuminated wall sign within an existing commercial shopping building in a commercial zone.

Moreover, none of the exceptions to the categorical exemptions set forth in State CEQA Guidelines section 15300.2 apply to the project given the nature of the proposal which is new illuminated building mounted signage on an existing building. The exception set forth in State CEQA Guidelines section 15300.2(a), Location. Class 11 are qualified by consideration of where the project is to be located and the project is not located in or have an impact on an environmental resource of critical concern that is designated, precisely mapped, or officially adopted pursuant to law by federal, state, or local agencies. Section 15300.2(b)'s exception, relating to cumulative impacts, does not apply as there are no other successive projects of the same type in the same place that could result in significant cumulative impacts. Section 15300.2(c)'s exception does not apply because there are no "unusual circumstances" that apply to the project; new wall signage for an existing tenant is not considered unusual. Section 15300.2(d)'s exception does not apply because the project is not located near any scenic highways. Section 15300.2(e)'s exception does not apply because the project site and off-site improvement locations do not contain hazardous waste and are not on any list compiled pursuant to Section 65962.5 of the Government Code. Finally, Section 15300.2(f)'s exception does not apply because the project has no potential of causing a substantial adverse change in the significance of a historical resource. Additionally, the project's site does not contain any identified significant cultural resources, and no grading is proposed.

ATTACHMENT B

CEQA NOTICE OF EXEMPTION

NOTICE OF EXEMPTION (NOE)

To: ☐ Office of Planning and Research
P.O. Box 3044, 1400 Tenth St. Rm. 212
Sacramento, CA 95812-3044

From: City of Goleta
130 Cremona Drive, Suite B
Goleta, CA 93117

☒ Clerk of the Board of Supervisors
County of Santa Barbara
105 E. Anapamu Street, Room 407
Santa Barbara, CA 93101



Subject: Filing of Notice of Exemption

Project Title:

Michael's Wall Signage
Case No. 26-0024-DRB, 26-0035-ZC

Project Applicant:

Katie Budnik of Conejo Valley Signs
On behalf of Fairview Center LLC, Owner

Project Location (Address and APN):

187 N Fairview Ave
Goleta, CA 93117
County of Santa Barbara
APN: 077-170-042

Description of Nature, Purpose and Beneficiaries of Project:

The request is for one internally illuminated wall sign consisting of "Michaels" mounted flush on fascia at a width of 17'-1 1/8" x 5'. The 'M', 'h', and 'l' are 4'-6" tall letters while the other letters are 2'-9.5" tall.

The purpose of the project is to provide identification for the tenant. The beneficiary of the project is the tenant.

Name of Public Agency Approving the Project:

Design Review Board of the City of Goleta

Name of Person or Agency Carrying Out the Project:

Katie Budnik of Conejo Valley Signs, on behalf of Fairview Center LLC, Owner

Exempt Status: (check one)

- ☐ Ministerial (Sec. 15268)
- ☐ Declared Emergency (Sec. 15269 (a))
- ☐ Emergency Project (Sec. 15269 (b) (c))
- ☒ Categorical Exemption: § 15311 (a) (On-premise signs)

Reason(s) why the project is exempt:

Pursuant to the requirements of the California Environmental Quality Act (CEQA) (Public Resources Code, §§ 21000 et seq.), the regulations promulgated thereunder (14 Cal. Code of Regulations, §§ 15000, et seq.: State CEQA Guidelines), and the City's

NOTICE OF EXEMPTION (NOE)

Environmental Review Guidelines, the project has been found to be exempt from CEQA under Section 15311(a) of the CEQA Guidelines and a Notice of Exemption is proposed. The City of Goleta is acting as the Lead Agency for this project. The project has been found to be exempt from CEQA Guidelines per Section 15311(a) because the applicant proposes to permit a new internally illuminated wall sign within an existing commercial shopping building in a commercial zone.

Moreover, none of the exceptions to the categorical exemptions set forth in State CEQA Guidelines section 15300.2 apply to the project given the nature of the proposal which is new illuminated building mounted signage on an existing building. The exception set forth in State CEQA Guidelines section 15300.2(a), Location. Class 11 are qualified by consideration of where the project is to be located and the project is not located in or have an impact on an environmental resource of critical concern that is designated, precisely mapped, or officially adopted pursuant to law by federal, state, or local agencies. Section 15300.2(b)'s exception, relating to cumulative impacts, does not apply as there are no other successive projects of the same type in the same place that could result in significant cumulative impacts. Section 15300.2(c)'s exception does not apply because there are no "unusual circumstances" that apply to the project; new wall signage for an existing tenant is not considered unusual. Section 15300.2(d)'s exception does not apply because the project is not located near any scenic highways. Section 15300.2(e)'s exception does not apply because the project site and off-site improvement locations do not contain hazardous waste and are not on any list compiled pursuant to Section 65962.5 of the Government Code. Finally, Section 15300.2(f)'s exception does not apply because the project has no potential of causing a substantial adverse change in the significance of a historical resource. Additionally, the project's site does not contain any identified significant cultural resources, and no grading is proposed.

For these reasons, the project has been found exempt from CEQA and the adoption of a NOE is recommended for consideration as noted above.

City of Goleta Contact Person, Telephone Number, and Email:

Travis Lee, Associate Planner
805-562-5528
tlee@cityofgoleta.gov

Signature	Title	Date
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If filed by the applicant:

1. Attach certified document of exemption finding
2. Has a Notice of Exemption been filed by the public agency approving the project?
☐Yes ☐No

Date received for filing at OPR: _____

Note: Authority cited: Section 21083 and 211110, Public Resources Code
Reference: Sections 21108, 21152.1, Public Resources Code

ATTACHMENT C

PROJECT PLANS

Michael's

"For purposes of signage only. No elevation approval contained herein."

STORE IDENTIFICATION PROGRAM PROPOSED SIGNS FOR:

GOLETA, CA
STORE: # 9963

by:



☒ NO EXCEPTIONS TAKEN	FABRICATION / INSTALLATION MAY BE UNDERTAKEN. APPROVAL DOES NOT AUTHORIZE CHANGES TO THE CONTRACT SUM OR CONTRACT TIME.
☐ PROCEED AS CORRECTED	
☐ REVISE AND RESUBMIT	FABRICATION AND / OR INSTALLATION MAY NOT BE UNDERTAKEN. IN RESUBMITTING, LIMIT CORRECTIONS TO ITEMS MARKED.
☐ REJECTED	
Reviewed for conformance with the design concept and with the information given in the contract documents. Dimensions and quantities not checked. Verify job conditions before fabrication. Material or equipment deviations from the contract documents are not permitted except by issuance of change order.	
Signature: 	Date: 6/3/2026
PAUL POIRIER + ASSOCIATES ARCHITECTS	

“For purposes of signage only. No elevation approval contained herein.”



New Illuminated Michaels Letters
on Front Elevation

☒ NO EXCEPTIONS TAKEN	FABRICATION / INSTALLATION MAY BE UNDERTAKEN. APPROVAL DOES NOT AUTHORIZE CHANGES TO THE CONTRACT SUM OR CONTRACT TIME.
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☐ REJECTED	

Reviewed for conformance with the design concept and with the information given in the contract documents. Dimensions and quantities not checked. Verify job conditions before fabrication. Material or equipment deviations from the contract documents are not permitted except by issuance of change order.

Signature:  Date: 6/3/2026

PAUL POIRIER + ASSOCIATES ARCHITECTS

AERIAL SITE PLAN



 **PSCO KIEFFER**
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a Philadelphia Sign Company

ACCOUNT: Michaels Store #9963
LOCATION: 187 N. Fairview Ave. - Goleta, CA
ACCT. REP: HOUSE DESIGNER: MAK
DATE: 4/22/25
COMPANION FILES: _____



REVISIONS:		INITIALS & DATE:
A	-	-
B	-	-
C	-	-
D	-	-
E	-	-
F	-	-
G	-	-
H	-	-

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Phone: 920.458.4394
pscosigngroup.com

SITE PLAN

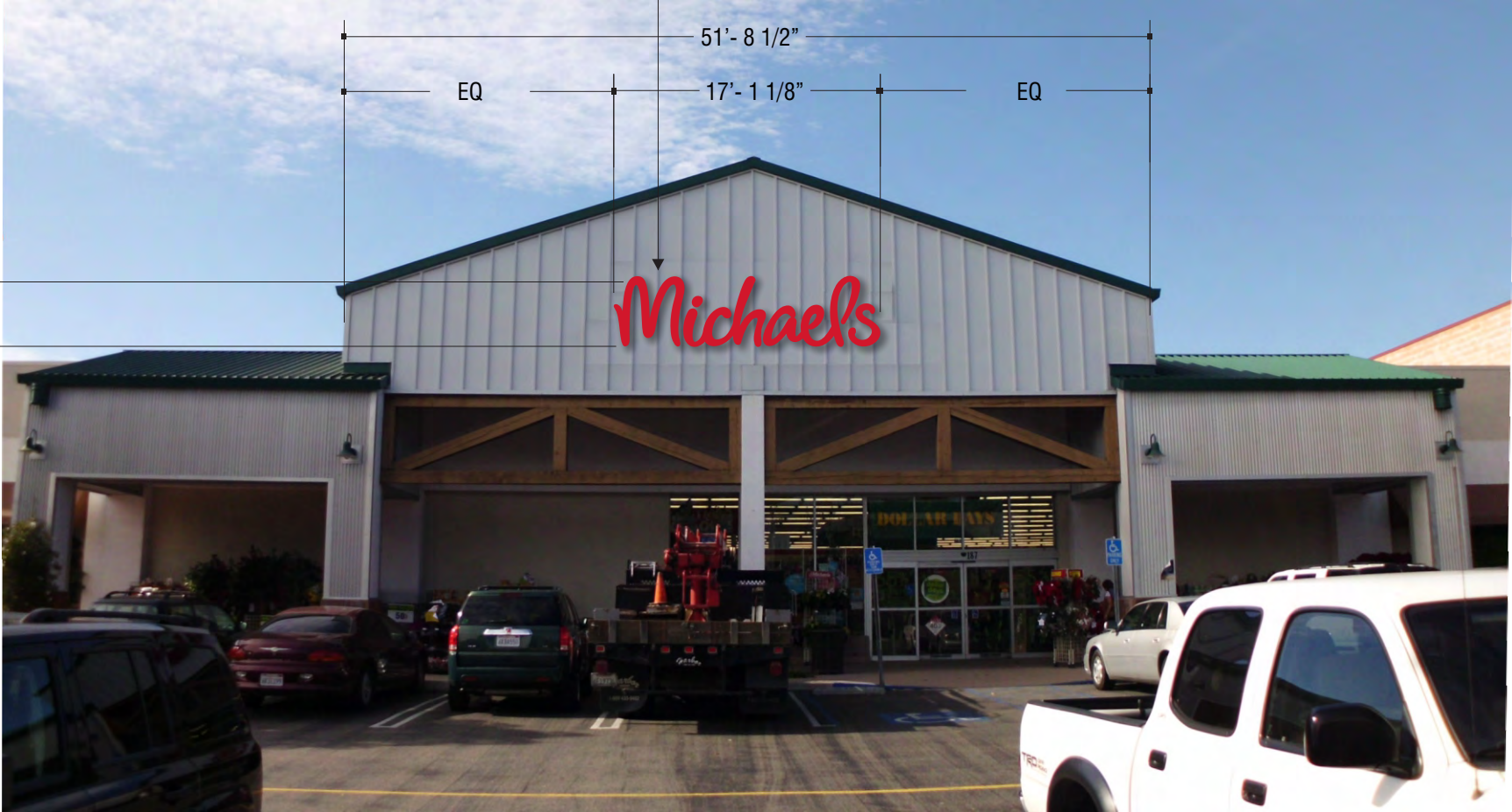
Landlord Signature: _____ Printed Name: _____ Company: _____ Date: _____



“For purposes of signage only. No elevation approval contained herein.”

SITE IDENTIFICATION
Storefront Elevation - New Illuminated Letters

Install Note:
Install New 4'- 6" Illuminated Letters mounted flush on fascia, reference Drawing PK2500176A for fabrication specifications. Area of new letter set = 76.9 Sq. Ft.



PROPOSED NEW LETTERS ON STOREFRONT ELEVATION
STOREFRONT LENGTH = 186'

Removal Note:
Remove existing Michaels & tagline letters. Patch & paint fascia as required.

Note:
Area of existing Michaels Letters = 112.88 Sq. Ft.

☒ NO EXCEPTIONS TAKEN	FABRICATION / INSTALLATION MAY BE UNDERTAKEN. APPROVAL DOES NOT AUTHORIZE CHANGES TO THE CONTRACT SUM OR CONTRACT TIME.
☐ PROCEED AS CORRECTED	
☐ REVISE AND RESUBMIT	FABRICATION AND / OR INSTALLATION MAY NOT BE UNDERTAKEN. IN RESUBMITTING, LIMIT CORRECTIONS TO ITEMS MARKED.
☐ REJECTED	
Reviewed for conformance with the design concept and with the information given in the contract documents. Dimensions and quantities not checked. Verify job conditions before fabrication. Material or equipment deviations from the contract documents are not permitted except by issuance of change order.	
Signature:	Date: 6/3/2026
PAUL FORRIER • ASSOCIATES ARCHITECTS	



EXISTING LETTERS ON STOREFRONT ELEVATION



PSCO KIEFFER

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a Philadelphia Sign Company

ACCOUNT: Michaels	Store #9963
LOCATION: 187 N. Fairview Ave. - Goleta, CA	
ACCT.REP: HOUSE	DESIGNER: MAK
DATE: 4/22/25	
COMPANION FILES	



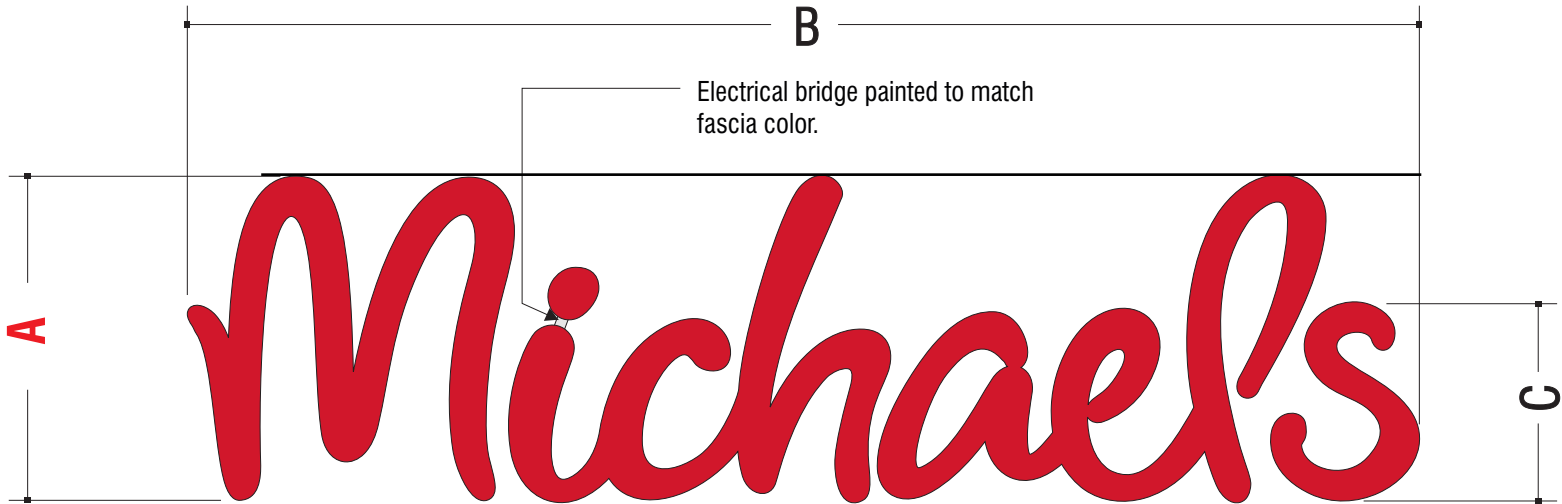
REVISIONS:		INITIALS & DATE:
A	Reduce size of letters from from 5' to 4'- 6".	MAK 4/16/26
B	-	-
C	-	-
D	-	-
E	-	-
F	-	-
G	-	-
H	-	-

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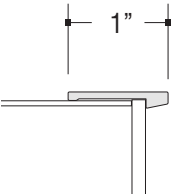
Phone: 920.458.4394
pscosigngroup.com

PK2500176

Landlord Signature: _____ Printed Name: _____ Company: _____ Date: _____



- COLOR SCHEDULE:
- FACES: Arlon 2500E-33 Red - 1st Surface Application
 - LETTER RETURNS: Dark Bronze
 - METAL RETAINERS: Painted Dark Bronze
 - TRIM CAP: 1" Dark Bronze
 - Electrical Bridge: Painted Color to Match Fascia - T. B. D.



TRIM CAP
N. T. S.
To be used on Letters
4' - 6" in height & under

LETTER SET LAYOUT Letter "M", "h" & "l" are all a height of 4' 6" per Michaels new logo

(1) Letter Set Required

Install Note:
Letters to be installed on a 2" deep ribbed fascia.

☒ NO EXCEPTIONS TAKEN
☐ PROCEED AS CORRECTED

FABRICATION / INSTALLATION MAY BE UNDERTAKEN. APPROVAL DOES NOT AUTHORIZE CHANGES TO THE CONTRACT SUM OR CONTRACT TIME.

☐ REVISE AND RESUBMIT
☐ REJECTED

FABRICATION AND / OR INSTALLATION MAY NOT BE UNDERTAKEN. IN RESUBMITTING, LIMIT CORRECTIONS TO ITEMS MARKED.

Reviewed for conformance with the design concept and with the information given in the contract documents. Dimensions and quantities not checked. Verify job conditions before fabrication. Material or equipment deviations from the contract documents are not permitted except by issuance of change order.

Signature:

Date: 6/3/2026

PAUL POURIER • ASSOCIATES ARCHITECTS

N. T. S.

VARIOUS SIZES						
TYPE	A	B	C	Ret. Type	Mtg.	Square Footage
hSM54CL	4'-6"	17'-1 1/8"	2'-9 1/2"	1" Trim Cap	1/4"	76.90

For specific sign size LED layouts, mounting qty & return footage refer to reference drawings

LED Illuminated Letters - Flush Mount

A	ILLUMINATION	LED / COLOR	SLOAN
		LED-MICHAELS	RED /PER MFG
B	POWER SUPPLY	TYPE	SLOAN
		LED-TAGLINE	-
C	FACE	MATERIAL	PER MANUFACTURING
		COLOR	7328 POLYCARBONATE
		VINYL	WHITE
		COLOR	ARLON 2500E-33
D	RETAINER	MICHAELS	SEE NOTES
		COLOR	SEE NOTES
E	RETURN	MATERIAL	DK. BRONZE
		COLOR	.040 x 5.3" ALUMINUM
		DEPTH	5"
F	BACK	GAUGE	3MM
		MATERIAL	ACM
G	MOUNTING	TYPE	MECHANICAL
		MICHAELS	SEE SIZING CHART FOR CORRECT SIZE
H	ELECTRICAL	TYPE	PASS THRU
		TYPE	-
I	SWITCH	TYPE	DISCONNECT/TOGGLE
		LOCATION	BY ELECTRICIAN

*WEEP HOLE(S) PER MFG. STANDARDS

*CAULK REQUIRED

*UL LISTED PRODUCT - LABELS VISIBLE TO BE SEEN BY CITY INSPECTORS

*ALL ELECTRICAL OUTS LOCATED FOR RACEWAY OR REMOTE APPLICATION

Note: UL labels must be visible at all times by UL standards and local city requirements.

BRINGING THE WORLD'S BRANDS TO LIFE

a Philadelphia Sign Company

ACCOUNT: Michaels

Store #9963

LOCATION: 187 N. Fairview Ave. - Goleta, CA

ACCT.REP: HOUSE

DESIGNER: MAK

DATE: 4/22/25

COMPANION FILES

REVISIONS:		INITIALS & DATE:
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B	-	-
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H	-	-

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Phone: 920.458.4394
pscosigngroup.com

PK2500176A

Landlord Signature: _____

Printed Name: _____

Company: _____

Date: _____