



Agenda Item C.1
CONCEPTUAL/PRELIMINARY/FINAL REVIEW
Meeting Date: October 14, 2025

TO: Goleta Design Review Board

SUBMITTED BY: Travis Lee, Associate Planner

SUBJECT: 6466 Hollister Ave (APN 073-070-035) Wheels In Motion As-built Signage NOV and California Environmental Quality Act Notice of Exemption Case Nos. 25-0031-ZC, 25-0032-DRB

DRB ACTIONS FOR CONSIDERATION:

1. Adopt DRB 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 and Preliminary Review* for two as-built signs. On August 26, 2025, the DRB commenced review of this project. The proposed as-built signage is as follows:

- The northern non-illuminated wall entrance sign will be 38' wide and 80" tall consisting of "WHEELS IN MOTION" in metal letters with yellow acrylic top with 45" tall letters and "MOTORSPORTS" in metal letters with white acrylic top with 13" tall letters.
- The existing legal non-conforming non-illuminated monument sign: 23'-8" wide by 48.75" tall (96.119 square feet) 1/8" acrylic panel translucent vinyl matte with a 3" wide white border and a 2" black lip with "WHEELS IN MOTION" in 23" tall letters approximately 227" wide on two 77" tall 7" diameter posts.

The previous submittal reviewed by the DRB on August 26, 2025:

- The northern non-illuminated wall entrance sign will be 38' wide and 80" tall consisting of "WHEELS IN MOTION" in metal letters with yellow acrylic top with

45" tall letters and "MOTORSPORTS" in metal letters with white acrylic top with 13" tall letters.

- The existing legal non-conforming non-illuminated monument sign: 23'-8" wide by 48.75" tall (96.119 square feet) 1/8" acrylic panel translucent vinyl matte with "WHEELS IN MOTION" in 29" tall letters approximately 267" wide on two 77" tall 7" diameter posts.

The project was filed by agent Franco Rizzo of Goleta Signs on behalf of Wheels In Motion.

DISCUSSION:

The business owner installed two signs without the benefit of DRB review and building permits and as result, the business has been the subject to a Code Compliance case. The previous project for Santa Barbara Motorsports was reviewed by the DRB on April 12, 2022, and the DRB's previous review and comments can be found in the link below: https://goleta.granicus.com/player/clip/1695?view_id=5&redirect=true.

The scope of this proposal is to permit the as-built signage. The focus of the Design Review Board is to evaluate the signs as shown in the plans. The DRB has review authority for this project and may grant Approval if the project meets the Required Findings in Goleta Municipal Code §17.58.080. If the DRB cannot make the findings for the project, then the project must be redesigned.

This project was previously reviewed by the DRB on August 26, 2025, where mixed comments were received. The DRB comments focused on reducing the size of the signage and considering a less stark color scheme. The DRB also recommended a 10% reduction of the wall sign area, reducing the letter sizes on the monument sign, and consider reducing the height of the existing legal non-conforming monument/pole sign to 48" in height. In the newest iteration of plans, the applicant proposes to reduce the letter height of the monument sign from 29" to 23", adding a 3" white border and 2" black lip around the sign, and narrowing the text width from ~267" to 227". No changes are proposed to the proposed background or letter color of any of the signs. No changes were made to the parking lot sign on the north side of the building.

Commercially zoned parcels are allowed 1 square foot of sign area per lineal feet of street frontage of their building. Since the street frontage is 350.6' long, the building is allowed 350.6 square feet of signage. The total proposed signage is 257.33 square feet which is under the maximum allowed by 93.27 square feet.

While new pole signs are prohibited per Section 17.40.040.G, the existing pole sign was legally permitted by the County prior to City of Goleta incorporation and is considered legal non-conforming. The existing legal non-conforming sign can remain since no structural changes are proposed just a change to the sign face is proposed.

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. Since the proposed wall sign does not

exceed the height of the wall to which it is attached, the sign complies with the applicable code section 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 as-built signage and the sign face change on the non-conforming monument sign.

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 as-built non-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; as-built signage for a business 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
Wheels In Motion Signage
Case No. 25-0032-DRB, 25-0031-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 as-built non-illuminated signs are proportionate to the size of the building and comply with the requirements described in Section 17.40.080(F) which include number of signs, height, size, and projection allotment. However, DRB will need to determine if the proposed sign color palette is compatible. The existing legal non-conforming freestanding monument sign does not comply with the height requirements of Title 17 but was approved by the County prior to incorporation.

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 signage is mounted above, and is well-proportioned to, the building's entrance. 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 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. DRB will need to provide direction regarding the compatibility of the sign colors.

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

DRB will need to determine if the criteria of this finding can be met. .

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.

Both as-built signs are non-illuminated and do not have 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 signs.

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, and 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 signs.

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

No exterior lighting is proposed.

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 monument sign and wall sign will be visible from Hollister Avenue and the other wall sign faces inward to the parking lot.

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 and freestanding monument signs are consistent with applicable policies of the City of Goleta General Plan, for example VH Policy 4.13. It is to be determined by the DRB if the sign is compatible.

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 as-built wall signage.

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 as-built non-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; as-built signage for a business 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:

Wheels in Motion As-built Signage
Case No. 25-0032-DRB, 25-0031-ZC

Project Applicant:

Franco Rizzo of Goleta Signs
On behalf of Wheels in Motion, Business Operator

Project Location (Address and APN):

6466 Hollister Avenue
Goleta, CA 93117
County of Santa Barbara
APN: 073-070-035

Description of Nature, Purpose and Beneficiaries of Project:

The request is two as-built signs as follows:

- The northern non-illuminated wall entrance sign will be 38' wide and 80" tall consisting of "WHEELS IN MOTION" in metal letters with yellow acrylic top with 45" tall letters and "MOTORSPORTS" in metal letters with white acrylic top with 13" tall letters.
- The existing legal non-conforming illuminated monument sign: 23'-8" wide by 48.75" tall (96.119 square feet) 1/8" acrylic panel translucent vinyl matte on two 77" tall 7" diameter posts.

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

Name of Public Agency Approving the Project:

Design Review Board of the City of Goleta

Name of Person or Agency Carrying Out the Project:

Franco Rizzo of Goleta Signs, on behalf of Wheels in Motion, Business Operator

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)

NOTICE OF EXEMPTION (NOE)

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 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 Sections 15311(a) because the applicant proposes to permit as-built signs.

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 as-built non-illuminated wall mounted signs 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; as-built signage for a business 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

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

NOTICE OF EXEMPTION (NOE)

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

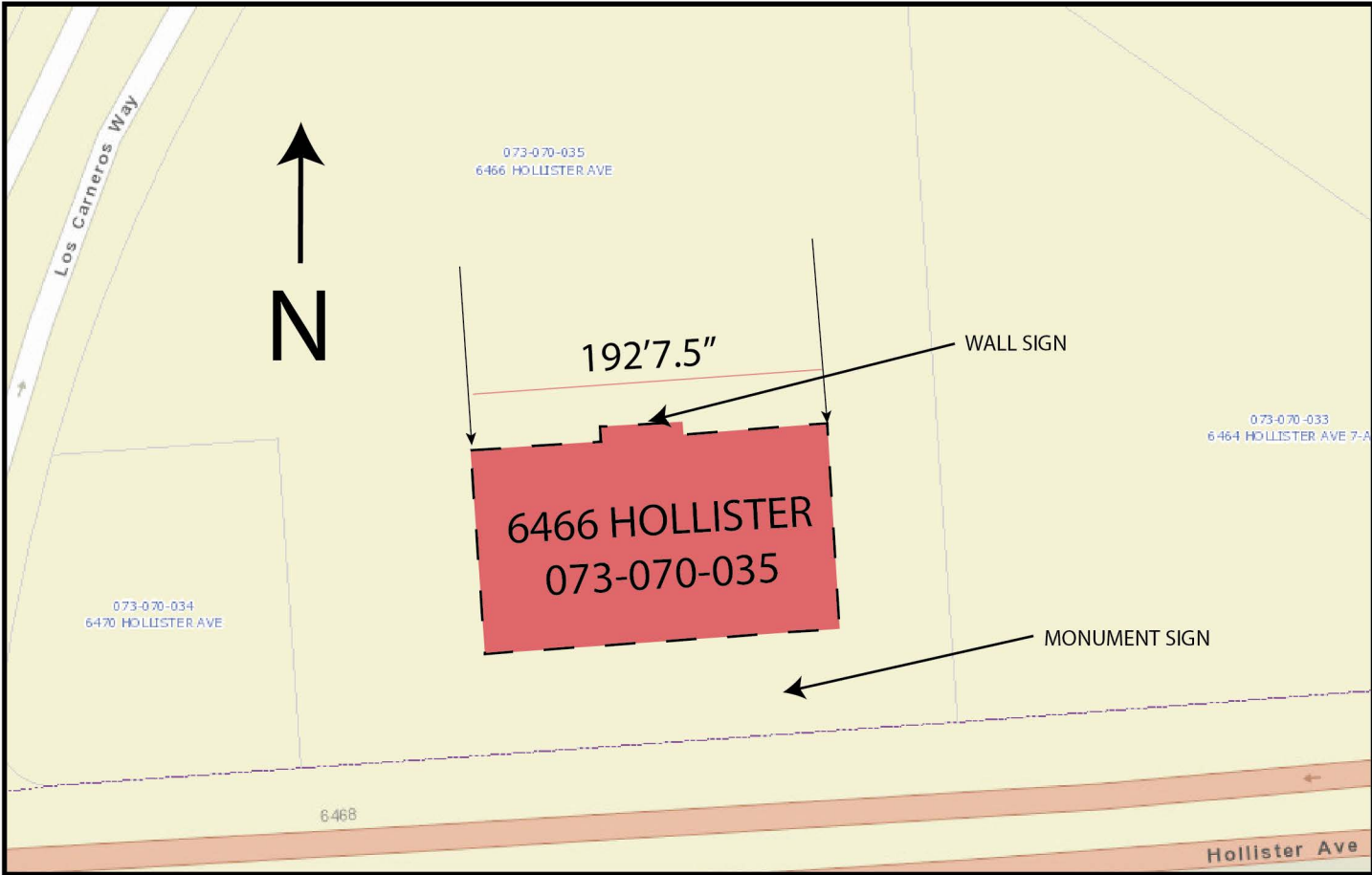
PROJECT PLANS

Wheels In Motion - 6466 HOLLISTER AVE

Front 3,523.3 sqF

SITE PLAN

SCALE 1/100" = 1'



KEY

BUILDING

FRONT LANDSCAPE

SIDEWALK

MONUMENT SIGN

ARIAL ELEVATION
SOUTH SIDE MONUMENT SIGN
SCALE 1/24" = 1'

BUILDING

171'3"

60'

25'6"

41'6"

12'7"

73" SIDEWALK TO STREET

192'7.5"

These plans are the exclusive property of Goleta Signs and are the result of original work of it's employees. They are submitted to your company for the sole purpose of your consideration of whether to purchase form Goleta 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 herein, 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

Date:

Project Name: Wheels in Motion

Scale:

Address: 4644 HOLLISTER AVE

Drawn:

City / State / Zip: GOLETA ,CA 93117

Sales:

Client Approval:

Date:

GOLETA SIGNS

805.683.4498

info@goletasigns.com

No.	Designer	Date	Revision Notes
1			
2			
3			
4			
5			
6			

No.	Designer	Date	Revision Notes
7			
8			
9			
10			
11			
12			

DESIGN DRAWING 1 of 5

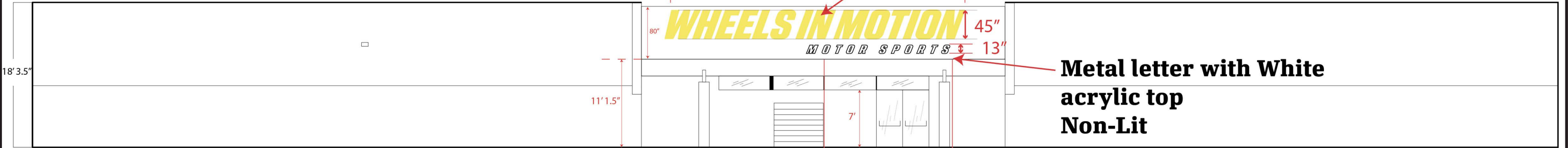
Request Number:
PRJ-SBM-106232R1

File Location:
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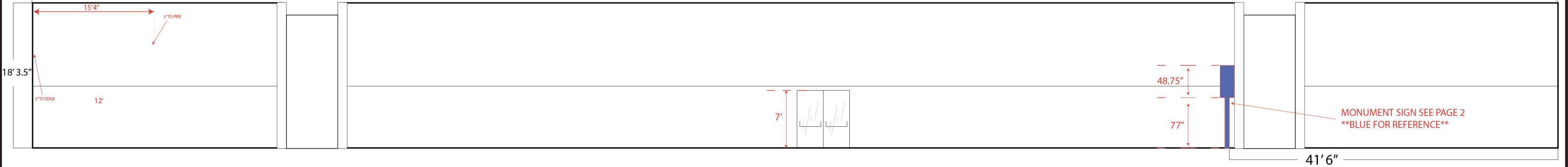
11 X 17 TEMPLATE VERSION 8.2

FRONT ELEVATION
NORTH FACING SIDE
SCALE 1/12" = 1'

Metal letter with yellow acrylic top
Non-Lit
45”h x 38’ w
142.50 sq Feet
Font: Monte Stella Bold



SIDE ELEVATION
SOUTH FACING SIDE
SCALE 1/12" = 1'



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	Scale:	Address:	6466 HOLLISTER AVE		1				7				
	Drawn:	City / State / Zip:	GOLETA ,CA 93117		2				8				
	Sales:	Client Approval:	Date:		3				9				
					4				10				
					5				11				
			6				12						

MONUMENT SIGN ELEVATION - TWO SIDED
HOLLISTER SIDE
SCALE 1/2" = 1'

3"
White Border **2" Lip**

21" WIDE

48.75"

23"

227"

WHEELS IN MOTION

Letter height: 23"

Color:

Pantone- 106 C

77"

Panels: Two (2) acrylic panels, each 45" high x 280" wide, installed back-to-back (both sides).

Graphics: High-quality digital print applied to each face.

Border: Artwork to include a 3” border around the perimeter of the acrylic panel.

Finish: Full-coverage vinyl print, applied to the acrylic surface, using durable outdoor-rated materials.

23' 8"

7" Diameter

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CA LIC# 898330

Date:	Project Name: Wheels in Motion	
Scale	Address: 6466 HOLLISTER AVE	
Drawn:	City / State / Zip: GOLETA ,CA 93117	
Sales:	Client Approval:	Date:



No.	Designer	Date	Revision Notes	No.	Designer	Date	Revision Notes
1				7			
2				8			
3				9			
4				10			
5				11			
6				12			

DESIGN DRAWING 3 of 5

Request Number:
PRJ-TPJ -106232-R 1

File Location: W:\Account\Art\Drawings\ 16

Surrounding Photos



Current Signage



<div>These plans are the exclusive property of Goleta Signs and are the result of original work of it's employees. They are submitted to your company for the sole purpose of your consideration of whether to purchase form Goleta 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 herein, 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.</div> <div>CA LIC# 898330</div>	Date:	Project Name: SANTA BARBARA MOTORSPORTS		<div><div>805.683.4498 info@goletasigns.com</div></div>	No.	Designer	Date	Revision Notes	No.	Designer	Date	Revision Notes	<div>DESIGN DRAWING 5 of 5</div> <div>Request Number: PRJ-TPJ -106232-R1</div> <div>File Location: W:\Account\Art\Drawings\ 17</div>
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	Drawn: HA	City / State / Zip: GOLETA ,CA 93117			2				8				
	Sales: OA	Client Approval:			3				9				
					4				10				
			5				11						
			6				12						

Wheels In Motion Store front Samples:



Other Signage on Hollister Avenue



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	Scale: NT	Address:	6466 HOLLISTER AVE												
	Drawn: HA	City / State / Zip:	GOLETA ,CA 93117												
	Sales: OA	Client Approval:	Date:												

	
805.683.4498	
info@goletasigns.com	

No.	Designer	Date	Revision Notes	No.	Designer	Date	Revision Notes
1	NNK	8/9/21	REFER TO PATHFINDER	7			
2				8			
3				9			
4				10			
5				11			
6				12			

DESIGN DRAWING 5 of 5	
Request Number: PRJ-TPJ -106232-R1	
File Location: W:\Account\Art\Drawings\19	