



Agenda Item B.1
CONCEPTUAL/PRELIMINARY/FINAL REVIEW
Meeting Date: July 28, 2026

TO: Goleta Design Review Board

SUBMITTED BY: Luisa Negrete, Associate Planner

SUBJECT: Pegaslice Roman Style Pizza Restaurant Sign 7398 Calle Real; APN 077-490-04; Case Nos.26-0034-ZC/26-0022-DRB

DRB ACTIONS FOR CONSIDERATION:

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

If the findings cannot be made to approve the request at this meeting, the DRB can either continue the item for additional information/redesign or deny the request specifically identifying the reasons for the denial.

PROJECT DESCRIPTION:

This is a request for **Conceptual/Preliminary/Final Review** for one non-illuminated wall sign for Pegaslice Roman Style Pizza restaurant. The proposed sign includes two lines of copy in blue pantone 300 C that will read “PEGASLICE” in acrylic capital letters 12” tall by 4’ 8” long and the second line of copy will read “Roman Style Pizza” in acrylic lowercase letters 7.79” tall. The total sign area is 8.1 square feet.

The subject property has a Zoning and General Plan Land Use designation of Community Commercial (CC) and is located in the Inland Zone. The project was filed by Dan Morris, of Freedom Signs, on behalf of the restaurant owner, Noormand Mcleod Property Owner.

DISCUSSION:

The proposed wall sign meets Chapter 17.40 Sign Regulations, specifically the total sign area allowed in the Commercial zoning district which is 1 per lineal foot of street frontage 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 building frontage is 25’ and the sign is approximately 8 square feet, so it adheres to this requirement.

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

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.), and the City's Environmental Review Guidelines, the project has been found to be exempt from CEQA. Specifically, the project is categorically exempt from environmental review pursuant to CEQA Guidelines § 15311 (a) (On-premise signs) as it is a sign for a new business. The sign would be located on an existing building within an existing commercial district. The City of Goleta is acting as the Lead Agency and a Notice of Exemption is proposed to be adopted.

Moreover, none of the exceptions to the categorical exemptions set forth in State CEQA Guidelines section 15300.2 apply to the project. 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. The sign will be added on the existing commercial building and therefore no new construction will occur that would impact an environmental resource. 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 and the proposal is limited to signage. Section 15300.2(c)'s exception does not apply because there are no "unusual circumstances" that apply to the project; as the addition of a business sign in an office district is not 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 as it only involves the installation of signage on an existing non-historic commercial building. Additionally, the project's site does not contain any identified significant cultural resources and will not have any ground disturbance.

NEXT STEPS

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 (Case No. 26-0021-ZC) if no appeal is submitted; and (3) 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:

Attachment A - Findings of Approval
Attachment B – Notice of Exemption
Attachment C – Sign Plans

ATTACHMENT A

FINDINGS

Attachment A
Design Review Findings for Signage and
California Environmental Quality Finding
Pegaslice Roman Style Pizza Restaurant Sign
7398 Calle Real; APN 077-490-041
Case Nos. 26-0034-ZC/26-0022-DRB

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 non-illuminated wall sign is compatible with the neighborhood and conforms to the wall sign requirements of Goleta Municipal Code Section (GMC) 17.40.080 (F) in terms of size and placement and is well below the maximum sign area (8.1 sq. ft. proposed where up to 25 sq. ft. is allowed) as outlined in 17.40.060 (O). The sign conforms to all applicable development standards of Title 17 and the applicable signage related to General Plan Policies.

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 non-illuminated wall sign location on an existing approved building is appropriate as the sign area is similar and in line with the size of the other nearby tenant signage in the complex. Further, the orientation of the signage is appropriate for the street frontage that borders the property. The location will not affect circulation or the building layout on the property.

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 colors 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.

The building on which the sign will be placed remains harmonious in terms of materials and colors on all sides of the building, no changes are proposed to the commercial tenant space in terms of materials, colors, or style changes.

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.

No mechanical or electrical is proposed as part of the sign.

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 sign.

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 sign and no specimen trees, 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 sign.

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

No exterior lighting is proposed for the non-illuminated 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 affect privacy of neighbors, impact existing views, and will not result in obstruction of solar access to other adjacent properties. The signage is proposed to be oriented toward the adjacent commercial street, and the proposed sign size is not obtrusive.

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

There is no additional design standards adopted for this zoning district.

CALIFORNIA ENVIRONMENTAL QUALITY ACT FINDING

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.), and the City's Environmental Review Guidelines, the project has been found to be exempt from CEQA. Specifically, the project is categorically exempt from environmental review pursuant to CEQA Guidelines § 15311 (a) (On-premise signs) as it is a sign proposal for an established business on an existing building within an existing industrial district. The City of Goleta is acting as the Lead Agency and a Notice of Exemption is proposed to be adopted.

Moreover, none of the exceptions to the categorical exemptions set forth in State CEQA Guidelines section 15300.2 apply to the project. 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. The sign will be added on the existing commercial building and therefore no new construction will occur that would impact an environmental resource. 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 and the proposal is limited to signage. Section 15300.2(c)'s exception does not apply because there are no "unusual circumstances" that apply to the project; as the addition of a business sign in a commercial district is not 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 as it only involves the installation of signage on an existing non-historic commercial building. Additionally, the project's site does not contain any identified significant cultural resources and will not have any ground disturbance.

ATTACHMENT B

CEQA NOTICE OF EXEMPTION

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:

Pegaslice Roman Style Pizza Restaurant Sign
Case No. 26-0034-ZC, 26-02-DRB

Project Applicant:

Dan Morris, of Freedom Signs, on behalf of
Noormand Mcleod, Property Owner

Project Location (Address and APN):

7398 Calle Real
Goleta, CA 93117
County of Santa Barbara
APN: 077-490-041

Description of Nature, Purpose and Beneficiaries of Project:

This is a request for one non-illuminated wall sign for Pegaslice Roman Style Pizza Restaurant Sign. The proposed sign includes two lines of copy in blue pantone 300 C that will read "PEGASLICE" in acrylic capital letters 12" tall by 4' 8" long and the second line of copy will read "Roman Style Pizza" in acrylic lowercase letters 7.79" tall. The total sign area is 8.1 square feet.

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:

Dan Morris, of Freedom Signs, on behalf of Noormand Mcleod, Property Owner

Exempt Status:

☒ 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.), and the City's Environmental Review Guidelines, the project has been found to be exempt from CEQA. Specifically, the project is categorically exempt from environmental review pursuant to CEQA Guidelines § 15311 (a) (On-premise signs) as it is a sign for a new business. The sign would be located on an existing building within an existing

commercial district. The City of Goleta is acting as the Lead Agency and a Notice of Exemption is proposed to be adopted.

Moreover, none of the exceptions to the categorical exemptions set forth in State CEQA Guidelines section 15300.2 apply to the project. 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. The sign will be added on the existing commercial building and therefore no new construction will occur that would impact an environmental resource. 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 and the proposal is limited to signage. Section 15300.2(c)'s exception does not apply because there are no "unusual circumstances" that apply to the project; as the addition of a business sign in an office district is not 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 as it only involves the installation of signage on an existing non-historic commercial building. Additionally, the project's site does not contain any identified significant cultural resources and will not have any ground disturbance.

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

Luisa Negrete, Assistant Planner
805-961-7545
lnegrete@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

Date received for filing at OPR: _____

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