



TO: Goleta Design Review Board

SUBMITTED BY: Samantha Bailey, Acting Planning Technician

SUBJECT: 5860–5878 Hollister Avenue (APN 071-052-010 & 071-052-011)
5860-5878 Hollister Avenue Building Overall Sign Plan and
California Environmental Quality Act Notice of Exemption Case Nos.
25-0041-DRB, 25-0005-OSP

DRB ACTIONS FOR CONSIDERATION:

1. Adopt DRB and CEQA Findings provided as Attachment A;
2. Adopt CEQA Categorical Exemption Section 15311 (a) on-premise signs (Attachment B); and
3. Conduct Conceptual/Preliminary/Final review and approve (or approve with conditions).

PROJECT DESCRIPTION:

This is a request for a **Conceptual/Preliminary/Final Review** for a new Overall Sign Plan (OSP) for the retail center located at 5860–5878 Hollister Avenue. The OSP would allow each tenant space to have up to two lines of copy with the first line of copy allowing a letter height range of 12” – 18” and the second line of copy allowing a letter height range of 6” – 16”. Additionally, each tenant space will maintain the following standards:

- The total sign area allowed for the tenant space located at 5860 Hollister will be 90 square feet. The sign for the current tenant will read “Family Discount” in 16” tall green lettering.
- The total sign area allowed for the tenant space located at 5860 Hollister will be 30 square feet. The sign for the current tenant will have two lines of copy with the first line reading “Goleta” in 12” tall black lettering and the second line of copy reading “Barbers” in 12” tall black lettering.
- The total sign area allowed for the tenant space located at 5860 Hollister will be 21 square feet. The sign for the current tenant will have two lines of copy with the first line of copy reading “MAYA” in 14” tall red lettering and the second line of copy reading “Income Tax Co” in 8” tall red lettering.
- The total sign area allowed for the tenant space located at 5860 Hollister will be 45 square feet. The sign of the current tenant will have two lines of copy with the first line of copy reading “Blue” in 14” tall blue lettering and the second line of copy reading “Blossoms” in 12” tall blue lettering.

The property is located in the Inland Zone and has a General Plan Land Use and Zoning Designation of Old Town – Commercial (OT). The project was filed by agent Hilary Ruston, on behalf the property owner.

DISCUSSION:

As a recipient of a Pride of Place grant, the applicant is using the funds to establish a coordinated sign program for the four commercial businesses located in Old Town at 5860-5878 Hollister Avenue. The proposed colors and materials are cohesive with the existing colors and materials of the building. The focus of the DRB is to evaluate the new signage since 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.

The proposed signage meets the wall sign requirements of GMC 17.40.080 (F) as follows: 1) There is only one wall sign for each tenant space; 2) The proposed wall signs do not exceed the height of the building wall to which they are attached; 3) the proposed wall signs do not exceed the maximum sign area allowed of 100 square feet; 4) the proposed signage does not extend more than 12 inches beyond the face of the wall; 5) the proposal does not cover any required wall openings; and 6) the proposed signage is placed flat against the wall building.

Projects that are located on properties zoned Old Town are subject to the Goleta Heritage District Architecture and Design Guidelines. The proposed signage complies with these guidelines in their proposed placement, sign area, materials, letter height, and colors used. Additionally, the proposed wall sign is consistent with applicable policies of the City of Goleta General Plan.

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 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 because on-premise signs are Categorically Exempt, pursuant to CEQA regulations § 15311(a) as it is a sign proposal to coordinate the signage at an established commercial center and existing buildings. 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. 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 wall signs in a commercial center 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 center. Additionally, the project's site does not contain any identified significant cultural resources and will not have any ground disturbance.

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 (Case No. **25-0005-OSP**) 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:

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

ATTACHMENT A

FINDINGS

Attachment A
DRB Findings for 5860-5878 Hollister Avenue Building Overall Sign Plan and
California Environmental Quality Act Notice of Exemption
5860-5878 Hollister Avenue (APNs 071-052-010 & 071-052-011)
Case No. 25-0041-DRB/25-0005-OSP

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 wall signs conform to the wall sign requirements of Goleta Municipal Code Section (GMC) 17.40.080 (F) and are well below the maximum sign area as outlined in 17.40.060 (O).

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 sign locations are on existing buildings and are in line with the size of typical commercial signage. 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 signage is harmonious with signs and at nearby commercial businesses as the materials are similar to the neighboring businesses. The proposed wall signs have some similarities to existing nearby ones but also have variety to reflect the individual tenant spaces. The proposed signage avoids both excessive variety as well as monotonous repetition.

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

The signs will be placed on existing buildings and will remain harmonious in terms of materials and colors on all sides of the building.

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 equipment is proposed for the new signage.

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 signage and raised 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 signage.

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

No new lighting is proposed for the new signage.

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 the 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 sizes 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 are no additional design standards adopted for signage for this zoning district. The proposed wall sign and raised roof parapet is consistent with applicable policies of the City of Goleta General Plan.

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 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 because on-premise signs are Categorically Exempt, pursuant to CEQA regulations § 15311(a) as it is a sign proposal to coordinate the signage at an established commercial center and existing buildings. 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. 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 wall signs in a commercial center 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 center. 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

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

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



Subject: Filing of Notice of Exemption

Project Title:

5860-5878 Hollister Avenue Building Overall Sign Plan
Case No. 25-0041-DRB; 25-0005-OSP

Project Applicant:

Hilary Ruston
On behalf of the property owner

Project Location (Address and APN):

5860-5878 Hollister Avenue
Goleta, CA 93117
County of Santa Barbara
APNs: 071-052-010 and 071-052-011

Description of Nature, Purpose and Beneficiaries of Project:

This is for a new Overall Sign Plan for four commercial businesses. The purpose of the proposed signage is to identify the businesses on the properties. 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:

Hilary Ruston, on behalf of the property owner.

Exempt Status:

- ☒ Categorical Exemption: § 15311 (a) (On-premise signs)
- ☒ Categorical Exemption: § 15301 (a) Interior or exterior alterations

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 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 because on-premise signs are Categorical Exempt, pursuant to CEQA regulations § 15311(a) as it is a sign proposal to coordinate the signage at an established commercial center and existing buildings. 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. 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 wall signs in a commercial center 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 center. 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:

Samantha Bailey, Acting Planning Technician

Mary Chang, Supervising Planner

(805) 961-7567

mchang@cityofgoleta.org

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

Overall Sign Plan – 5860–5878 Hollister Avenue, Goleta

Submitted to: City of Goleta (City) Design Review Board (DRB) (Old Town Goleta)

Project: Overall Sign Plan (OSP) for multi-tenant retail building (Pride of Place program grantee)

Location: 5860–5878 Hollister Avenue (at Magnolia Ave), Goleta, CA

Applicant/Owner: Hilary Ruston and Shelly Ruston (Co-Owners) – *Shelly and Hilary Ruston*, 225 E. Valerio St., Santa Barbara, CA 93101 – Primary contact: Hilary Ruston (706) 614-8660; Alternate: Shelly Ruston (805) 569-2970 (land line), E-mail: rustongoleta@22588.com

Sign Company: Paul Strickland – *Goodland Signs*, 375 Pine Ave #20, Goleta, CA 93117 – CA License #926647

Planning Permit Application: A completed and signed City of Goleta (City) Planning Permit Application form is included with this submission.

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1. Purpose of Sign Program

This Overall Sign Plan (OSP) establishes unified design standards for all Hollister Avenue frontage tenant signage at the retail center located at 5860–5878 Hollister Avenue in Old Town Goleta. The purpose is to ensure all signs are well-designed and architecturally integrated with the building's façade and the Old Town neighborhood character. By coordinating sign design, the plan seeks to elevate the visual appeal of the property and promote the four businesses in an engaging harmonious manner. All signage will remain clear, appropriately scaled, and pedestrian-friendly, enhancing both the streetscape and the customer experience.

2. Signage Review, Approvals, Permits, and Installation

All new or replacement signage for this property must conform to this OSP and receive the proper approvals from Landlord and City before work begins. Tenants must adhere to this sign program and obtain all necessary approvals prior to fabrication or installation of any new signs. The following review and permitting process is required:

2.1 Landlord Approval

Initial Review: Before submitting any sign for City review or starting fabrication, Tenant shall submit a detailed signage proposal to Landlord for approval. This submittal should include: **(a)** a scaled drawing or photo-simulation of the building façade with the proposed sign in place, **(b)** dimensions and placement of the sign, **(c)** specifications on materials, colors, and mounting methods, and **(d)** any construction details. Landlord will review for consistency with this Sign Program's guidelines. Only after Landlord's written approval can Tenant proceed to the City process.

2.2 City of Goleta Approval

Design Review Board: Once approved by Landlord, Tenant must submit plans to the City of Goleta Planning and Environmental Review for approval under this OSP. The City's DRB will evaluate this sign plan for compliance with applicable sign regulations and the design criteria of this OSP. The DRB approval is required for the OSP itself and any significant deviations or new sign designs not contemplated by the plan. After the OSP is adopted, individual signs consistent with it may qualify for streamlined administrative review.

City Standards: Any conditions or modifications required by the City during DRB review must be incorporated. If the City mandates changes, the revised sign design must be re-approved by Landlord to ensure continued compliance with this OSP before resubmittal to the City (if additional DRB review is needed). All signs must also comply with the applicable provisions of the Goleta Municipal Code (e.g., zoning, building, and electrical codes).

2.3 Permits

Following City design approval, unless otherwise agreed by Landlord, Tenant is responsible for obtaining all necessary permits from the City of Goleta. This typically includes a Building Permit and a Zoning Clearance for signage. No sign shall be fabricated or installed until the City has issued the required permits and approvals. Tenant is responsible for all permit fees and must ensure final inspections are completed as required by the City.

2.4 Installation

All signs must be installed exactly as approved in the plans. Installation shall be performed by a licensed contractor or qualified professional following the industry's best practices. The mounting method must match the approved specifications to guarantee safety and durability. Any damage to the building caused during installation must be promptly repaired by Tenant or their contractor to Landlord's satisfaction. All penetrations into the building's façade must be properly sealed to maintain waterproofing and building integrity.

3. Sign Fabrication Specifications

All signage in this program will be fabricated to high standards of quality, durability, and code compliance. The following specifications apply to all tenant signs on the existing stucco sign band between the overhang and the parapet facing Hollister.

3.1 Sign Materials

Material: Primary signs shall be constructed from painted flat-cut matt finish acrylic lettering, ½-inch thick for three-dimensional effect. High-quality exterior-grade acrylic will be used to ensure longevity and color fastness. The acrylic letters will be painted in colors drawn from a coordinated palette of historically appropriate, subdued tones (dark green, rust red, dark blue, and charcoal) to ensure consistency with Old Town Goleta's character. The choices are designed to complement the building's neutral color scheme. This muted tone is consistent across all tenant signs for a unified appearance. All materials will meet or exceed relevant building code standards for exterior signage and will be weather-resistant and UV-stable.

Lighting: No internal illumination is proposed for any sign (i.e. no light boxes or channel letters). Currently, signage will rely on ambient street and storefront lighting; any added lighting will require Landlord and City approval.

3.2 Supports and Mounting

Mounting Hardware: All wall-mounted letters will be pin mounted to the building façade. Each acrylic letter will have stainless steel all-thread studs inserted into the back. These studs will align with pre-drilled holes in the building wall.

Attachment Method: The letters will be affixed in place using a combination of the concealed studs and a durable construction adhesive. An exterior-grade, waterproof construction adhesive will be applied to the back of letters to further secure them and dampen any vibration. This dual attachment method (mechanical and adhesive) ensures the letters are securely mounted for the life of the sign, while also being removable with minimal wall damage when needed.

3.3 Construction & Attachment

Penetrations: Any penetrations into the building's exterior for mounting studs will be sealed with appropriate sealant to prevent water intrusion. Fasteners will penetrate only into solid structural areas or blocking – no attachment will compromise structural integrity or violate building code.

Quality and Safety: Signs will have no sharp protrusions. Signs will be secure and engineered to withstand local wind loads and seismic requirements.

4. General Project Signage Guidelines and Conditions

These general guidelines apply to all signage within the existing stucco sign band between the overhang and the parapet on the Hollister Avenue frontage of this property. They ensure consistency and proper maintenance of signage over time.

4.1 Tenant Responsibilities

Unless otherwise agreed, Tenant is responsible for procuring, installing, and maintaining their own sign in conformance with this OSP. Key lease conditions related to signage include:

- **Permits & Approvals:** Tenants must obtain all required approvals and permits (City approval, building permits, etc.) prior to installing or altering any sign. Landlord's approval of the sign design is required before seeking City approval as detailed in Section 2.1. Non-conforming signs or unapproved installations are not permitted and must be corrected at Tenant's expense.
- **Maintenance:** Tenants shall maintain their signs in good condition. This includes prompt repair of any damage such as broken letters, peeling paint/vinyl, and cleaning as needed to keep the sign legible and attractive. If a sign becomes damaged or dilapidated, Landlord may require its repair or removal. Routine maintenance that does not alter appearance can be done without further approval, but any changes in design require re-approval.
- **Removal & Restoration:** Upon lease termination or if Tenant changes their business name or logo, Tenant is responsible for removal of their sign. Removal must be done carefully to avoid damage. Any wall penetrations must be patched and painted to match the surrounding wall so that the façade is restored to its original condition, free of visible holes, scars, or ghost images. If Tenant fails to remove or restore, Landlord reserves the right to do so at Tenant's cost. Per City requirements, abandoned or unused signs (e.g., if a space is vacant >90 days) must be removed.

5. Specific Retail Tenant Signage Guidelines

This section details the specific signage standards for the four Hollister facing tenant spaces labeled T1, T2, T3, T4 corresponding to addresses 5860 – 5878 Hollister. The intent is to allow each business to have a prominent identity sign while maintaining consistency in placement, size, and general style. Use of varied fonts and possible logos will provide variety.

5.1 Primary Wall Signs (Hollister Ave frontage)

Location: Each tenant is allowed one primary wall sign mounted on the building façade facing Hollister Avenue (the south elevation). All primary signs shall be installed on the vertical stucco fascia band above each storefront and beneath the parapet cap. Signs must be placed at least 18 inches from any vertical storefront divider or building edge, so that they do not run to the very edge of business frontage. Each sign will typically be horizontally centered over Tenant's lease space. No sign may cover or obscure architectural features such as decorative trim – in this case, the building façade is relatively plain, so signs will be mounted within the stucco band above the overhang.

Maximum Lines: To maintain legibility and aesthetics, each primary sign may contain a maximum of two lines of text (business name and optional tagline or second line). Logos or graphic elements may be incorporated as part of the sign, but the total sign area and dimensions must remain within the allowed maximums.

Quantity: Each tenant (T1, T2, T3, T4) is allowed one primary wall sign facing Hollister Ave.

5.2 Sign Dimensions and Allowances (Tenant Sign Matrix)

Each tenant's primary sign is restricted to a maximum area and letter height proportional to their storefront frontage. The standards for sign dimensions are as follows, based on this four-tenant building:

- **T1 (5860 Hollister (corner store))** – *Maximum Allowable Sign Area (MASA)*: 90 sq ft. (Proposed sign area dimension for OSP 36" H x 360" W = 90 sq ft.) This tenant has the largest frontage, and the sign is designed accordingly. *Maximum Letter Height*: approximately 18 inches for one line or 12 to 14 inches for top line of two lines for the principal business name letters (with secondary tagline letters ~9"). *Maximum Number of Signs*: 1. T1's signage allotment is larger due to its corner visibility and wider storefront (approx. 55 ft frontage on Hollister). The sign area (105 sq ft) is well within 1/8th of the area of the building façade for that tenant, meeting code allowances.
- **T2, 3 and 4 (Mid-block Units at 5870, 5874, 5878 Hollister)** – **T2 (5870 Hollister)**: *MASA*: 32 sq ft (Proposed sign area 36" H x 120" W = 30 sq ft.) **T3 (5874 Hollister)**: *MASA* 23 Sq ft. (Proposed sign area 36" x 84" = 21 sq ft.) **T4 (5878 Hollister)**: *MASA* 53 sq ft. (Proposed sign area 36" x 180" = 45 sq ft.) *Maximum Letter Height*: approximately 12 to 14 inches (if text is on one line; two-line layouts would fit within designated height). Each of these tenants is limited to 1 sign (Hollister frontage only). Their storefront widths are smaller (15.5 ft, 11.5 ft and 25 ft), and the sq ft size is scaled appropriately. The signage for T2, T3 and T4 is similar in size to ensure a balanced appearance across the facade. These sizes are within the allowed size based on code standards for wall signs in commercial zones.

All tenant signs are horizontally oriented rectangles fitting within the sign band. **Thickness/Projection**: Each sign's letter depth is 0.5, which is below the City's maximum projection limits and ensures a low-profile appearance.

The table below summarizes the signage allotments:

Tenant	Frontage Width	Façade Area	Max Sign Allowable by footage	Sign Plan Request (OSP)	Letter Height	Number Of Signs
T1 5860 Hollister	55 ft.	935 sq ft	117 sq ft	90 sq ft (36" x 360")	L1 12 - 18" L2 6 – 16"	1
T2 5870 Hollister	15 ft.	255 sq ft	32 sq ft	30 sq ft (36"×120")	L1 12 - 18" L2 6 – 16"	1
T3 5874 Hollister	11.5 ft	196 sq ft	24 sq ft	21 sq ft (36"×84")	L1 12 - 18" L2 6 – 16"	1
T4 5878 Hollister	25 ft	425 sq ft	53 sq ft	45 sq ft (36"×180")	L1 12 - 18" L2 6 – 16"	1

Each sign's area was chosen to be proportional to its storefront – all signs' areas are at or below 20% of its frontage façade zone, preserving a balanced look on the building. Additionally, the total combined sign area for the building is far below the aggregate allowed for a multi-tenant property of this size.

5.4 Sign Depth and Design

All signs will have a minimum letter depth of 0.5 inches, to create a quality three-dimensional appearance. This meets the guideline that signs do not appear flat or paper-like; it also slightly projects the sign off the wall for shadow effect. There are no cabinet or box signs – only individual cut letters, which is in line with the City’s prohibition on internally lit cabinet signs and preferred design practices.

Fonts & Logos: Fonts used will be clean and legible. Script or highly ornamental typefaces are discouraged unless they are part of a tenant’s registered logo, and even then legibility at a distance should be maintained. The palette of colors: dark green, rust red, dark blue, and charcoal is standard for the four signs to maintain visual balance and aesthetic unity; however, a tenant may incorporate a small trademark colored logo or symbol *as part of their sign* if approved (for example, a simple icon preceding the text), provided it fits within the allowed sign area and is compatible with the overall design. The majority of the sign area should be the lettering in the approved color. Variations in font and case (upper/lowercase) are permitted to match the tenant’s branding, as long as the overall size, color, and material criteria are met.

Height Alignment: The vertical placement of the letters for each sign will be center aligned on a horizontal axis. The exact height above grade will be determined on installation. All signs will be placed within the same horizontal band, roughly 10–12 feet above grade (and above the overhang line visible on the building taking sightlines into account). No sign will protrude above the parapet of the building (roofline extension is prohibited), and no part of any sign will extend beyond the wall plane.

6. Site Plan and Vicinity Map

Figure 1: Site Plan and Vicinity Map. See page 13

Vicinity: The property is centrally located in the Old Town corridor of Hollister Ave, at the intersection with Magnolia Ave. It is across from local businesses such as the Old Town Coffee shop (south side of Hollister). The vicinity map (upper left of figure) illustrates the site’s location within Goleta – approximately 0.2 miles west of the Hollister/Fairview intersection and 0.1 miles east of the Magnolia/Cremona intersection. The surrounding area is a mix of retail and service businesses in one-story historic storefront buildings. This OSP pertains only to the subject building (outlined in figure) and its on-building signage; no off-site signage is proposed. The site plan also delineates property lines and the public right-of-way along Hollister and Magnolia. All proposed signs are wall-mounted on the building and will not encroach into setbacks or the public right-of-way.

7. Building Elevations and Sign Placement

Figure 2: Front Elevation (Hollister Avenue) with Signage. See page 14, 15 and 16

Elevations: The Hollister elevation demonstrates that the signs will be proportionate to the building’s architecture. The blue outlined areas represent the maximum extents of the sign lettering. As shown, there is ample blank wall area around each sign, ensuring the signage does not overwhelm the facade.

From the elevation, one can see that T1’s sign (rightmost) is longer, spanning up to 30 feet in width, whereas T2, T3 and T4 each have signs that range from 7 to 15 feet wide. Vertically, the height of the capital letters plus any secondary text will not exceed 36 inches. The signs are placed roughly 10 feet above ground measuring from the base of the letters, leaving a margin above and below for architectural balance.

No part of any sign extends beyond the building’s wall – there are no overhangs or projecting elements other than the 0.5” letter depth. The signs will be aligned at a uniformly centered height, creating a cohesive look across the

facade. The dimensioned elevation confirms that each sign stays within its tenant's leasehold width and respects a clearance from edges – for example, T2 and T3 each have ~3.5 feet of blank space on either side of their sign. T1's 55 ft width easily accommodates the 30 ft sign with a large buffer on the sides. T4's 25 ft width also has generous side clearances around the 15 ft sign. This layout meets the principle of not crowding the signs or obscuring building features.

The elevation drawing serves to illustrate placement and scale relative to the building – demonstrating compliance with the size limits and harmonious placement for DRB review.

8. Signage Details (Scaled Drawings of Proposed Signs)

8.1 Sign Dimensions and Allowances (Tenant Sign Matrix)

This section provides specifics of each tenant's sign graphics, lettering, and construction details, as required. Each sign is represented with its text content and dimensions: *See page 14 for drawing of proposed signs and page 15 for current signs to be removed*

- **T1 – “Family Discount”**

Sign Copy:

FAMILY DISCOUNT

- *One line: “FAMILY DISCOUNT” in large uppercase letters*

Dimensions: 18" high × 360" wide (approximate area 45 sq ft).

Construction: Individual flat-cut acrylic letters, 0.5" thick painted in dark green color. The main line “FAMILY DISCOUNT” will use bold block font (for high visibility). Letters are pin mounted directly to the building.

- **T2 – “Goleta Barbers”**

Sign Copy:

GOLETA
BARBERS

- *(Stacked on two lines; with “Goleta” above “Barbers” both uppercase)*

Dimensions: 36" high × 120" wide (area 30 sq ft).

Construction: 0.5" flat-cut acrylic letters painted in charcoal color. Using classic bold serif font for a traditional feel, in all capitals. The two words may be in the same size font or “GOLETA” slightly larger and arched over “BARBERS” – to remain within the rectangular 3'×8' envelope. Pin-mounted per specs directly to the building.

- **T3 – “Maya Income Tax Co”**

Sign Copy:

MAYA

Income Tax Co

- *(Two lines: “MAYA” on first line (all caps), “Income Tax Co” on second line with initial capital letters)*

Dimensions: 36" high × 84" wide (21 sq ft).

Construction: 0.5" flat-cut acrylic letters painted in a rust red color. The lettering style combines a distinctive script for “MAYA” (to reflect a personal name or brand) with a simple sans-serif for “Income Tax Co” to ensure clarity. Both lines will be centered with a line between. As with others, letters are individually pin mounted to the wall.

- **T4 – “Blue Blossoms”**

Sign Copy:

blue
BLOSSOMS

- *(Two lines: “blue” above “BLOSSOMS”, with a stylized logo font for blue and BLOSSOMS in uppercase)*

Dimensions: 36" high × 168" wide (42 sq ft).

Construction: 0.5" flat-cut acrylic letters in dark blue color. The font is an elegant script or serif that reflects an up-scale flower shop vibe, yet still bold enough to read from the street. Two-line stack allows a large letter height for each word within the 36" sign height. Pin-mounted as per standard.

For Hollister-frontage tenants: Letter Returns/Edges: The flat-cut letters will be painted the same color on their edges as on the face. Background: Note that there is no sign board or panel – the background is the building’s wall itself (a light tan/cream stucco). This provides contrast for the dark letters, making them easily legible against the light wall. The edges of letters will be crisp and clean; all mounting hardware is hidden, resulting in a “floating” effect of the text on the wall.

The signage for each tenant has been designed at an appropriately proportioned scale: for example, T1’s larger storefront supports a wider sign, whereas the smaller storefronts T2, T3 and T4 have more compact signs. Yet, all signs have approximately the same height for visual consistency within the horizontal band. The letter height within those signs varies by content but generally the primary text is between 1 and 2 feet tall as described, which is sufficient for visibility at a distance along Hollister Avenue (speed limit ~25-30 MPH in Old Town, requiring clear legible text ~12-18" minimum, which these exceed comfortably).

8.2 Address Signage Proposal for Overall Sign Plan

As part of this application for an OSP, we request approval for the installation of two address signs to aid in wayfinding and emergency response and to clearly identify the tenant suites 5860 A, B, C and D at the side and back of the building.

Primary Address Sign

Location: Upper right corner of the Hollister Avenue–facing façade

Sign Copy:

5860-5878
Hollister Ave

- *(Stacked on two lines)*

Dimensions: 2' high × 4' wide (8 sq ft).

Construction: First line, 10" font numbers, second line smaller font ~ 6" Hollister Ave to center under the numbers, 0.5" thick acrylic numbers, dark brown and pin mounted.

Purpose: Identifies the full street address range for the property fronting Hollister Avenue.

Design Intent: To maintain visual consistency with other signage and remain architecturally integrated with the façade.

Secondary Address Sign

Location: Upper left corner of the Magnolia St. –facing façade

Sign Copy:

5860
A,B,C,D ->

- *(two lines)*

Dimensions: 2' high × 4' wide (8 sq ft).

Construction: First line 10" font numbers, second line 8" letters followed by an arrow pointing right. 0.5" thick acrylic letters, dark brown and pin mounted.

Purpose: Identifies individual tenant suites with direct access from the Magnolia side of the property.

Design Intent: To assist visitors, tenants, and deliveries by clearly marking units located on Magnolia St. side of the building with Hollister Ave. addresses.

- Both signs will comply with applicable size, material, and lighting standards as outlined in the Goleta Sign Ordinance and will be designed to complement the overall architectural character of the building.

9. Surrounding Context and Photographs

To provide context, the following photographs show the existing building and surroundings, including both current and proposed new signage:

Figure 3: See page 17

Area Signage Character: The immediate area (“Old Town” district) contains a variety of sign types including painted wall signs, individual letters, and some hanging blade signs under awnings. The design proposed in this OSP – flat cut letters in a coordinated color palette, aligned on the facade – is in harmony with the traditional and understated signage seen in Old Town. It avoids any modern internally lit cabinet signs or overly large neon signs, which are discouraged in this area. By updating the existing mix of signs at 5860–5878 Hollister to this cohesive style, the project will enhance the street’s visual appeal and set a positive example for neighboring properties. The signs are designed to be compatible with the architecture (simple rectangular building forms) and to be legible to pedestrians, bicyclists and drivers.

The building received a “Pride of Place” grant from the City, indicating the City’s interest in facade improvements. This sign program is a key part of those improvements, ensuring the property’s signage is attractive and compliant. Existing signs for the four Hollister facing businesses between the parapet and the overhang will be removed and the façade repainted, prior to installing the new signs.

10. Justification of Compliance with Design Principles and Findings

Per the City submittal requirements, this section provides a written justification demonstrating how the proposed OSP meets the Sign Design Principles of Goleta Municipal Code (GMC) §17.40.050 and satisfies the required findings for approval of an OSP as stated in GMC §17.40.090. The analysis below shows that the project’s signage is consistent with all applicable design criteria:

10.1 Compliance with Sign Design Principles (GMC §17.40.050)

The City’s sign design principles (A through E) emphasize compatibility, legibility, appropriate placement, clear design, and visibility. This OSP has been crafted in accordance with each principle, as detailed here:

- **(A) Architectural Compatibility:** The signage is designed as an integral part of the building’s architecture. All signs are scaled and use colors and materials that complement the existing building. The dark lettering against the light stucco echoes traditional design accents and does not clash with the structure. Each sign is sized in proportion to its storefront – none of the signs will spill over architectural boundaries or cover any windows or decorative elements. The signs fit neatly within plain wall areas above each shop, preserving visual order. The use of individual letters (rather than large sign cabinets) and the consistent color/material across all tenants create a unified look in keeping with the building’s style and the Old Town aesthetic. Quality construction (0.5” thick acrylic, professional mounting) is specified, reflecting a commitment to durable and attractive signage, a marker of quality design.
- **(B) Legibility:** The plan prioritizes clear, easy-to-read signage. Each business name is rendered in sufficiently large lettering, chosen according to viewing distance and conditions. Hollister Avenue in this

area is a pedestrian-friendly corridor with slow traffic, so letter heights of roughly 12-16 inches for main text are more than adequate for visibility from the street. The dark letters on a light background provide strong contrast, enhancing legibility day and night. (If external illumination is added later, it will be designed to evenly light the sign faces without glare, further ensuring nighttime legibility.) The fonts proposed are simple and bold, avoiding intricate scripts that could be hard to read. In sum, message clarity is achieved by appropriate text size, high contrast, and concise wording as most signs are just the business name, with at most a short tagline.

- **(C) Placement:** Each sign is placed in a logical, architecturally appropriate location – centered between the parapet and overhang and above each tenant’s entrance within a defined sign band. They do not interfere with any building ornamentation. The building’s facade is simple and signs occupy blank wall space. No sign crosses over a building column or spans across to another tenant’s area. By aligning signs at a uniform axis and spacing them according to the storefront divisions, the signage establishes a pleasing rhythm. Importantly, no sign will cover windows, vents, or other functional architectural features.
- **(D) Readability:** The signs are designed to be quickly and easily understood. Each primary sign mainly contains the business name (one or two words). Where a second line is used, it’s essentially a clarification of services (e.g., “Income Tax Co”), or a logo and kept succinct. This ensures that someone driving or walking by can immediately recognize the business. The letter styles and layout are straightforward, avoiding any confusing graphics or excessive information. There is no clutter – no phone numbers, no product lists, no extraneous text – just the brand identity of each tenant. The consistency in color and form between all the signs also helps passersby process the signage without distraction; the signs collectively present a coherent appearance.
- **(E) Visibility:** The proposed signs are appropriately conspicuous without being intrusive. By placing them above eye level and using sufficient size, they are distinguishable from a distance against the building facade. The plan avoids any elements that would reduce visibility: there are no reflective surfaces or unusual color patterns that blend into the environment. Overall, the signs are sized and positioned to be noticed easily by the public, thereby effectively communicating the presence of each business.

In summary, the OSP meets all five sign design principles used by the City as review criteria. The signs are architecturally integrated, legible, well-placed on the building, designed for quick readability, and sufficiently visible to serve their purpose. There are no aspects of the design that conflict with these principles.

10.2 Compliance with Required Findings for OSP Approval (GMC §17.40.090(C))

The Goleta Municipal Code requires that the DRB make six specific findings in order to approve a new OSP. The proposed sign program at 5860–5878 Hollister meets all six findings as explained below:

1. **Harmony with Building Design:** *“The proposed signage is in harmony with and visually related to the common design elements of the buildings the signage will identify.”* – All signs have been designed to complement the building’s architecture. They use a consistent font color and material that ties into the building’s color scheme and style, creating a harmonious visual relationship. The size and placement of each sign respect the building’s structural divisions, effectively tying the signage to the building’s design elements. The signs align with and reinforce the distinct frontage of each business while maintaining a unified design across all tenants contributing to the overall architectural identity.
2. **No Obstruction of Architecture:** *“The proposed signage does not cover, alter, or otherwise obscure important architectural features of the building.”* – The signage plan avoids any alteration of the building’s features. There are no historic or significant architectural details on the facade being impacted – signs are confined to plain wall surfaces. They do not cover any windows, cornices, moldings, or decorative tile (none of which are present in the sign band area). Installations are also non-invasive: pin-

mounting letters preserve the stucco surface with minimal penetrations, and those are patchable. The building's parapet line remains visible and continuous above the signs. In short, all architectural features remain intact and visible; the signs enhance rather than obscure the facade.

3. **No Adverse Effects on Nearby Properties:** *"The proposed signage does not have significant adverse effects on nearby properties."* – The signs are appropriately scaled and oriented to the property's frontage, non-illuminated, thereby minimizing any impact on neighbors. There are no blinking lights or moving parts that could cause nuisance. The nearest properties are other commercial storefronts along Hollister and an adjacent residential area on Magnolia. The signage is typical for a small retail building and will not glare into residences or overshadow any neighboring business signs. By adhering to code size limits and good design, the signage will maintain the character of the neighborhood without adverse visual impact. In fact, by improving the aesthetics of this building's signs, the plan will have a positive effect on the vicinity. The signs also do not project or encroach beyond the property, so they pose no physical hazard or obstruction to adjacent properties or the public right-of-way.
4. **Materials and Colors Enhance Design:** *"The choice of materials and colors enhance the overall project design."* – The selected materials (acrylic letters with a matte finish) and the muted dark colors were chosen to enhance the building's look and tie in with Old Town Goleta's design themes. The painted flat-cut acrylic is UV stable and weather resistant. These signs will be thin and elegant on the wall, not bulky – enhancing the building rather than overpowering it. The materials are durable, which means the project will continue to look good over time (no rusting, no fading to odd colors). In summary, the material/color choices actively contribute to the project's aesthetic upgrade, complementing both the building and its surroundings.
5. **Appropriate Changes to Standards:** *"Any changes to dimensional or locational standards are appropriate from a design perspective."* – This OSP does not deviate from the standard sign ordinance requirements. The total sign area per tenant is within normal allowances (we are not requesting oversized signage). All locational decisions (centering, corner sign, etc.) are based on enhancing visibility and aesthetics without harming other interests. Therefore, the plan's standards are appropriate and sensible from a design standpoint, aligning with what the DRB might be expected to approve on a case-by-case basis due to the building's context.
6. **Conformance to Development Standards:** *"The proposed amount of signage conforms to all applicable development standards of this Title."* – The OSP has been crafted to comply with Goleta's sign code. Each individual sign and the aggregate signage meet the size, height, number, and placement regulations set forth in Title 17 (Sign Ordinance) for the C-2 zoning district. There are no prohibited sign types included – no roof signs, no flashing signs, etc., as confirmed earlier. The wall sign allowable areas are within typical limits for a building of this frontage length and number of tenants. The signs are below the maximum height of 12 feet above grade for wall signs (they are around 10–12 feet high). By adhering to these standards, the plan ensures zoning compliance. Additionally, this OSP will serve as the guiding document for any future sign permits, simplifying compliance checks. In summary, the signage quantity and dimensions do not exceed what the code allows and in some cases are more conservative, thus meeting the required development standards finding.

Conclusion: The proposed OSP for 5860–5878 Hollister Avenue fully conforms to the City of Goleta's design principles and, we believe, satisfies all findings necessary for approval. The plan will result in an attractive, coherent signage scheme that benefits the community and tenants by improving visual appeal while respecting the local regulations and context. We respectfully request approval of this OSP by the DRP.

Site Plan



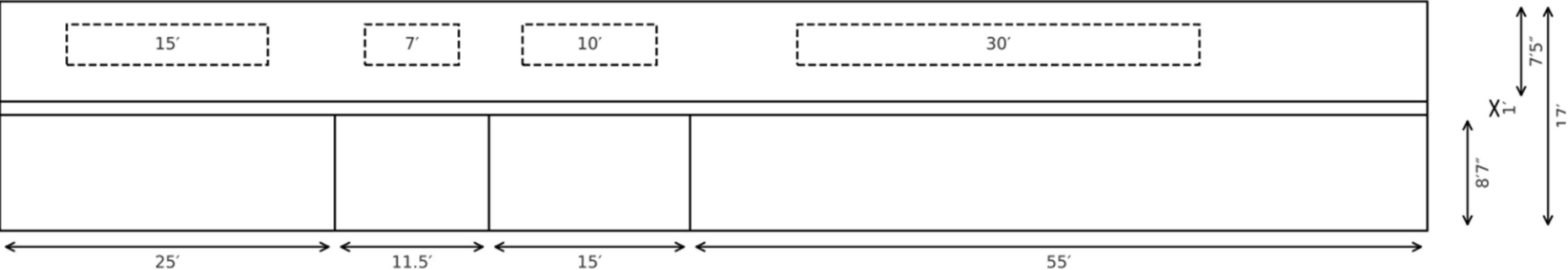
Elevation sketch to scale:

Tenant 1

Tenant 2

Tenant 3

Tenant 4



Sign Placement



Sign Plan Request (OSP)		Letter Height	Tenant
T1 5860 Hollister	90 sq ft (36" x 360")	L1 12 - 18" L2 6 - 16"	Family Discount 16"
T2 5870 Hollister	30 sq ft (36"x120")	L1 12 - 18" L2 6 - 16"	Goleta 12" Barbers 12"
T3 5874 Hollister	21 sq ft (36"x84")	L1 12 - 18" L2 6 - 16"	Maya 14" Income Tax Co 8"
T4 5878 Hollister	45 sq ft (36"x180")	L1 12 - 18" L2 6 - 16"	Blue 14" Blossoms 12"



View from property looking across Hollister Ave



View of property looking East on Hollister Ave



Current examples of signs in the area



