



MINUTES – NOT APPROVED

DESIGN REVIEW BOARD MEETING

Tuesday, January 28, 2025

3:00 P.M.

City Hall – Council Chambers
130 Cremona Drive, Suite B,
Goleta, California

Members of the Design Review Board

Scott Branch (Architect), Chair
Dennis Whelan (Architect) Vice-Chair
Martha Degasis (Landscape Professional)
Cecilia Brown (At Large Member)

James van Order (At Large Member)
James King (At Large Member)
Karis Clinton (Alternate)

Mary Chang, Secretary
Deborah S. Lopez, City Clerk

CALL TO ORDER AND PLEDGE OF ALLEGIANCE

Chair Branch called the meeting to order at 3:00 P.M. followed by the Pledge of Allegiance.

ROLL CALL OF DESIGN REVIEW BOARD

Board Members present: Chair Branch, Members Brown, Degasis, Eymann, King, van Order, and Whelan

Board Members absent: None

Staff present: Mary Chang, Supervising Senior Planner, Christina McGuire, Associate Planner, Travis Lee, Associate Planner, Samantha Bailey, Current Planning Intern, Blake Markum, Public Records Specialist

PUBLIC FORUM

None

AMENDMENTS OR ADJUSTMENTS TO AGENDA

None

Design Review Board Minutes

January 28, 2025

Page 2 of 7

A. ADMINISTRATIVE AGENDA

A.1 REVIEW OF AGENDA

A.2 Review and Approval of Design Review Board Meeting Minutes from November 12, 2024

Review and Approval of Design Review Board Meeting Minutes from November 12, 2024.

DRB Minutes - 11-12-2024

MOTION: Members Brown/King to review and approve the Design Review Board Meeting Minutes of November 12, 2024.

VOTE: Motion carried by the following roll call vote: Ayes: Chair Branch, Members Brown, Degasis, Eymann, King, van Order, and Whelan. Noes: None. Absent: None.

A.3 Review and Approve Design Review Board Meeting Minutes from December 10, 2024

Review and Approve Design Review Board Meeting Minutes from December 10, 2024.

DRB Minutes - 12-10-2024

MOTION: Members Brown/King to review and approve the Design Review Board Meeting Minutes from December 10, 2024 with a correction to the motion for item B.2 478 Cambridge Drive (APN 069-560-031), Community Assembly Parking Lot Lighting and California Environmental Quality Act Notice of Exemption, Case Nos.24-0032-DRB, 24-0052-ZC to change "...that the chosen feature maximize shrouding..." to "...that the chosen fixture maximize shrouding."

VOTE: Motion carried by the following roll call vote: Ayes: Chair Branch, Members Brown, Degasis, Eymann, King, van Order, and Whelan. Noes: None. Absent: None.

Design Review Board Minutes

January 28, 2025

Page 3 of 7

B. CONCEPTUAL/PRELIMINARY/FINAL REVIEW

B.1 5733 Hollister Avenue (APN 071-122-005) Latinos Insurance Sign, and California Environmental Quality Act Notice of Exemption, Case Nos. 24-0038-DRB; 24-0050-ZC

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).

Staff Report - 24-0038-DRB

Att A - Findings

Att B - NOE

Att C - Goleta Old Town Heritage District Guidelines

Att D - Sign Plans with lighting specifications

ATT E - DRAFT DRB Minutes - 11-12-2024

Member van Order recused himself from hearing this item due to the site's proximity to his personal residence and exited the meeting at 3:05 P.M.

Site visit and no ex parte discussions reported by Member King, Vice Chair Whelan, Chair Branch, Member Degasis, and Member Eymann. No site visit and no ex parte discussions reported by Member Brown.

Staff Speaker:

Christina McGuire, Associate Planner

Plans were presented by Marlon Gonzalez, 805 Digital Signs, Kenya de la Torre, owner of Latinos Insurance, Miguel Torres, owner of Latinos Insurance, and Eric Tolentino, 805 Digital Signs.

Public Speakers:

None

Design Review Board Minutes

January 28, 2025

Page 4 of 7

MOTION: Dennis Whelan moved, Seconded by James King, Members Whelan/King to continue this item to the Design Review Board meeting of February 11, 2025, with the conditions that the sign area, letter height, and the type of lighting be modified to conform to the Old Town Guidelines.

VOTE: Motion carried by the following roll call vote: Ayes: Chair Branch, Members Brown, Degasis, Eymann, King, and Whelan. Recused: Member van Order. Noes: None. Absent: None.

Member van Order returned to the meeting at 3:43 P.M.

B.2 5387 Overpass Road (APN 071-220-035) Caliber Collision Signage and California Environmental Quality Act Notice of Exemption, Case Nos. 24-0037-DRB; 24-0048-ZC

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).**

[Staff Report - Caliber Collision Signage](#)

[Att A - Findings](#)

[Att B - NOE](#)

[Att C - Sign Plans](#)

Site visit and no ex parte discussions reported by Member King, Vice Chair Whelan, and Member Degasis. Virtual site visit and no ex parte discussions reported by Chair Branch, Member Eymann, Member van Order, and Member Brown.

Staff Speaker:

Samantha Bailey, Current Planning Intern

Plans were presented by Christian Muldoon, Vogue Sign Company, on behalf of the applicant.

Design Review Board Minutes

January 28, 2025

Page 5 of 7

MOTION: Dennis Whelan moved, Seconded by Martha Degasis, Members Whelan/Degasis to:

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 with the condition that the applicant resubmit a graphic to more closely reflect the scale of the sign, subject to a conformance review.

VOTE: Motion carried by the following roll call vote: Ayes: Chair Branch, Members Brown, Degasis, Eymann, King, van Order, and Whelan. Noes: None. Absent: None.

C. FINAL REVIEW

C.1 5599 Hollister Ave (APN: 071-140-057) Angelo's Liquor As-built Signs and California Environmental Quality Act Notice of Exemption, Case Nos. 24-0035-ZC; 24-0024-DRB

DRB ACTIONS FOR CONSIDERATION:

1. Conduct Final Design Review for the Angelo's Liquor As-built signage project.

Staff Report 24-0035-ZC

Att A - Plans

Att B - Draft Minutes 10-22-24

Site visits and no ex parte discussions reported by Member King, Vice Chair Whelan, Chair Branch, Member Eymann, and Member van Order. No site visit and no ex parte discussions reported by Member Degasis and Member Brown.

Staff speaker:

Mary Chang, Supervising Senior Planner

Plans were presented by Wasantha Mohottige, Visual Image Design, on behalf of the applicant.

Public Speakers:

None

Design Review Board Minutes

January 28, 2025

Page 6 of 7

D. CONCEPTUAL REVIEW

D.1 5 Violet Lane (APN 077-141-053) 5 Violet Lane New Residence Case Nos. 24-0042-DRB

DRB ACTIONS FOR CONSIDERATION:

1. Conduct Conceptual review and provide comments to applicant.

Staff Report 24-0042-DRB

Att A - Conceptual Plans

No site visits and no ex parte discussions reported by Member King and Member Brown. Virtual site visits and no ex parte discussions reported by Vice Chair Whelan, Chair Branch, Member Eymann, and Member van Order. Site visit and no ex parte discussions reported by Member Eymann.

Staff speaker:

Travis Lee, Associate Planner

Plans were presented by Paul Poirier, Poirier + Associates Architects, and Hero Barker, Poirier + Associates Architects, on behalf of the applicant.

The Design Review Board received the presentation and provided feedback to the applicant on the conceptual design.

Public Speakers:

Brian Holtz, shared excitement for having a residence at 5 Violet Lane, and shared concerns for the views for the residence at 11 Violet Lane and the vacant lot at 8 Violet Lane.

Julie Ritter concerns for privacy due to the older fence existing between the property at 7 Violet Lane and the proposed residence at 5 Violet Lane, and a lack of parking at the proposed residence at 5

Garrett Ritter shared concerns regarding the proposed design fitting into the existing neighborhood, and a lack of parking at the proposed residence at 5 Violet Lane.

RECESS 4:30 P.M.-4:40 P.M. DUE TO TECHNICAL DIFFICULTIES.

Design Review Board Minutes

January 28, 2025

Page 7 of 7

E. ANNOUNCEMENTS BY MEMBERS AND STAFF

Mary Chang, Supervising Senior Planner, reported that an appeal was filed related to the Parking Lot Lighting at the Community Assembly Parking Lot located at 478 Cambridge Drive (APN 069-560-031), and the appeal will be heard at the Planning Commission on a date to be determined. Ms. Chang also reported that the next meeting of the Design Review Board will be held on February 11, 2025.

F. ADJOURNMENT

ADJOURNED AT 4:54 P.M.



MINUTES – UNAPPROVED

DESIGN REVIEW BOARD MEETING

Tuesday, February 11, 2025

3:00 P.M.

City Hall – Council Chambers
130 Cremona Drive, Suite B,
Goleta, California

Members of the Design Review Board

Scott Branch (Architect), Chair
Dennis Whelan (Architect) Vice-Chair
Martha Degasis (Landscape Professional)
Cecilia Brown (At Large Member)

James van Order (At Large Member)
James King (At Large Member)
Karis Clinton (Alternate)

Mary Chang, Secretary
Deborah S. Lopez, City Clerk

CALL TO ORDER AND PLEDGE OF ALLEGIANCE

Chair Branch called the meeting to order at 3:00 P.M. followed by the Pledge of Allegiance.

ROLL CALL OF DESIGN REVIEW BOARD

Board Members present: Chair Branch, Vice Chair Whelan, Members Brown, Degais, Eymann, King, and van Order.

Board Members absent: None

Staff present: Mary Chang, Supervising Planner; Brian Hiefield, Associate Planner; Travis Lee, Associate Planner; Christina McGuire, Associate Planner; Samantha Bailey, Current Planning Intern; Blake Markum, Public Records Specialist

PUBLIC FORUM

None

AMENDMENTS OR ADJUSTMENTS TO AGENDA

None

Design Review Board Minutes

February 11, 2025

Page 2 of 9

A. ADMINISTRATIVE AGENDA

A.1 REVIEW OF AGENDA

B. CONCEPTUAL/PRELIMINARY/FINAL REVIEW

B.1 5733 Hollister Avenue (APN 071-122-005) Latinos Insurance Sign and California Environmental Quality Act Notice of Exemption, Case Nos. 24-0038-DRB; 24-0050-ZC

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).

1 - Staff Report Latinos Insurance

Att A - Findings

Att B - NOE

Att C - Goleta Old Town Heritage District Guidelines

Att D - Sign plans with electrical specifications

Member van Order recused himself from hearing this item due to the site's proximity to his personal residence and exited the meeting at 3:03 P.M.

No site visits and no ex parte discussions reported by Member Eymann, Vice Chair Whelan, Chair Branch, Member Degasis, Member Brown, and Member King.

Staff Speaker:

Christina McGuire, Associate Planner

Plans were presented by Marlon Gonzalez, Prime Signs, on behalf of the applicant.

Public Speakers:

None

Design Review Board Minutes

February 11, 2025

Page 3 of 9

- MOTION: Vice Chair Whelan/Member Eymann to:
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 as submitted.
- VOTE: Motion carried by the following roll call vote: Ayes: Chair Branch, Vice Chair Whelan, Members Brown, Degasis, Eymann, and King. Noes: None. Absent: None. Recused: Member van Order.

Member van Order returned to the meeting at 3:12 P.M.

[B.2 425 Pine Avenue \(APN 071-130-048\) Community West Bank Nonilluminated Sign and California Environmental Quality Act Notice of Exemption, Case Nos. 24-0057-ZC; 24-0039-DRB](#)

[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 \(or approve with conditions\).](#)

[Staff Report - Community West Bank Sign](#)

[Att A - Findings](#)

[Att B - NOE](#)

[Att C - Plans](#)

Site visits and no ex parte discussions reported by Member Eymann, Vice Chair Whelan, and Member van Order. Virtual site visits and no ex parte discussions reported by Chair Branch and Member Degasis. No site visits and no ex parte discussions reported by Member Brown and Member King.

Staff Speaker:
Samatha Bailey, Current Planning Intern

Plans were presented by Keith Wills, Western Sign Company, on behalf of the applicant.

Design Review Board Minutes

February 11, 2025

Page 4 of 9

Public Speakers:

None

MOTION: Vice Chair Whelan/Member Degasis to:

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 with condition that the building number be changed to black.

VOTE: Motion carried by the following roll call vote: Ayes: Chair Branch, Vice Chair Whelan, Members Brown, Degasis, Eymann, King, and van Order. Noes: None. Absent: None.

B.3 5827 Hollister Avenue (APN 071-114-002) Community West Bank Illuminated Signs and California Environmental Quality Act Notice of Exemption, Case Nos. 24-0058-ZC; 24-0040-DRB

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).**

Staff Report - Community West Bank Signage

Att A - Findings

Att B - NOE

Att C - Plans

Att D - Goleta Old Town Heritage District Architecture and Design Guidelines (Signage)

Site visits and no ex parte discussions reported by Member Eymann, Vice Chair Whelan, Chair Branch, and Member van Order. No site visits and no ex parte discussions reported by Member Degasis, Member Brown, and Member King.

Staff Speaker:

Samatha Bailey, Current Planning Intern

Plans were presented by Keith Wills, Western Sign Company, on behalf of the applicant.

Design Review Board Minutes

February 11, 2025

Page 5 of 9

Public Speakers:

None

MOTION: Members van Order/King:

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 with the recommendation that the awning color be updated to conform with the signage proposal.

VOTE: Motion carried by the following roll call vote: Ayes: Chair Branch, Vice Chair Whelan, Members Brown, Degasis, Eymann, King, and van Order. Noes: None. Absent: None.

C. PRELIMINARY REVIEW

C.1 Primary address 5660 Calle Real (APN 069-110-093 Additional: 5820, 5748, 5700, 5652, 5733, 5697, 5785, 5677, and 5687 Calle Real APNs 069-110-084, -085, -094, -090, -095, -070, -067, -059, -058) Calle Real Shopping Center Improvements, Case Nos. 22-0003-DRB; 24-0006-DPAM

DRB ACTIONS FOR CONSIDERATION:

1. Adoption of DRB (17.58.080) and CEQA Findings provided as Attachment A;
2. Adoption of the CEQA Categorical Exemption Section 15332 for In-Fill Development Projects; and
3. Conduct Preliminary review to approve, approve with conditions, or deny the Project.

Staff Report - Calle Real Shopping Center

Att A - Findings

Att B - 1 Plans

Att B - 2 Plans

Att B - 3 Plans

Att C - Calle Real Shopping Center NOE

Att D - DRB Minutes 9-10-24

Design Review Board Minutes

February 11, 2025

Page 6 of 9

Att E - Architectural Standards - Commercial Projects

Site visits and no ex parte discussions reported by Member Eymann, Vice Chair Whelan, Chair Branch, Member Degasis, Member van Order, Member Brown, and Member King.

Staff Speaker:

Travis Lee, Associate Planner

Plans were presented by Steve Fort, SEPPS; Sing Tong, RDC; David Sipins, RDC; and Peter Goodell, Towbes Group, on behalf of the applicant.

Public Speakers:

None

MOTION: Vice Chair Whelan/Member Degasis to:

1. Adoption of DRB (17.58.080) and CEQA Findings provided as Attachment A;
2. Adoption of the CEQA Categorical Exemption Section 15332 for In-Fill Development Projects; and
3. Conduct Preliminary review to approve, approve with the conditions that the proposal review and study the tree type for Calle Real and other areas to consider parking lot shading and signage, that the bike parking locations not conflict with pedestrian traffic, and that the plan include full development of the second pedestrian crossing through the parking lot to connect to the retail buildings.

VOTE: Motion carried by the following roll call vote: Ayes: Chair Branch, Vice Chair Whelan, Members Brown, Degasis, Eymann, King, and van Order. Noes: None. Absent: None.

RECESS 4:26 P.M. TO 4:33 P.M.

D. CONCEPTUAL/PRELIMINARY REVIEW

D.1 475 Kellogg Ave. (APN 071-140-085) Request to expand service area and add a detail canopy at Honda Dealership with California Environmental Quality Act Notice of Exemption utilizing Section 15301, Case Nos. 24-0004-DP; 24-0014-DRB

DRB ACTIONS FOR CONSIDERATION:

1. Adopt DRB and CEQA Findings provided as Attachment A;
2. Adopt CEQA Categorical Exemption Section 15301(e)(2) Existing Facilities (Attachment B) and direct that the NOE be filed within 5 calendar days; and

Design Review Board Minutes

February 11, 2025

Page 7 of 9

3. Conduct Conceptual/Preliminary review with/without conditions of approval.

24-0014-DRB Staff Report (Honda) Final

Att A - Findings Final

Att B - Notice of Exemption Final

Att C - Honda DRB Plans

Att D - Previous Project DRB Review Packet 2020

Site visits and no ex parte discussions reported by Member Eymann, Vice Chair Whelan, Chair Branch, Member Degasis, Member van Order, Member Brown, and Member King.

Staff Speaker:
Brian Hiefield, Associate Planner

Plans were presented by Steve Fort, SEPPS; Sing Tong, RDC; David Sipins, RDC; and Peter Goodell, Towbes Group, on behalf of the applicant.

Public Speakers:
None

MOTION: Members Degasis/Brown to:

1. Adopt DRB and CEQA Findings provided as Attachment A;
2. Adopt CEQA Categorical Exemption Section 15301(e)(2) Existing Facilities (Attachment B) and direct that the NOE be filed within 5 calendar days; and
3. Conduct Conceptual/Preliminary review with the conditions that the landscape plan be presented showing a replacement hedge and that the bioswale planting be changed to juncus petens instead of lilandra.

VOTE: Motion carried by the following roll call vote: Ayes: Chair Branch, Vice Chair Whelan, Members Brown, Degasis, Eymann, King, and van Order. Noes: None. Absent: None.

Design Review Board Minutes

February 11, 2025

Page 8 of 9

D.2 5611 Hollister Ave. (APN 071-140-083) Changes and additions to the service shop area at the Toyota dealership with California Environmental Quality Act Notice of Exemption, Case Nos. 24-0011-DP; 24-0036-DRB

DRB ACTIONS FOR CONSIDERATION:

1. Adopt DRB and CEQA Findings provided as Attachment A;
2. Adopt CEQA Categorical Exemption Section 15332(a-e) in-fill development (Attachment B) and direct that the NOE be filed within 5 business days; and
3. Conduct Conceptual/Preliminary review with/without conditions of approval.

Staff Report 24-0036-DRB (Toyota) Final

Att A - Findings Final

Att B - Notice of Exemption Final

Att C Toyota DRB Plans

Att D - Previous Project DRB Review Packet 2020

Site visits and no ex parte discussions reported by Vice Chair Whelan and Chair Branch. No site visits and no ex parte discussions reported by Member Degasis, Member van Order, Member Brown, and Member King.

Staff Speaker:

Brian Hiefeld, Associate Planner

Plans were presented by Travis Muilenburg, John Mohoney Architects; Megan Baron, Owner; Bill Cunningham, Diamond West, Inc.; and Meet Patel, Diamond West, Inc.; on behalf of the applicant.

Public Speakers:

None

The Design Review Board received the presentation and provided feedback to the applicant.

E. ANNOUNCEMENTS BY MEMBERS AND STAFF

Design Review Board Minutes

February 11, 2025

Page 9 of 9

Vice Chair Whelan asked if the Ekwill Street and Fowler Road Extension project is currently under construction and if that project had come before the Design Review Board.

Chair Branch announced a fundraiser for Santa Barbara Educational Foundation's "Keep the Beat" program to be held on Friday, February 14, 2025, from 5:00 P.M. to 7:00 P.M. at SOho Restaurant and Music Club.

Mary Chang, Supervising Planner, announced that Mayor Perotte provided tote bags for Board Members and Commissioners.

F. ADJOURNMENT

ADJOURNED AT 5:55 P.M.