

Attachment A
Design Review & CEQA Findings
Angelo's Liquor As-built Signage
5599 Hollister Ave
Case Nos. 24-0035-ZC; 24-0024-DRB

DESIGN REVIEW FINDINGS (GMC SECTION 17.58.080)

- A. 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 wall signs are mounted on two sides of the existing building with design elements consistent with 17.40.080.F and the Kellogg Square Shopping Center Overall Sign Plan. It meets said section of the Goleta Municipal Code as the as-built wall signs do not exceed the height of the building wall to which it is attached; it does not exceed 1/8th of the building façade to a maximum of 100 square feet (38 square foot sign on approximately 1,045 square feet of the façade of which 1/8th is 130.63 square feet); it will only project 4" from the wall which is less than the 1' maximum; it does not cover any required wall openings; and is placed flat against the wall building. In accordance with the Kellogg Square OSP, the as-built signs have no more than two rows of letters each, are internally and reverse channel lit, and have letters shorter than the 18" maximum allowed by the OSP. The signs are in scale and consistent placement with other signs in the area that identify nearby businesses. Based on the consistency with Title 17 and the Kellogg Square Shopping Center OSP, the signage fits in well with the commercial uses in the area.

- B. 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 as-built signage is well-proportioned to the building's façades to reflect the existing business. The as-built signage includes two wall signs on the east and west building façades and includes the business name only. No other changes are proposed to the existing structure.

- C. 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 as-built signage complements the building architectural features, enhances the street front, and conforms to the maximum letter height and sign area requirements of both Title 17 and the OSP. The as-built signage has a harmonious relationship with building architecture as evidenced by its consistency with

applicable development standards of Title 17 and Kellogg Square Shopping Center Overall Sign Plan.

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

The two signs are identical and complement the existing building's color scheme.

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

The project does not propose any new outdoor mechanical or electrical equipment.

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

No grading is proposed.

- G. 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 required as part of the proposed project.

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

The as-built wall signage is internally illuminated and reverse channel lit and no other exterior lighting is proposed as part of this project. Therefore, the proposal will be dark-sky compliant.

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

The location, size, and text of the proposed signs are consistent with the applicable requirements of Title 17 and the Kellogg Square Shopping Center Overall Sign Plan. The wall signs do not exceed the height of the existing building so it would not affect views or solar access. Therefore, 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.

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

The as-built signage is inconsistent with the letter height requirement for wall signs in the Old Town Heritage District Guidelines yet complies with the Kellogg Square Shopping Center Overall Sign Plan letter height requirement.

CALIFORNIA ENVIRONMENTAL QUALITY ACT FINDING

- K. 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 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.