



Agenda Item C.2
CONCEPTUAL/PRELIMINARY/FINAL REVIEW
Meeting Date: May 13, 2025

TO: Goleta Design Review Board

SUBMITTED BY: Mary Chang, Supervising

SUBJECT: 10 Longshore Place (APN 073-330-032) People's Self-Help Housing Signage and California Environmental Quality Act Notice of Exemption Case Nos. 25-0015-DRB, 25-0018-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).

PROJECT DESCRIPTION:

This is a request for a **Conceptual/Preliminary/Final Review** for a new non-illuminated wall sign. The sign will read "CASAS de los CARNEROS" on a flat panel sign 4' tall with aluminum lettering painted in Sutter Teal, satin finish. A logo with associated text is proposed below the main sign text. The total length of the wall panel sign will be 84" and the total sign area will be 28.0 square feet.

The property is located in the Inland Zone and has a General Plan Land Use and Zoning Designation of Moderate Density Multi-Family (RM). The project was filed by Christian Muldoon of Vogue Sign Company, on behalf Sophie Marsh of People's Self-Help Housing, the applicant.

DISCUSSION:

The scope of this proposal is adding a new wall sign that includes a logo to identify the complex. The focus of the DRB is to evaluate the new sign 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 wall sign meet the wall sign requirements of GMC 17.40.080 (F) as follows: 1) the proposed wall sign does not the exceed the height of the building wall to which it is attached; 2) the proposed wall sign does not exceed the maximum sign area allowed of 100 square feet as only a 28.0 square foot sign is proposed; 3) the proposal does not cover any required wall openings; and 4) the proposed signage is placed flat against the

wall building. There is an Overall Sign Plan for the Village at Los Carneros which is for monument signs, which is separate and does not include the proposed sign.

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 proposal for signs for an established business on an existing building. 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 signs will be added on the existing 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 signs for an apartment complex 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 building. Additionally, the proposed signage would not affect cultural and historical resources since there is no ground disturbance involved.

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. **25-0012-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:

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

ATTACHMENT A

FINDINGS

Attachment A
DRB Findings for Signage and California Environmental Quality Finding
People's Self-Help Housing Signage
10 Longshore PI (APN 073-330-032)
Case No. 25-0015-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 signage is compatible with the neighborhood as the type of proposed signage is similar with the surrounding apartment complex signs. The proposed wall sign conforms to the wall sign requirements of Goleta Municipal Code Section (GMC) 17.40.80 (F) and is well below the maximum sign area as outlined in 17.40.60 (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 location is on an existing building, and is in line with the size of typical apartment complex 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 sign is harmonious with signs at nearby residential complexes as the materials are similar to the neighboring businesses. The proposed wall sign has some similarities to existing nearby ones but also has variety to reflect the its individual complex. The proposed 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.

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 outdoor mechanical or electrical equipment is proposed as part of the proposed 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 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 exterior lighting is proposed as part of the proposed 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 streets, and the proposed sign sizes are 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 signs are consistent with applicable policies of the City of Goleta General Plan, for example VH Policy 4.13.

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 proposal for signs for an established business on an existing building. 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 signs will be added on the existing 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 signs for an apartment complex 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 building. Additionally, the proposed signage would not affect cultural and historical resources since there is no ground disturbance involved.

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:

People's Self-Help Housing Signage
Case No. 25-0015-DRB; 25-0018-ZC

Project Applicant:

Christian Muldoon, of Vogue Sign Company
On behalf of Sophia March of People's Self-Help Housing, the applicant

Project Location (Address and APN):

10 Longshore Pl
Goleta, CA 93117
County of Santa Barbara
APN: 073-330-032

Description of Nature, Purpose and Beneficiaries of Project:

This is for a new nonilluminated wall sign for Casa de los Carneros, an apartment complex. The property is located in the Inland Zone and has a General Plan Land Use and Zoning Designation of Moderate Density Multi-Family (RM). The total sign area will be 28.0 square feet.

The purpose of the proposal is to identify the business, and the beneficiary of the project is the business.

Name of Public Agency Approving the Project:

Design Review Board of the City of Goleta

Name of Person or Agency Carrying Out the Project:

Christian Muldoon, of Vogue Sign Company, on behalf of Sophie Marsh of People's Self-Help Housing, the applicant.

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 proposal for signs for an established business on an existing building. 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 signs will be added on the existing 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 signs for an apartment complex 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 building. Additionally, the proposed signage would not affect cultural and historical resources since there is no ground disturbance involved..

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

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

SIGN PLANS

Proposed ID Sign & Proposed on Building Wall for:



10 Longshore Place, Goleta, CA. 93117

Orig: 01/28/25
R1: 02/04/25

BUILDING WALL SIGN ELEV.

Scale: 1/4" = 1'-0"

Proposed Sign 1 Total: 28.0 Sq. Ft.



VOGUE SIGN C O M P A N Y S I N C E 1 9 6 2 715 Commercial Ave. Oxnard, CA 93030 • (805) 485 3411	CLIENT: People's Self-Help Housing	PROJECT NAME: People's Self-Help Housing	ADDRESS: 10 Longshore Place, Goleta, CA. 93117	REVISIONS: R1: 02/04/25	THESE PLANS ARE EXCLUSIVE PROPERTY OF VOGUE SIGNS, INC. DISTRIBUTION OR EXHIBITION OF THESE PLANS TO ANYONE OTHER THAN EMPLOYEES OF YOU COMPANY IS FORBIDDEN. VIOLATION OF THIS AGREEMENT WILL RESULT IN \$1,500 CHARGES. THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/ OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN. UL THE LOCATION OF THE DISCONNECT SWITCH AFTER INSTALLATION SHALL COMPLY WITH ARTICLE 600.6 (A)(1) OF THE NATIONAL ELECTRICAL CODE. CSA
	SALES REP: Michael B.	DESIGNER: mb	DATE: 01/28/25	NOTE #1: X	
	CLIENT APPROVAL:	APPROVAL DATE:	FILE LOCATION: Old Vogue Jobs / Elmhurst Elementary	NOTE #1: X	

SIGN SPECIFICATIONS:

“CASAS DE LOS CARNEROS”: to be Custom Flat Cut Out (FCO) 3mm ACM Sign Panel with Full Color Digital Print Vinyl (Decal) with UV Laminate Overlay

Mounting & Installation: to be #10 dia. x 1-1/4” long Metal Screw with Plastic Anchor to be Embedded into Building Fascia / Wall with Construction Grade Silicone

Illumination: None

Viewer Note: Sign Is Non-Illuminated

Qty: One (1) Sign Panel

Proposed **Sign 1** **Total: 28.0 Sq. Ft.**

BUILDING WALL SIGN ELEV.

Scale: Verified @ Size in Computer

Flat Panel Size: 4'-0" (48") O.H. x 7'-0" (84") w.



CLIENT: People's Self-Help Housing	PROJECT NAME: People's Self-Help Housing	ADDRESS: 10 Longshore Place, Goleta, CA. 93117	REVISIONS: R1: 02/04/25
SALES REP: Michael B.	DESIGNER: mb	DATE: 01/28/25	NOTE #1: X
CLIENT APPROVAL:	APPROVAL DATE:	FILE LOCATION: Old Vogue Jobs / Elmhurst Elementary	NOTE #1: X

ATTACHMENT DETAIL

Scale: Verified @ Size

Building Fascia / Wall:

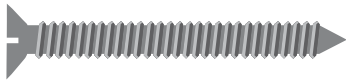
Smooth Concrete Finish

(Existing) Building Fascia Wall,
Smooth Concrete Finish

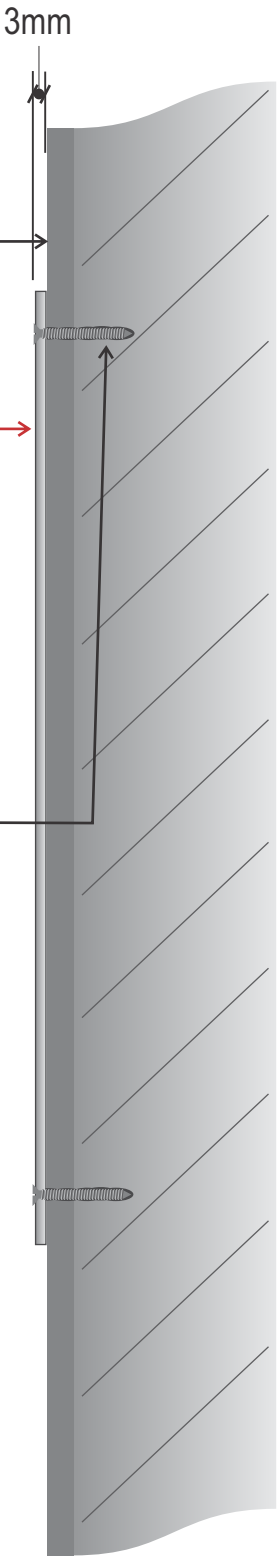
Sign Face: to be Flat Cut Out (FCO)
3mm ACM with "Full Color Digital"
Print Graphic with White Opaque Vinyl
Decal Overlay

Customer Note: with Customer
Provided Artwork (Received)

Mounting Hardware: to be #10 x 1-1/4" long
Metal Screw with Plastic Anchor, Typical.
Qty: Six (6) Sign Anchors, Minimum



Side View
(Section View)

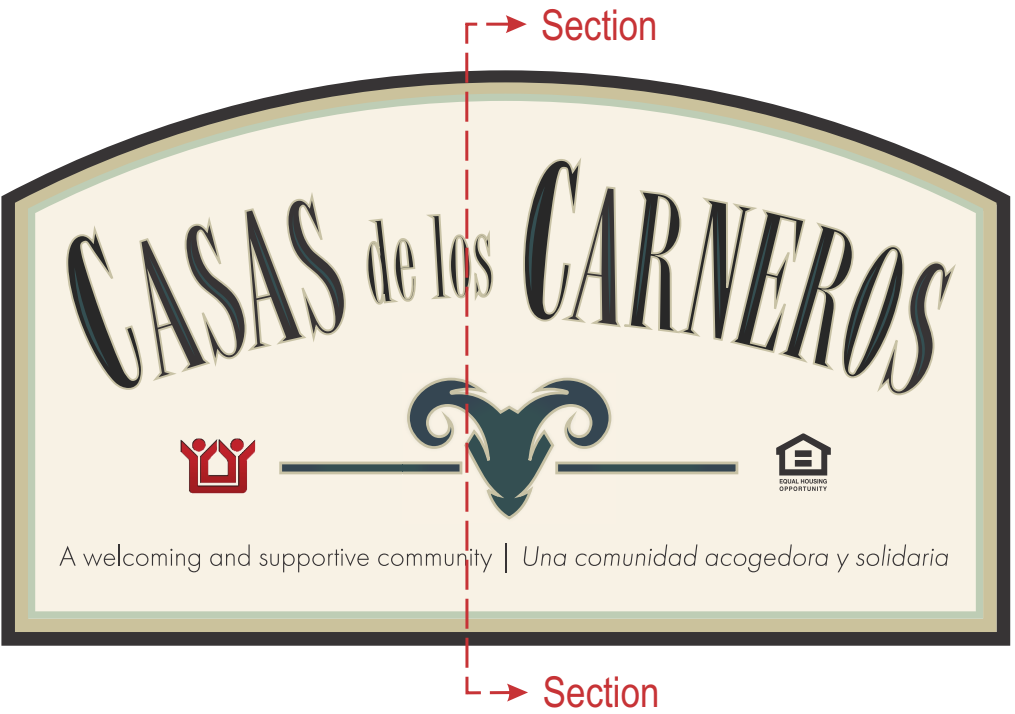


THIS SIGN IS NON-ILLUMINATED AND NON-ELECTRICAL

(Single-Sided Building Wall Sign, Does Not Illuminate @ Night)

Proposed Sign 1 **Total: 28.0 Sq. Ft.**

Flat Panel Size: 4'-0" (48") O.H. x 7'-0" (84") w.



Property & Organization ID | Building Wall Sign

Summary:

Flat Sign Panel to be Flush
Mounted to Building
Fascia / Wall

Detail Note:

Actual Color of Signage
May Not be Shown on
Attachment Detail

CLIENT: People's Self-Help Housing	PROJECT NAME: People's Self-Help Housing	ADDRESS: 10 Longshore Place, Goleta, CA. 93117	REVISIONS: R1: 02/04/25	THESE PLANS ARE EXCLUSIVE PROPERTY OF VOGUE SIGNS, INC. DISTRIBUTION OR EXHIBITION OF THESE PLANS TO ANYONE OTHER THAN EMPLOYEES OF YOUR COMPANY IS FORBIDDEN. VIOLATION OF THIS AGREEMENT WILL RESULT IN \$1,500 CHARGES. THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/ OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN. UL THE LOCATION OF THE DISCONNECT SWITCH AFTER INSTALLATION SHALL COMPLY WITH ARTICLE 600.6 (A)(1) OF THE NATIONAL ELECTRICAL CODE. CSA
SALES REP: Michael B.	DESIGNER: mb	DATE: 01/28/25	NOTE #1: X	
CLIENT APPROVAL:	APPROVAL DATE:	FILE LOCATION: Old Vogue Jobs / Elmhurst Elementary	NOTE #1: X	

SITE PLAN & SIGN LOCATION

10 Longshore Place, Goleta, CA. 93117

Viewer Note: Sign Is Non-Illuminated

Proposed Sign 1 Total: 28.0 Sq. Ft.

Flat Panel Size: 4'-0" (48") O.H. x 7'-0" (84") w.



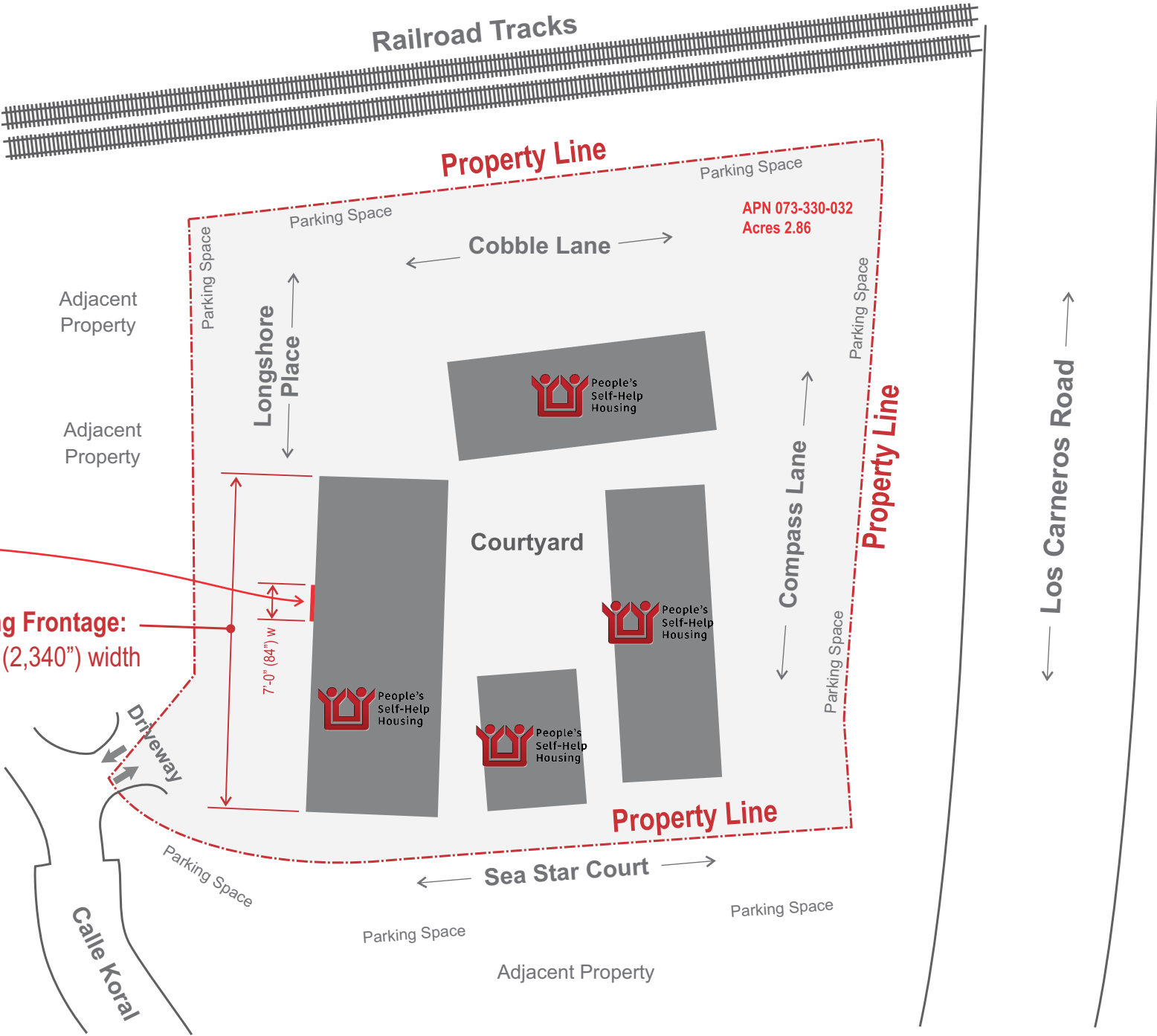
Property & Organization ID | Building Wall Sign

Site Plan

Scale: 1" = 50'-0"



North



CLIENT: People's Self-Help Housing	PROJECT NAME: People's Self-Help Housing	ADDRESS: 10 Longshore Place, Goleta, CA. 93117	REVISIONS: R1: 02/04/25
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