



TO: Goleta Design Review Board

SUBMITTED BY: Travis Lee, Associate Planner

SUBJECT: 71 S Los Carneros Rd (APN 073-330-071) UCSB Oasis Signage and California Environmental Quality Act Notice of Exemption Case Nos. 26-0027-ZC, 26-0018-DRB

DRB ACTIONS FOR CONSIDERATION:

1. Adopt DRB and California Environmental Act Findings provided as Attachment A after providing direction as noted in Attachment A;
2. Adopt CEQA Categorical Exemption Section 15311(a) as provided in Attachment B; and
3. Conduct Conceptual, Preliminary, and Final review and approve or approve with conditions.

If DRB determines that the sign proposal does not meet one or more of the suggested findings provided as Attachment A, DRB should continue the item to allow the preparation of denial findings. DRB could also continue the item if additional redesign is determined necessary.

PROJECT DESCRIPTION:

This is a request for a **Conceptual, Preliminary, and Final Review** for one non-illuminated wall sign consisting of a 5' x 5' logo with two lines of text: 'UC SANTA BARBARA' 12'- 8 3/16" long and 10 7/8" tall and 'OASIS' 5'- 2 3/8" long and 1'- 2 3/8" tall in blue routed PVC.

The project was filed by agent Emilie Meledy of Starfish Signs on behalf of UCSB.

DISCUSSION:

The property is zoned Business Park which is one of the office land use designation. Office zoned parcels are allowed 0.5 square foot of sign area per lineal feet of street frontage of their building. Since the street frontage is 244' long, the building is allowed 122 square feet of signage. The total proposed signage is 91.66 square feet which is under the maximum allowed by 122 square feet.

Section 17.40.080(F)2 states: Wall signs may be located up to, but must not exceed, the height of the wall to which they are attached. Section 17.40.080(F) (4) states: Wall signs may not extend more than 12 inches beyond the face of the wall to which they are attached. Since the proposed wall sign does not exceed the height of the wall to which it is attached and only projects 1” from the wall, the sign complies with the applicable code sections referenced above.

Policy VH 4.13 Signage of the General Plan states:

Signs shall maintain and enhance the city’s appearance through design, character, location, number, type, quality of materials, size, height, and illumination. The following standards shall apply:

- a. Signs shall minimize possible adverse effects on nearby public and private property, including streets, roads, and highways.
- b. Signs shall be integrated into the site and structural design, shall be compatible with their surroundings, and shall clearly inform pedestrians, bicyclists, and motorists of business names.
- c. Signs shall not detract from views or the architectural quality of buildings, structures, and/or the streetscape. Protrusion of signs and/or sign structures into the skyline should be minimized to avoid a cluttered appearance.
- d. Signs shall be of appropriate and high-quality style, color, materials, size, height, and illumination.
- e. Lighting is considered an integral part of sign design and shall be controlled to prevent glare and spillage onto adjacent areas.
- f. Internally illuminated cabinet or can signs shall be prohibited.
- g. Billboards and other off-premises advertising signs shall be prohibited.

ENVIRONMENTAL REVIEW (NOE):

Pursuant to the requirements of the California Environmental Quality Act (CEQA) (Public Resources Code, §§ 21000 et seq.), the regulations promulgated thereunder (14 Cal. Code of Regulations, §§ 15000, et seq.: State CEQA Guidelines), and the City’s Environmental Review Guidelines, the project has been found to be exempt from CEQA under Section 15311(a) of the CEQA Guidelines 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 Guidelines per Section 15311(a) because the applicant proposes to permit a new non-illuminated wall sign.

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 new non-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; wall signage for a new tenant 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.

For these reasons, the project has been found exempt from CEQA and the adoption of a NOE is recommended for consideration as noted above.

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 (if no appeal if submitted); and (3) Building Permits as needed.

If the DRB action is appealed and the appeal is upheld, DRB's Final Review action will be rescinded and the DRB process will start over.

ATTACHMENTS:

- A - Findings for Approval
- B - Notice of Exemption
- C - Project Plans

ATTACHMENT A

FINDINGS

Attachment A
Preliminary Design Review and California Environmental Quality Action for
UCSB Wall Signage
Case No. 26-0018-DRB, 26-0027-ZC

DESIGN REVIEW FINDINGS (GMC SECTION 17.58.080)

1. The development will be compatible with the neighborhood, and its size, bulk and scale will be appropriate to the site and the neighborhood.

The proposed non-illuminated wall sign is proportionate to the size of the building and comply with the requirements described in Section 17.40.080(F) which include number of signs, height, size, and projection allotment.

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 building mounted wall signage is mounted on one of the facades closest to the public right-of-way. Therefore, the layout, orientation, and location of structures and the property are in an appropriate and harmonious relationship with the proposed signage.

3. The development demonstrates a harmonious relationship with existing adjoining development, avoiding both excessive variety as well as monotonous repetition, but allowing similarity of style, if warranted.

The wall sign is harmonious with signs at nearby businesses as the 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 individual business. The proposed wall sign avoids both excessive variety as well as monotonous repetition.

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

No changes are proposed to the exterior of the existing 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.

The proposed sign is non-illuminated and does not have electrical or mechanical equipment proposed.

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 signs and no specimen, 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.

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 impede privacy of neighbors, impact existing views, and will not result in obstruction of solar access to other adjacent properties as the wall sign will be visible from Los Carneros Road.

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 or for this zoning district. The proposed wall sign is consistent with applicable policies of the City of Goleta General Plan, for example VH Policy 4.13.

CALIFORNIA ENVIRONMENTAL QUALITY ACT

12. 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 a new non-illuminated wall sign.

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 new non-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; wall signage for a new tenant 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.

ATTACHMENT B

CEQA NOTICE OF EXEMPTION

NOTICE OF EXEMPTION (NOE)

To: Office of Planning and Research
P.O. Box 3044, 1400 Tenth St. Rm. 212
Sacramento, CA 95812-3044

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

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



Subject: Filing of Notice of Exemption

Project Title:
UCSB Wall Signage
Case No. 26-0018-DRB, 26-0027-ZC

Project Applicant:
Emilie Meledy of Starfish Signs
On behalf of UCSB, Tenant

Project Location (Address and APN):
71 S Los Carneros Rd
Goleta, CA 93117
County of Santa Barbara
APN: 073-330-071

Description of Nature, Purpose and Beneficiaries of Project:
The request is for one non-illuminated wall sign consisting of a 5' x 5' logo with two lines of text: 'UC SANTA BARBARA' 12'- 8 3/16" long and 10 7/8" tall and 'OASIS' 5'- 2 3/8" long and 1'- 2 3/8" tall in blue routed PVC.

The purpose of the project is to provide identification for the tenant. The beneficiary of the project is the tenant.

Name of Public Agency Approving the Project:
Design Review Board of the City of Goleta

Name of Person or Agency Carrying Out the Project:
Emilie Meledy of Starfish Signs, on behalf of UCSB, Tenant

Exempt Status: (check one)

- Ministerial (Sec. 15268)
- Declared Emergency (Sec. 15269 (a))
- Emergency Project (Sec. 15269 (b) (c))
- 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.: State CEQA Guidelines), and the City's

NOTICE OF EXEMPTION (NOE)

Environmental Review Guidelines, the project has been found to be exempt from CEQA under Section 15311(a) of the CEQA Guidelines 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 Guidelines per Section 15311(a) because the applicant proposes to permit a new non-illuminated wall sign.

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

Travis Lee, Associate Planner
805-562-5528
tlee@cityofgoleta.gov

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



ROUTED PVC SIGN

PROOF NO.

INV:8896-04

DATE

05/01/2026

PREPARED BY

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LANDLORD APPROVAL

APPROVED

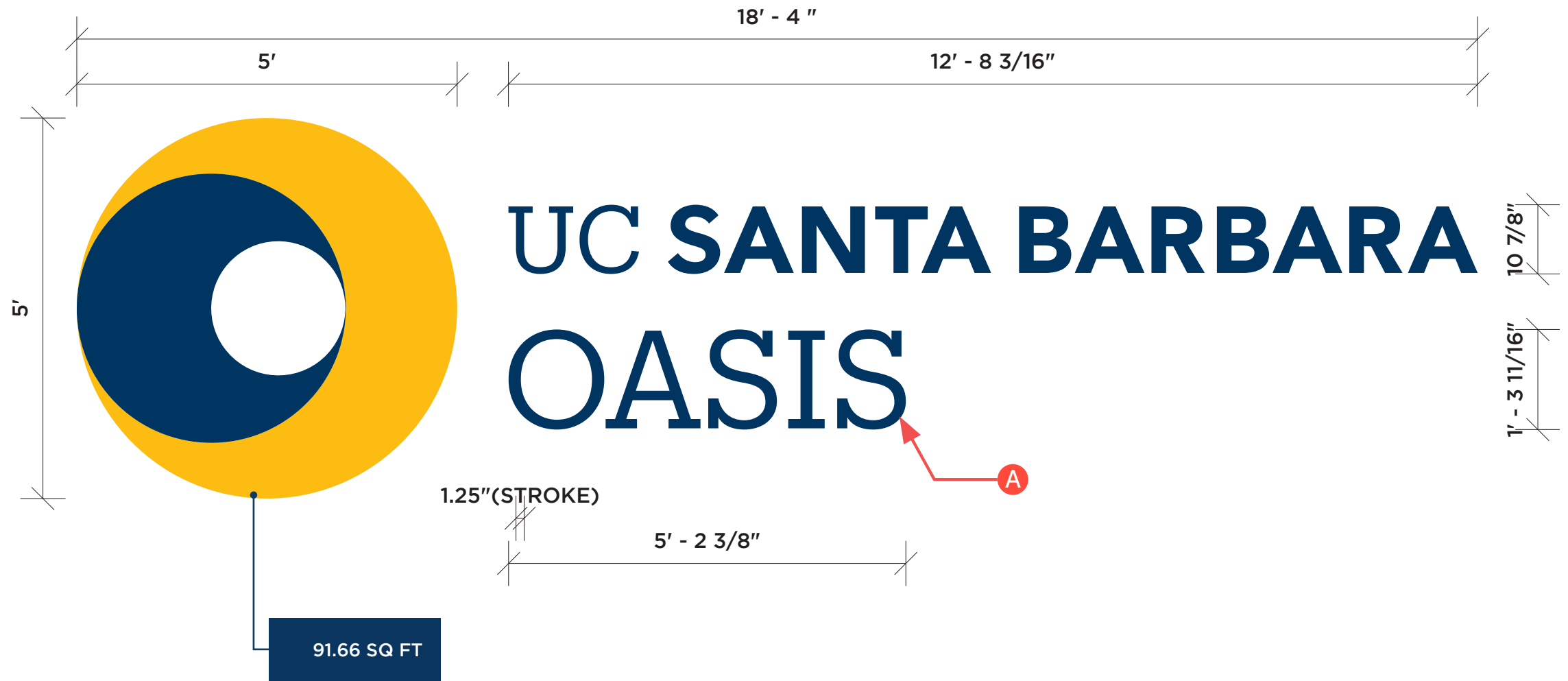
By Trey Pinner at 12:19 pm, May 08, 2026

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- 4 - AERIAL VIEW / PROPOSED SIGN PLACEMENT



UC SANTA BARBARA OASIS



PMS 7463 C
 PMS 7409 C

SIGN 1	
PROJECT TYPE	ROUTED PVC
SIGN AREA	18'-4" (W) X 5'(H) X 1"(D) =91.66 SQ FT
FRONTAGE	244 FT
VALUATION	10,500
<p>A 1" ROUTED PVC FACES & RETURNS PAINTED AS SHOWN, FLUSH MOUNTED WITH 1/4" - 20 ALUMINUM STUNDS.</p>	
	1

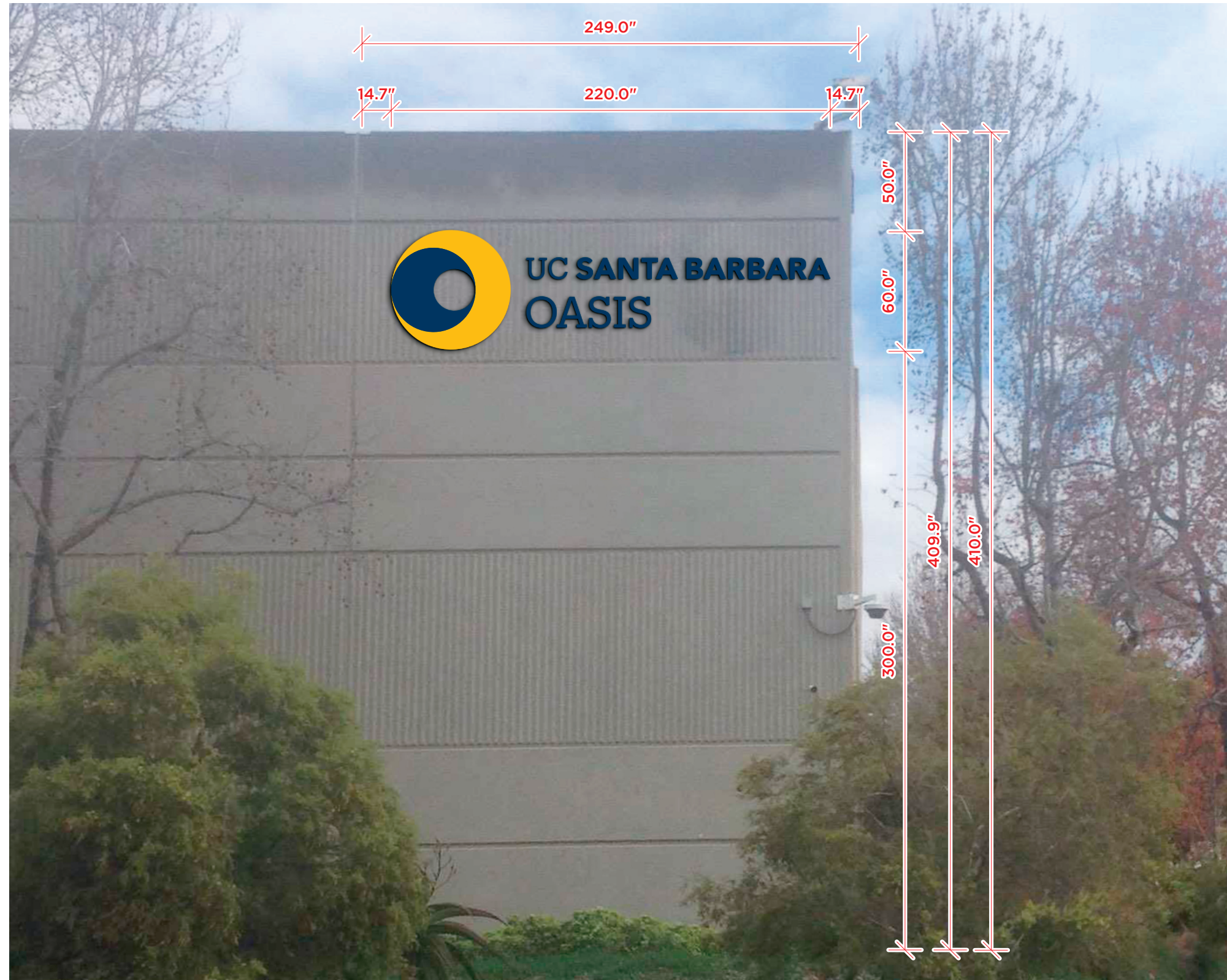


A 1" ROUTED PVC
FACES & RETURNS
PAINTED AS SHOWN

B FLUSH MOUNTED WITH
1/4" - 20 ALUMINUM STUDS
(MINIMUM 3 PER LETTER) IN
T-NUTS AND VHB TAPE &
SILICONE BEHIND LETTERS

SIGN 1	
PROJECT TYPE	ROUTED PVC
SIGN AREA	18'-4" (W) X 5'(H) X 1"(D) =91.66 SQ FT
FRONTAGE	244 FT
VALUATION	10,500

NORTHWEST ELEVATION





A SIGN 01

71 S LOS CARNEROS RD, GOLETA, CA, USA



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