



**DESIGN REVIEW BOARD
Staff Report**

**Agenda Item B.2
Meeting Date: October 22, 2024**

TO: Goleta Design Review Board
FROM: Luisa Negrete, Permit Technician; (805) 961-7543

SUBJECT: **5918 Hollister Ave, APN 071-051-012
New Signage for Yummy Thai Restaurant
Case No. 24-0022-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).

If the findings cannot be made to approve the request at this meeting, the DRB can either continue the item for additional information/redesign or deny the request specifically identifying the reasons for the denial.

PROJECT DESCRIPTION:

This is a request for **Conceptual/Preliminary/Final Review** for one new wall sign and one hanging blade sign for the new restaurant tenant, Yummy Thai Restaurant. The proposed wall sign will read "Yummy Thai Restaurant" with two lines of sign text. The first line will read "YUMMY THAI" on individual push through halo lit channel letters in 12" tall letter text in the color Pantone 202 C. The second line of wall sign text will read "RESTAURANT" in 5.375" tall letter text in the color Pantone Black C. The total square footage for the wall sign will be 16 square feet. The hanging projecting blade sign is non-illuminated and will read "Yummy Thai Restaurant" on a wood panel with glossy digital print in the color Pantone 202 C Red and Pantone Black C for a total square footage of 3.31 square feet.

The subject property has a Zoning and General Plan Land Use designation of Old Town (OT) and is located in the Inland Zone. The project is within the Old Town on Hollister Avenue and is subject to the Goleta Old Town Heritage District Architecture and Design Guidelines. The project was filed by Jarod Williams of Goleta Signs on behalf of the Business Owner.

DISCUSSION:

Signage

The project was Conceptually reviewed at the July 23, 2024, DRB meeting. The DRB expressed concerns with the project's consistency with the Goleta Old Town Heritage District Architecture and Design Guidelines for signage and made suggestions regarding the size and logo design.

The applicant has submitted new proposed design that staff believes addresses many of the DRB comments from the June 22, 2024, meeting.

The design changes include:

- The hanging blade sign is attached to the building so that no portion of the sign extends lower than 8 feet above finish grade, and no further than 4 feet from the face of the building wall.
- The hanging blade sign complies with the Goleta Old Town Heritage District Architectural and Design Guidelines N. Signs. – Projecting Signs A. proportion of at least 2: 1, height to width.
- Same logo design is used on both the wall and hanging blade sign.

In accordance with the Goleta Old Town Heritage District Architecture and Design Guidelines Section N. -Signage, the proposed wall sign and projecting blade sign complies with the allowed amount of signage. The Goleta architecture and design guidelines allow for sign lighting that enhances and complements the building's character and sign design. The face lit channel letter wall sign is limited to the business name and is proportionate to the building scale and design.

The proposed signage enhances and complements the architectural character of the building, while enriching the visual attractiveness and pedestrian scale of the Goleta Old Town Heritage District. The proposed signage is compatible with Old Town Heritage District because it complements the building architectural features and enhances the street frontage of the building. The proposed signage is in scale with the building and Hollister Avenue frontage, given the size and placement of the signage and size.

The maximum letter height is limited to 10" except where it can be found that said letter size is consistent with building size, architecture, and setback from the public right-of-way. The wall sign letters "YUMMY THAI" as part of the wall sign exceeds the maximum allowed letter height. Per Title 17 Chapter 17.40 Signs, the total sign area square footage allowed in the Commercial District is 1 per lineal foot of street frontage. The Design Review Board may approve a letter height that exceeds the maximum allowed if it can be found that the letter height is consistent with the building size.

Applicable Policies

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 (CEQA)

The proposed project is categorically exempt pursuant to the California Environmental Quality Act (Public Resources Code §§ 21000, et seq.; "CEQA") and CEQA Guidelines (14 Cal. Code Regs. §§ 15000, et seq.). Specifically, the project is categorically exempt from environmental review pursuant to CEQA Guidelines § 15311 (a) On-premises sign. The proposed project is limited to having signage that reflects the name of the new restaurant placed on an existing building. Further, the project would not alter any biological resources, cultural resources, geologic resources, or site drainage and would not impact visual resources. Therefore, given the minor nature of improvements, the project will not have a significant effect on the environment.

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.

Moreover, none of State CEQA Guidelines section 15300.2's exceptions to Categorical Exemptions 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. Section 15300.2(c)'s exception does not apply because there are no "unusual circumstances" that apply to the project; installation of new wall sign/hanging sign to identify a new business on an existing building 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. Additionally, the project's site does not contain any identified significant cultural resources and will be conditioned to include all mandatory grading best practices.

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 is submitted (Case No. 24-0034 ZC); 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 for Approval
- B – Notice of Exemption
- C – Sign Plans
- D – Old Town Heritage District Architecture & Design Guidelines for Signage