



Agenda Item C.1
CONCEPTUAL/PRELIMINARY/FINAL REVIEW
Meeting Date: January 13, 2026

TO: Goleta Design Review Board

SUBMITTED BY: Samantha Bailey, Acting Planning Technician

SUBJECT: 136 Aero Camino (APN 073-070-019) ABC Supply Co. Signage
Case Nos. 24-0048-DRB, 25-0062-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 ***Conceptual/Preliminary/Final*** review for the installation of one new nonilluminated wall sign. The proposed sign will have two lines of copy. The first line will read "ABC" in 48" tall, 3" deep reverse channel lettering. The upper half of the lettering will be painted in blue and white stripes and the second half of the lettering will be painted in red and white stripes. The second line of copy will read "Supply Co. inc" in 12" tall, light navy vinyl lettering. The total length of the sign will be 153.7", the total height of the sign will be 65", and the total sign area will be 69.4 square feet.

The property is located in the Inland Zone and has a General Plan Land Use and Zoning Designation of General Industry (IG). The project was filed by Eric Newman of Dave's Signs, on behalf of ABC Supply Co. inc., the business.

DISCUSSION:

The scope of this proposal is to install one new nonilluminated wall sign. The focus of the Design Review Board is to evaluate the new sign. 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 meets the wall sign requirements of GMC 17.40.080 (F) as follows: 1) There is only one wall sign for each tenant space; 2) The proposed wall sign does not exceed the height of the building wall to which it is attached; 3) the proposed wall sign does not exceed the maximum sign area allowed of 100 square feet; 4) the

proposed signage does not extend more than 12 inches beyond the face of the wall; 5) the proposal does not cover any required wall openings; and 6) the proposed signage is placed flat against the wall building. The sign will be located on the side of the building on the southwest corner. Although the sign will not be placed on the front of the building, the signage will be adequately visible from the street and is a more appropriate placement due to the extensive tree foliage obscuring the front elevation.

The proposed wall sign is consistent with applicable policies of the City of Goleta General Plan, such as VH Policy 4.13 Signage.

CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA)

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 a sign 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 sign will be installed on an existing industrial 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 the installation of one new wall sign. Section 15300.2(c)'s exception does not apply because there are no "unusual circumstances" that apply to the project; as the addition of a business sign in an industrial district 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 installing one new wall sign associated with an existing non-historic industrial building. Additionally, the project's site does not contain any identified significant cultural resources and will not have any ground disturbance.

NEXT STEPS AND ASSOCIATED LAND USE ACTION:

If the DRB grants the applicant's request, the next steps include: (1) a 10-day appeal period, and (2) a ministerial issuance of a Zoning Clearance (**25-0062-ZC**) if no appeal is submitted; and 3) building permits (if needed) and installation.

ATTACHMENTS:

Attachment A – Findings

Attachment B – Notice of Exemption

Attachment C – Project Plans

ATTACHMENT A

FINDINGS

Attachment A
DRB Findings for Signage and California Environmental Quality Finding
ABC Supply Co. Signage
136 Aero Camino
Case No. 25-0048-DRB/25-0062-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 wall sign is compatible with the industrial neighborhood and conforms to the wall sign requirements of Goleta Municipal Code Section (GMC) 17.40.80 (F) in size, placement, and materials, and is well below the maximum sign area as outlined in 17.40.60 (O). The sign conforms to all applicable development standards of Title 17 and the applicable signage related General Plan Policies such as VH 4.13 Signage.

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 wall sign location on an existing approved building is appropriate as the sign area is similar and in line with the size of the other nearby signage. Further, the orientation of the signage is appropriate as the sign will be located on the side of the building but still easily visible from the street. This location is appropriate as the sign otherwise be blocked by the landscaping on street facing façade. 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 wall sign is harmonious with signs at nearby businesses as the colors 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.

The building on which the sign will be placed remains harmonious in terms of materials and colors on all sides of the building, no changes are proposed to the tenant.

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. No outdoor mechanical equipment is 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 sign.

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 sign 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 sign.

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 sign.

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 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 non-residential street, and the proposed sign size is not obtrusive.

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

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 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 a sign 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 sign will be installed on an existing industrial 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 the installation of one new wall sign. Section 15300.2(c)'s exception does not apply because there are no "unusual circumstances" that apply to the project; as the addition of a business sign in an industrial district 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 installing one new wall sign associated with an existing non-historic industrial building. Additionally, the project's site does not contain any identified significant cultural resources and will not have any ground disturbance.

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

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:

ABC Supply Co. Signage
Case No. 25-0048-DRB; 25-0062-ZC

Project Applicant:

Eric Newman, of Dave's Signs.
ABC Supply Co. Inc., the business.

Project Location (Address and APN):

136 Aero Camino
Goleta, CA 93117
County of Santa Barbara
APN: 073-070-019

Description of Nature, Purpose and Beneficiaries of Project:

This is for the installation of one new nonilluminated wall sign. The purpose of the proposed sign is to identify the business from the street view.

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:

Eric Newman, of Dave's Signs, on behalf of ABC Supply Co. Inc., the business.

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 a sign 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.

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

Samantha Bailey, Acting Planning Technician

(805) 961-7543

sbailey@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



Site & Sign Location Plan

SP

Scale: NTS



222 NORTH KENHORST BOULEVARD, READING, PA 19607
PHONE: 844.460.6631 | FAX: 610.478.1332 | WWW.EGANSIGN.COM

This design/engineering proposal will remain the exclusive property of Egan Sign until approved & accepted through purchase by client named directly on drawing and may not be duplicated by other parties or design fee will apply @ \$95 per hour.

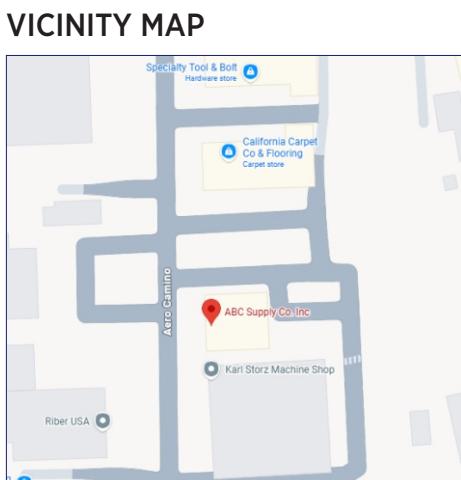
SIGN	SQ FT	QTY	TOTAL	SO FT ALLOWED
A	69.4	1	69.4	100

CLIENT
ABC Supply Co.
2141 E Broadway Rd., Ste 110
Tempe, AZ 85282

LOCATION ADDRESS
ABC Supply Co
136 Aero Camino
Goleta, CA 93117

LAYOUT DATES
11/05/2025 - RS

PROJECT NO.
34236



ATTACHED SIGNS	
1.) Formula(Max- Main ID & Secondary):	1/8th of building façade area max 100SF
2.) Bldg sides/rear:	
3.) Transferrable?	
4.) Does Each elevation have own calc, or is it based on Main Elevation?	
5.) # allowed:	1 per street frontage
	Illumination:
6.) Max.Overall Height:	
7.) Calculation Method:	
8.) Exposed raceway for Channel Ltrs allowed?	
9.) Special Wall sign codes:	
10.) Storefront Bldg colors:	



Sign Code Information



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**EGAN
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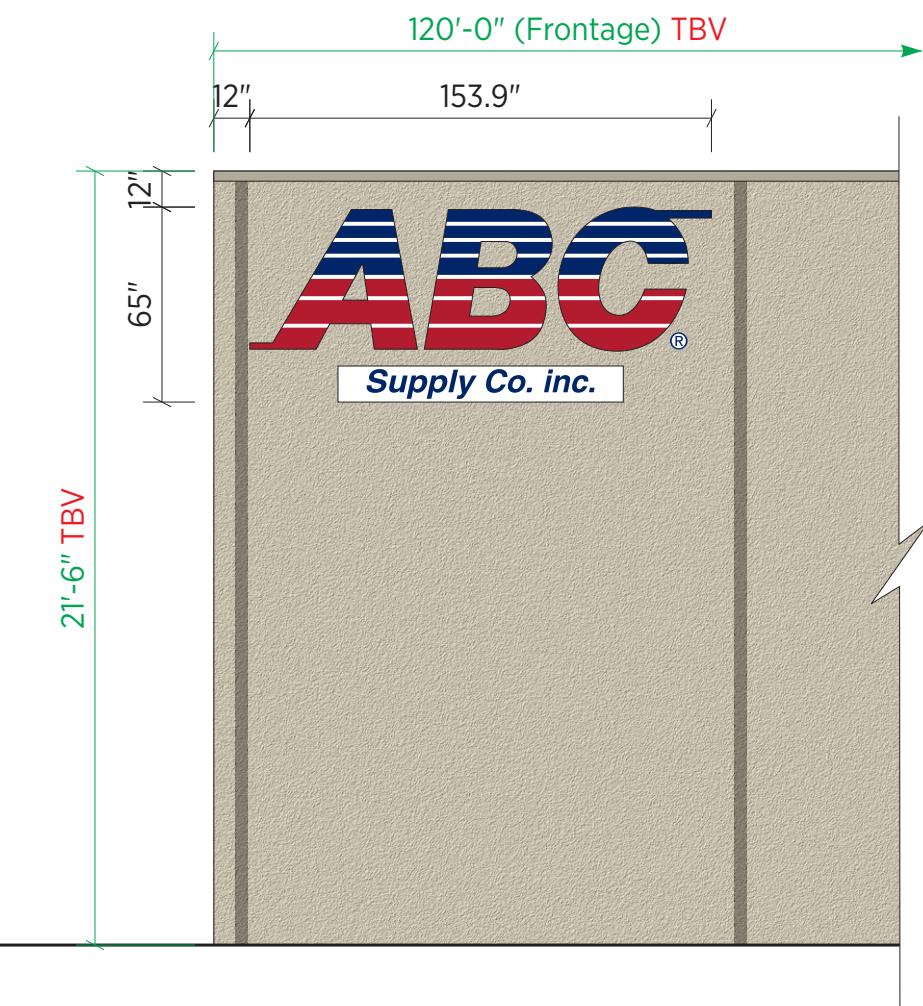
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Proposed



Existing



A Non-Illum. Reverse Channel Letter & Sign Panel

A

Scale: 3/16" = 1'-0"

NOT FOR PRODUCTION



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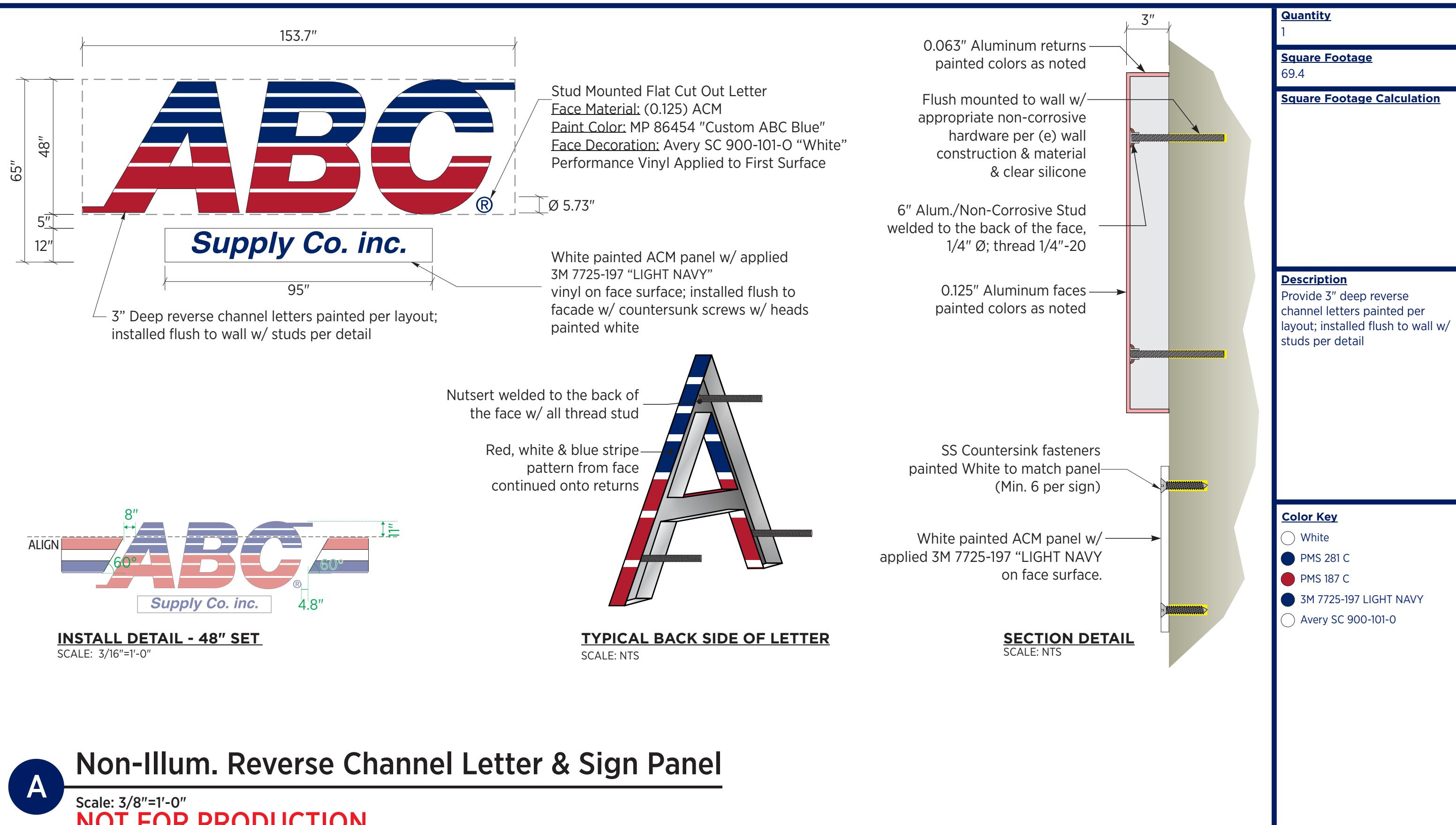
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Quantity	1
Square Footage	69.4
Square Footage Calculation	Code: 1/8th of building façade area max 100SF Calculation: 21.5' x 120'/8=322.5
Allowed:	100
Description	Provide 3" deep reverse channel letters painted per layout; installed flush to wall w/ studs per detail
Color Key	



A

Non-Illum. Reverse Channel Letter & Sign Panel

Scale: 3/8"=1'-0"

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