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Sent: Monday, October 21, 2024 10:45 AM

To: Mary Chang <mchang@cityofgoleta.org>

Subject: DRB Case 24-481: Angelo's Liquor Signs

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In addition to my prior comments on this project, I submit the comments below on the revised project as noted in the public notice:

1. Signs are Too Large: The applicant reduced the width of the two signs (the horizontal dimension), but this does not change the fact that the signs are simply too big for the space on the building that they are being installed. The signs continue to fail the basic Design 101 test of **Proportionality**. They are too tall (vertical dimension is way off). This is driven by the size of the lettering. City Staff say that 15 inch letters are within the approval for the Kellogg Square site, but that fails to take into account the exactly location where these particular signs are being placed. 15 inch letters are fine for the Trek Bike sign as that sign maintains the basic design concept of proportionality. **The Angelo Liquor signs are 25% too tall for the space they are being installed. The Angelo Sign letters should be no larger than 11.25 inches.** This will bring proportionality to the sign and its particular installation location.

2. Signs Still at the Roofline: The applicant stated at the Sept 24th Hearing that they would lower the two signs down from the roofline. The drawings in the Staff Report does not show any changes to reflect this. The signs are still at (actually slightly above) the roofline.

Thank you.

Mike G.