



Agenda Item B.1
CONCEPTUAL/PRELIMINARY/FINAL REVIEW
Meeting Date: May 26, 2026

TO: Goleta Design Review Board

FROM: Luisa Negrete, Assistant Planner

SUBJECT: Partners of Goleta Gift Smoke Sign, 5858 Hollister Avenue; APN 071-053-024 Case Nos. 26-0015-DRB, 26-0021-ZC

DRB ACTIONS FOR CONSIDERATION:

1. Adopt Design Review and California Environmental Act Findings provided as Attachment A;
2. Adopt CEQA Categorical Exemption Section 15311 (a) as provided in 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 Design Review Board (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 halo illuminated metal channel letters wall sign for Partners of Goleta Gift-Smoke shop. The proposed sign text will read "Gift-Smoke" in red letters 4' 11" long x 10" tall. The sign includes a logo that will read "Partners of Goleta" 10" long x 10" high in the colors blue and red with yellow stars. The total sign area is 4.79 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 Old Town on Hollister Avenue. The project was filed by Erick Tolentino, of 805 Digital Signs, on behalf of Partners of Goleta Gift Smoke, Business Owner.

DISCUSSION:

The proposed wall sign meets Chapter 17.40 Sign Regulations, specifically the total sign area allowed in the Old Town zoning district which is one square foot per lineal foot of street frontage and there is no approved Overall Sign Plan for the site. Each individual tenant is limited in overall sign area based on the lineal feet of the façade of that tenant space. In this case the street frontage is 35' and the sign is approximately 4.79 square feet, so it adheres to this requirement.

Since the sign is situated within the Goleta Old Town Heritage District, the Goleta Old Town Heritage District Architecture and Design Guidelines are applicable and should be considered as evaluation criteria for the sign proposal. The DRB can use the Design Guidelines alongside other factors to evaluate the sign. The sign proposal complies with Title 17 sign standards and four criteria outlined in the Old Town Heritage District Guidelines (OTHDG).

For reference, the following are the applicable Old Town Heritage District Guidelines:

Criteria: "Letter height shall be limited to a maximum height of ten (10) inches, except where it can be found that said letter size is inconsistent with building size, architecture, and setback from the public right-of-way. For developments that are subject to an overall sign plan or are setback more than fifty (50) feet from the right-of-way, the BAR [DRB] may approve a letter height in excess of ten (10) inches."

Proposal: The sign includes one line of copy, and the maximum letter height is proposed at 10". The sign complies with this criterium.

Criteria: "For dominant building frontage of one hundred (100) linear feet or greater, three-quarters (3/4) square foot of sign area per linear foot of dominant building frontage or ninety (90) square feet, whichever is less."

Proposal: The business is situated on the ground floor of the building. The proposed square footage is approximately 5 square feet, which complies with this guideline. The sign complies with this criterium.

Criteria: "Sign Lighting" Lighting should be considered an integral part of sign design.

Proposal: The sign consists of a logo that is made with warm white illumination and sign text that is halo LED illuminated channel letters which meets the sign lighting criteria . The sign complies with the sign lighting criteria of the Old Town Heritage Design Guidelines.

Criteria: “Recommended Materials” The following materials are recommended for use in signs: Metal-formed, etched, cast, engraved and properly primed and painted or factory coated to protect against corrosion.

Proposal: The materials of the sign text and logo of the proposed signage meet the recommended materials for the Old Town Heritage District. The proposed sign letters are metal with red finish aluminum with halo LED illumination color, and the logo is made of vinyl material which meets the recommended materials criteria of the Old Town Heritage Design Guidelines.

If the DRB finds that the materials and design are acceptable, then the DRB will need to complete Finding 1 provided in Attachment A. If DRB determines that the materials and design need to be revised, then this matter should be continued to allow for re-design.

APPLICABLE GENERAL PLAN 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 (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 a

sign proposal for an established business on an existing building within an existing commercial district. 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 added on the existing commercial 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 a business sign in an office 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 the installation of signage on an existing non-historic commercial building. Additionally, the project's site does not contain any identified significant cultural resources and will not have any ground disturbance.

NEXT STEPS

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. 26-0021-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:

Attachment A - Findings of Approval

Attachment B – Notice of Exemption

Attachment C – Sign Plans

Attachment D – Architecture and Design Standards for Commercial Projects N. Signage

ATTACHMENT A

FINDINGS

Attachment A
Design Review Findings for Signage and
California Environmental Quality Finding
Partners of Goleta Gift-Smoke Sign
5858 Hollister Avenue APN 071-053-024
Case Nos. 26-0015-DRB/26-0021-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 neighborhood and conforms to the wall sign requirements of Goleta Municipal Code Section (GMC) 17.40.80 (F) in terms of size and placement and is well below the maximum sign area (less than 5 sq. ft. proposed where up to 35 sq. ft. is allowed) 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.

A statement regarding the compatibility of the materials with the site and neighborhood to be completed by the DRB at the hearing.

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 tenant signage in the complex. 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 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 commercial tenant space in terms of materials, colors, or style changes.

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 Halo LED illuminated. The proposed mechanical equipment is screened and not visible.

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 commercial 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 Goleta Old Town Heritage District Architecture and Design guidelines are applicable. The Design Review Board (DRB) will determine consistency with the adopted design standards for the site. The DRB will need to determine if the project can be found to be consistent with the applicable design standards. 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 a sign proposal for an established business on an existing building within an existing commercial district. 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 added on the existing commercial 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 a business sign in a commercial 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 the installation of signage on an existing non-historic commercial 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:

Partners of Goleta Gift-Smoke Sign
Case No. 26-0021-ZC, 26-0015-DRB

Project Applicant:

Erick Tolentino, of 805 Digital Signs, on behalf of
Partners of Goleta Gift Smoke, Business Owner

Project Location (Address and APN):

5858 Hollister Avenue
Goleta, CA 93117
County of Santa Barbara
APN: 071-053-024

Description of Nature, Purpose and Beneficiaries of Project:

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The beneficiary of the project is the business owner.

Name of Public Agency Approving the Project:

Design Review Board of the City of Goleta

Name of Person or Agency Carrying Out the Project:

Erick Tolentino, of 805 Digital Signs, on behalf of Partners of Goleta Gift Smoke, Business Owner

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 a sign proposal for an established business on an existing building within an existing commercial district.

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

Luisa Negrete, Assistant Planner
805-961-7545
lnegrete@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

SIGN PLANS

INDEX

- 1 Front Page
- 2 Site Plan
- 3 Site Plan Color
- 4 Proposed sign & sizes
- 5 Proposed sign & sizes color
- 6 Details & material used
- 7 Sign installation details



228 E FIFTH STREET
 OXNARD CA 93030
 ERICK@DIGITALSIGNSOXNARD.COM
 C45 Lic. 1122036
 OFFICE: (805) 483-4111
 DIGITALSIGNSOXNARD.COM

PROJECT:
 PARTNERS OF GOLETA GIFT - SMOKE
 SCOPE OF WORK:
 ONE SIGN HALO LETTERS
 AND INSTALL


PROJECT ADDRESS:
 5858 Hollister Ave
 Goleta, CA 93117

C45 Lic. 1122036
 Goleta Business License 2025-0127
 SALES REP: JOSE TOLENTINO
 DRAFTER : ERICK TOLENTINO
 DATE: 03/25/2026

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electric Code and/or other applicable codes. This includes proper grounding and bonding of the sign. Construction shall comply with the 2025 CBC and CEC. See attached NRECC: LTS E

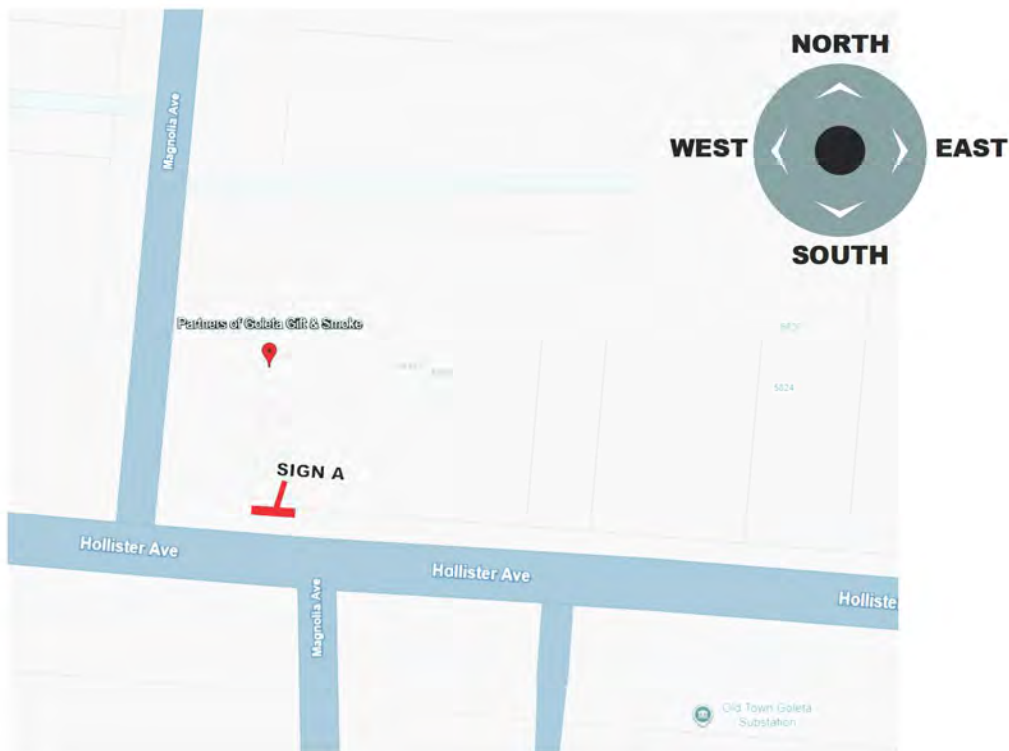
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SITE PLAN



228 E FIFTH STREET
 OXNARD CA 93030
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SITE PLAN COLOR



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PROPOSED SIGN A AND SIZES



PROPOSED STOREFRONT ELEVATION SCALE 1' = 1/8"



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DIGITALSIGNSOXNARD.COM

PROJECT:
PARTNERS OF GOLETA GIFT - SMOKE
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ONE SIGN HALO LETTERS
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PROJECT ADDRESS:
5850 Hollister Ave
Goleta, CA 93117

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PROPOSED SIGN A AND SIZES COLOR



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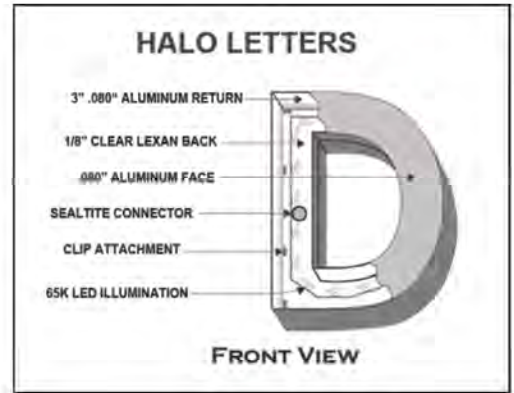
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DETAILS & MATERIAL USED

SIGN DETAILS AND MATERIAL USED:

- 1 LOGO (PARTNERS OF GOLETA)
- FACE MADE WITH BLUE, RED AND YELLOW VINYL WITH WARM WHITE ILLUMINATION COLOR INSIDE
- 10 HALO LETTERS 10" (GIFT - SMOKE)
- FACE MADE OF METAL WITH RED FINISH ALUMINUM WITH RED LED ILLUMINATION COLOR INSIDE
- MINIMUM 5 SCREWS NO. 12 OF 3.5" LONG AND HOLLOW TUBE SPACERS 1.5" LONG
- PENETRATION OF 2.75" AN INCH



COLOR KEY

- METAL WITH RED FINISH ALUMINUM
- VINYL COLOR
- VINYL COLOR
- VINYL COLOR
- VINYL COLOR



PROPOSED STOREFRONT ELEVATION SCALE 1' = 1/8"



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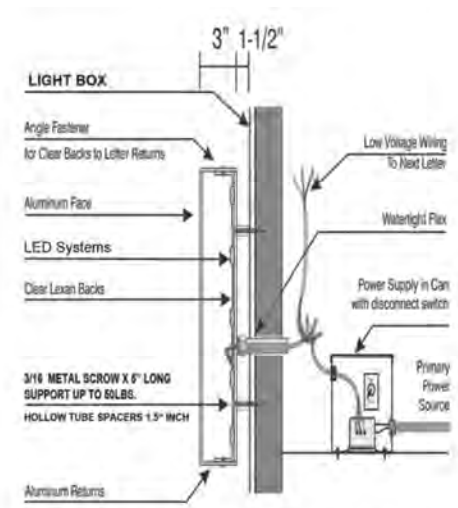
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SIGN INSTALLATION DETAILS



1. Recognized Component* LED, Class 2 Illumination System LED Modules Suitable for wet or dry location. Factory wired. (Name of component mtg.) 65k LED Illumination
2. Recognized Component* Class 2 Power Supply in 24 ga sheet metal enclosure. Power supply factory installed in enclosure.
3. Type PLC cable* rated for use without conduit in damp or dry location. Connect power supply output leads with insulated compression wire connectors to matching color of free conductors in section letter. Bundle neatly and secure to wall with plastic cable ties within 12" of conduit and enclosure and at 6' intervals.
4. Drill 1" dia holes through stud wall facial perpendicular to wall at locations shown on full size installation pattern. Secure 1/2" running thread to metal letter back. Remove paint from metal at point of connection to conduit. Double lock-rit, wrench tight. Insert 1/2" running thread through holes in wall. Apply silicone sealant around conduit and hole in stud wall before fitting the better back flush with wall surface.
5. Thread grounding bushing onto 1/2" running thread conduit. Attach No. 14 bonding jumper to each bushing (6) and to one power supply enclosure. Bond enclosures to branch circuit equipment ground.
6. Channel letter subassembly sign body suitable for wet location. One 1/4" drain hole in low points of each letter. Attach metal letter back to building facial with 1/4" concrete fasteners at predicted locations in letter back.
7. No. 14 MC Cable between power supply enclosures and disconnect. Secure to wall with cable ties, within twelve (12") inches of termination at enclosure and at no less than at six foot (6") intervals.
8. Safety Switch / Single Pole / Dry location. Firmly secure in place with wallboard fasteners. Branch circuit conductors of suitable capacity and approved type to section sign by others. (120V / 20 AMP / 792 VA)

*(c) COPY OF MANUFACTURERS CONDITIONS OF USE FOR EACH COMPONENT ATTACHED AND INCLUDED AS PART OF INSTALLATION INSTRUCTIONS.



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X 

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ATTACHMENT D

Sign Plans

4. Developers, architects and business owners are encouraged to use green building materials and practices. Applicants are encouraged to consult with the County's Innovative Building Review Committee (IBRC) which offers a free review of residential and commercial projects to advise on efficient building designs and equipment.



Figure 18 - Streetscape, Carpinteria, CA

M. Awnings

(See also Appendix A DevStd VIS-OT-2.1)

Awnings serve a functional purpose by protecting shop windows from intense direct sunlight. The most functional awnings are retractable, having a frame that can be adjusted up or down depending upon lighting conditions.

1. Awnings should be limited to the width of the protected opening.
2. Awnings should be of a durable, commercial-grade fabric, canvas or similar material having a matte finish. Awning frames and supports should be of painted or coated metal or other non-corroding material.
3. Brackets and supports should be decorative, preferably of wrought iron, and designed to visually complement the architecture.

N. Signage (See also Appendix A DevStd VIS-OT-8, 8.1, 8.2, 8.3)

All signs are subject to the Sign Regulations of Article I of Chapter 35, Zoning Regulations of the Santa Barbara County Code.

The objective of standards and sign guidelines is not to foster uniformity, but to express the spirit and quality of the business behind the sign.

1. Signage should enhance and complement the architectural character of a specific building, while enriching the visual attractiveness and pedestrian scale of the downtown street.
2. Signage should be limited to the business name only and can include a figurative component that represents the type of business.
3. Signs should be in proportion to the building's scale and design.
4. The BAR reserves the right to ask commercial chains to change their signs (e.g. size of commercial logo) to comply with the guidelines.

5. Letter height shall be limited to a maximum height of ten (10) inches, except where it can be found that said letter size is inconsistent with building size, architecture, and setback from the public right-of-way. For developments that are subject to an overall sign plan or are setback more than fifty (50) feet from the right-of-way, the BAR may approve a letter height in excess of ten (10) inches.
6. Signs should not be excessive, cluttered, or out of proportion with a building's architecture.
7. The total area for all signs identifying a business shall not exceed the following:
 - a) . For a dominant building frontage up to one hundred (100) linear feet, one (1) square foot of sign area per linear foot of building frontage, or sixty-five (65) square feet, whichever is less.
 - b) For dominant building frontage of one hundred (100) linear feet or greater, three-quarters (3/4) square foot of sign area per linear foot of dominant building frontage or ninety (90) square feet, whichever is less.
 - c) For a building occupied by more than one tenant, the dominant building frontage for each business is that portion of the building elevation adjacent to the business. For a business that is not on the ground floor, one half (1/2) square foot of sign area per linear foot of dominant building frontage is permitted.

Wall Signs

1. Wall signs should enhance a building's architectural style and overall proportion.
2. Flat wall signs should be aligned with major architectural elements such as storefront windows and doors.
3. Flush-mounted signs should be framed by ornamental elements such as cornice lines, pilasters, transom windows, etc.
4. Flat or painted signs should not cover or detract from any significant architectural details.
5. Unless they are an integral part of a building facade or overall roof design, wall signs should not extend above the cornice line or into or above roof areas. A "sign board" may extend above an existing parapet if it is designed as a parapet integral with the style of the building.
6. Flush-mounted sign boards should be mounted above the storefront display windows and below the second-story window sills. Lettering should be no larger than 10 inches high. The lettering size should be appropriate to the scale and proportion of the overall facade.

Projecting Signs

1. Projecting or perpendicular signage should be 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.

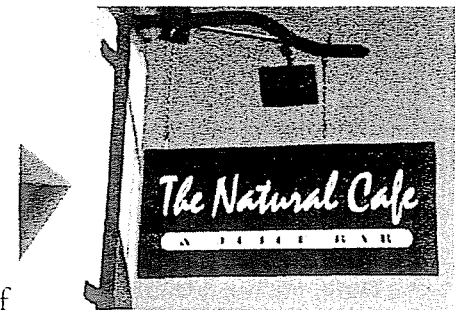


Figure 19 - Projecting Sign

2. A proportion of at least 2:1, height to width, should be used for a slender vertically-oriented sign. If a hanging “blade” sign is used below an awning or fixed canopy, a proportion of at least 2:1, width to height, should be used to ensure an appropriate slender ratio.

3. Projecting signs should be directly attached to the building with decorative metal supports integral to the overall design of the facade.

4. Projecting signs should not extend above the cornice line or into the roof area unless the sign is an integral part of the new facade design. If the sign is a faithful restoration of a historically original design, it should enhance the existing architectural details and forms.



Figure 20 - Projecting Sign

3. Color combinations for awning lettering should contrast for legibility but keep to simple patterns and lettering styles. More complex textures and patterns are discouraged.

Figurative Signs

1. Figure-shaped signs should identify the specific type of business through the use of objects as graphic symbols (e.g., coffee cup, key or shoe).

2. Size standards for figurative signs should comply with the same guidelines as noted for wall and projecting signs.

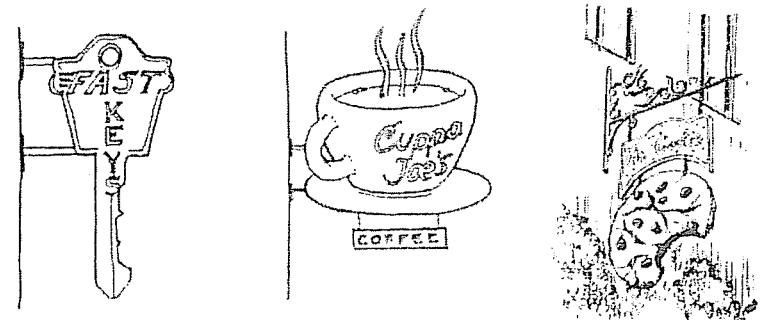


Figure 21 - Figurative Signs

Awning and Canopy Signs

1. An awning is often used for weather protection and storefront shading and secondarily for signage. The sign area should be limited to the valance or bottom of the awning or canopy area. Valances should not exceed 12 inches in height.

2. Signs on awnings or canopies should be in the form of printed letters and logos.

Other Signs

1. New free-standing pole signs of any size or scale are prohibited.

2. Free standing signs should not exceed a height of six (6) feet.

Sign Lighting

1. Lighting should be considered an integral part of sign design.
2. New internal box-type or back-lit lighting is prohibited.
3. Neon signs are acceptable if the following criteria are incorporated:
 - The sign is not directed toward or visible from residentially zoned areas.
 - The sign is artistic and subtle in design and execution.
 - Neon signs may be figurative and should reflect the business name.
4. Where signs are externally illuminated and light fixtures are visible, they should be compatible in character with both the sign and the building design.
5. Uplighting should be restricted to signs no higher than six (6) feet above the ground and should be focused solely on the sign area. Uplighting of signs should not result in a negative visual impact to pedestrians, other businesses or adjacent neighborhoods.

Recommended Materials

1. The following materials are recommended for use in signs:
 - Wood-carved, sandblasted, etched and properly sealed, primed and painted or stained.
 - Metal-formed, etched, cast, engraved and properly primed and painted or factory coated to protect against corrosion.

- High-density preformed foam or similar material - new materials may be very appropriate if properly designed in a manner consistent with these guidelines, and painted or otherwise finished to complement the architecture.
- Unique materials and designs that are not identified here, but which are compatible with the objectives of the Design Guidelines, may be considered, subject to review and approval.

O. Exterior Lighting

(See also Appendix A DevStd VIS-OT-1.7)

1. The design of exterior lighting fixtures should enhance and complement the character of a specific building or space, and should reflect the heritage of Old Town.
2. The lighting of buildings, landscaping, driveways, signs and other exterior uses of lighting should be designed to minimize light and glare on adjacent neighborhoods.
3. The use of uplighting should be avoided to minimize light pollution of the night sky.

P. Private Parking

(See also Appendix A DevStd VIS-OT-3.3, 3.4, 7.1, 7.2, 7.3, 7.4)

1. On-site parking should be located at the rear of the building.
2. Parking lots should include accessible parking consistent with California Accessibility requirements.