



**Agenda Item B.4**  
**CONCEPTUAL/PRELIMINARY/FINAL**  
**Meeting Date: April 22, 2025**

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**TO:** Goleta Design Review Board

**SUBMITTED BY:** Christina McGuire, Associate Planner

**SUBJECT:** 5631 Calle Real Avenue (APN 069-160-057) Off The Charts Sign and California Environmental Quality Act Notice of Exemption Case Nos. 24-0031-ZC; 24-0017-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).

**PROJECT DESCRIPTION:**

This is a request for a **Conceptual/Preliminary/Final** review to legalize an existing, unpermitted 36 square foot internally illuminated LED wall sign with 2' letter height and a 3' logo on a commercial business with 45' of building frontage. No change to the existing commercial building is proposed.

The subject property has a Zoning and General Plan Land Use designation of Community Commercial (CC) and is located in the Inland Zone. The project was filed by agent, Daniel Rincon of Danny's Signs, on behalf of Off The Charts, Business Owner.

**DISCUSSION:**

In March 2024, the business owner installed two building mounted signs on the building without benefit of DRB review and building permits and as result the business has been the subject of a Code Compliance case. Recently, the business has removed the second building mounted sign facing the freeway and has submitted plans that more align with the City's sign regulations than previous iterations.

The scope of this proposal is to permit an existing 36 square foot internally illuminated wall sign on the Calle Real frontage. Currently the "+" logo is located below the letters and is considered two wall signs. However, two wall signs are not allowed; the proposal includes relocated the "+" logo to be aligned with the letters on the Calle Real entrance side of the commercial business creating one wall sign. The focus of the Design Review Board is to evaluate the new sign as shown in the plans. 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 sign requirements of maximum sign area per GMC 17.40.060 (O). Properties in Commercial Districts are allowed 1 foot of sign area per lineal foot of street frontage. The street frontage for this property is approximately 126 feet and the proposed sign is 36 square feet. The proposed wall sign also meets the requirements in 17.40.080(F)(1-5). The proposed wall sign does not exceed the height of the building wall to which it is attached and the proposed wall sign does not exceed the maximum sign area allowed. As indicated above, the proposed size of the sign (36 sq. ft.) does not exceed the maximum possible (126 square feet). Further, the proposed sign projects 5" from the wall which is less than the 1' maximum. The proposed sign does not cover any required wall openings and the sign is placed flat against the wall of the building.

### ***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

Since the business is under a Code Compliance case for installing signage without permits should the DRB grant approval or approval with conditions the Zoning Clearance will condition the project to apply for and install the signage within 45 days to avoid further Code Enforcement actions.

### **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 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 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.

**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 (Case No. 24-0031-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:**

- A – Findings
- B – Notice of Exemption
- C – Project Plans

## **ATTACHMENT A**

### **FINDINGS**

**Attachment A**  
**DRB Findings for Signage and California Environmental Quality Finding**  
**Off The Charts**  
**5631 Calle Real**  
**Case No. 24-0017-DRB**

**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 conform to the wall sign requirements of Goleta Municipal Code Section (GMC) 17.40.80 (F) and is well below the maximum sign area as outlined in 17.40.60 (O). The signs conforms to all applicable development standards of Title 17, the applicable General Plan Policies related to 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 is on an existing approved building in generally the same location as the previous sign. Further, the orientation of the signage is appropriate for the street frontage that borders Calle Real. 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 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.

*The building on which the signs will be placed remains harmonious in terms of materials and colors on all sides of the 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 electrical equipment needed to illuminate the signage is hidden behind the facade of each sign and not visible on the front or side of the signs.*

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.

*The proposed wall sign is internally illuminated LED with white acrylic letters capped in Brilliant Green and the logo in Brilliant Green. All electrical equipment will be screened from view.*

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.*

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 not located in a special design district and there are no additional design standards at this site. The proposed wall signs are also consistent with applicable policies of the City of Goleta General Plan.*

## **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 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

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

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



**Subject:** Filing of Notice of Exemption

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**Project Title:**

Off The Charts Signage  
Case Nos. 24-0017-DRB, 24-0031-ZC

**Project Applicant:**

Daniel Rincon, of Danny's Signs  
On behalf of Off The Charts, Business Owner

**Project Location (Address and APN):**

5631 Calle Real  
Goleta, CA 93117  
County of Santa Barbara  
APN: APN 069-160-057

**Description of Nature, Purpose and Beneficiaries of Project:**

This is for permitting an existing, unpermitted 36 square foot internally illuminated LED wall sign with 2' letter height and a 3' logo on a commercial business with 45' of building frontage. No change to the existing commercial building is proposed.

The purpose of the proposal is to identify the business and the beneficiaries 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:**

Daniel Rincon of Danny's Signs, on behalf of Off The Charts, 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 proposal for a sign for an established business on an

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

Christina McGuire, Associate Planner  
(805) 961-7566  
cmcguire@cityofgoleta.org

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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**



This project must comply with the latest applicable codes which have been adopted and amended by the governing agencies having jurisdiction, including but not limited to the following:

2019 California Building Code  
2019 California Electrical Code

APPROVAL

PROPERTY MANAGEMENT  
APPROVAL

PROPERTY MANAGEMENT

PROPERTY MANAGEMENT  
APPROVAL

## 101 Freeway

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