



DESIGN REVIEW BOARD Staff Report

Agenda Item B.1
Meeting Date: May 10, 2022

TO: Goleta Design Review Board
FROM: Travis Lee, Associate Planner; (805) 961-7546

SUBJECT: **5650 Calle Real (APN 069-160-042)**
The Leta Hotel Signage
Case No. 22-0011-DRB, 22-0019-ZC

PROJECT DESCRIPTION:

This is a request for a *Conceptual/Preliminary/Final Review* to reface the existing legal non-conforming illuminated monument sign: 144" wide by 84.75" tall (84.75 square feet) 1/8" aluminum faces on one square pole with "The LETA Hotel". From grade to top of sign is 25' tall.

The project was filed by agent Nathan Virs of West Coast Signs on behalf of AWH Goleta Hotel LLC.

DISCUSSION:

While pole signs are prohibited according to Title 17.40.040.G, the existing pole sign along Hollister was legally permitted by the County prior to City of Goleta incorporation and before Title 17 took effect.

Freestanding signs are limited to four feet in height and up to six feet if approved as part of an Overall Sign Plan (17.40.080.C.3). Since the sign is existing legal non-conforming, and no changes are proposed to the height, the sign may remain at 25' tall.

In accordance with 17.40.060.H.2, where two faces of a double-faced sign are located more than two feet or greater than 45 degrees from one another, both sign faces are counted toward the total sign area. Since the existing sign is 36.75" wide, both sides count towards the total sign area.

In accordance with Table 17.40.060(O), the total signage area allowed for commercial properties is 1 square foot per lineal foot of street frontage. The Leta Hotel has 216'" of street frontage and proposes a sign with 169.5 square feet of area and therefore comply with Title 17.

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 and a Notice of Exemption is proposed. The City of Goleta is acting as the Lead Agency for this project. The project has been found to be exempt from CEQA, as identified below:

15311. Accessory Structures

Consists of construction, or replacement of minor structures accessory to existing commercial, industrial, or institutional facilities, including but not limit to: (a) On-premise signs.

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 if submitted); and (3) Building Permits as needed.

If the DRB action is appealed and the appeal is upheld, DRB's Final Review action will be rescinded and the DRB process will start over.

ATTACHMENTS:

- A - Findings for Approval
- B - Project Plans
- C - Notice of Exemption