

**Attachment A**  
**DRB Findings for Signage**  
**The Leta Hotel Signage**  
**Case No. 22-0011-DRB, 22-0019-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 existing legal non-conforming freestanding pole sign does not comply with the height requirements of Title 17 but was approved by the County prior to incorporation. 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. 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 double-faced sign is wider than 2' at 36-3/4", the area is calculated to 84.75 square feet multiplied by 2: 169.5 square feet. The Leta Hotel has 216' of street frontage with a proposed sign refacing of 169.5 square feet. Since the proposed sign is less than the allowance, it complies with Title 17.*

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 project proposes to reface an existing legal non-conforming pole sign; no other development is proposed to the sign or structure on the property at this time. Therefore, the layout, orientation, and location of structures and the property are in an appropriate and harmonious relationship with the proposed signage.*

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 proposed project is limited to refacing an existing legal non-conforming pole sign. It is to be determined by the DRB if the proposed refacing demonstrates a harmonious relationship with the existing surrounding development.*

4. There is harmony of material, color, and composition on all sides of structures.

*The project is limited to refacing an existing legal non-conforming monument sign. There is harmony of material and color on all sides of the proposed refacing.*

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 existing legal non-conforming freestanding pole sign has electrical equipment integrated in the total design and screened to the maximum extent practicable.*

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 signs.*

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 signs and no specimen, 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 signs.*

9. All exterior lighting, including for signage, is well designed, appropriate in size and location, and dark-sky compliant.

*No exterior lighting is proposed.*

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 impede privacy of neighbors, impact existing views, and will not result in obstruction of solar access to other adjacent properties as the pole sign will be visible from Calle Real.*

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

*There are no additional design standards adopted for signage or for this zoning district. The proposed wall and freestanding monument signs are consistent with applicable policies of the City of Goleta General Plan, for example VH Policy 4.13. It is to be determined by the DRB if the sign is compatible.*