



## DESIGN REVIEW BOARD Staff Report

Agenda Item B.1  
Meeting Date: May 24, 2022

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TO: Goleta Design Review Board  
FROM: Christina McGuire, Associate Planner; (805) 961-7566  
  
SUBJECT: **131 N Fairview Avenue (APN: 077-170-042)**  
**Panda Express Signage**  
**Case No. 22-0014-ZC**

### PROJECT DESCRIPTION:

This is a request for a *Conceptual/Preliminary/Final Review* for two replacement signs.

- 29.80 square foot acrylic wall sign with 18" and 5.5" letter height and a 2'7" round logo. The signs are proposed to be 3" deep and internally illuminated with white LEDs.
- 4 square foot wooden non-illuminated blade sign on an existing bracket.

The property is located within the Fairview Shopping Center on an 18.93 acre parcel located in the Community Commercial (CC) zone. The signage is processed under the Fairview Shopping Center Overall Sign Plan (OSP) and Title 17.

The project was filed by agent Lynette Sayles of Jones Sign and Mario Rodriguez of Sign Factory on behalf of Panda Express.

### DISCUSSION:

There is an Overall Sign Plan for Fairview Shopping Center allows the sign length of the wall sign to be no more than 75% of the store frontage length or a maximum total of 55 square feet. The street frontage of Panda Express is 30'. The overall length of the wall sign is 11'4-1/4" or 38% of the store frontage. The overall total signs are proposed at 33.8 square feet which is below the allowable 55 square feet. Additionally, the projecting sign is limited to 4 square feet constructed out of carved or painted wood, the sign is proposed at 4 square feet on carved wood using the existing bracket. The proposed signage is located in approximately the same location of previously approved signage. All other aspects of the Overall Sign Plan such as letter height, illumination and other criteria are met with the proposed signs.

- **General Plan Policy:**

Applicable General Plan policy is summarized below. Staff requests the DRB make specific comment as to how the proposed signage is consistent with this policy or make suggestions for how the sign's consistency with applicable policy can be improved.

- Signs shall be of appropriate and high-quality style, color, materials, size, height, and illumination.

**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
- D - Fairview Shopping Center Overall Sign Plan
- E - Photo Examples of Previous Panda Express Signs