

Attachment A
DRB & CEQA Findings for Signage
Fuel Depot Signage
370 Storke Road
Case Nos. 23-0004-ZC; 23-0006-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 project is limited to changing the sign face within an existing non-conforming pole sign. No change is proposed to the height, materials, or illumination of the non-conforming sign structure. The refaced Fuel Depot sign is appropriate for the scale of the property and the commercial neighborhood. The pole sign is appropriately located on the site and the message to be displayed on the sign panel is necessary to inform customers of the business and fuel costs.

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 structure of the pole sign and its location are the same as was previously approved and will continue to serve the purpose of informing customers of the businesses on the property. The pole sign layout and location are harmonious with the building architecture as the signage is consistent with the character of the proposed fuel station. The pole sign location will not affect circulation.

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 adjoining development is primarily commercial offices and commercial retail which have ground signs and wall identification signs, so there will not be monotonous repetition. The two signs on the pole are coordinated and complement each other.

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

This signage is well thought out in terms of material, color, and composition and serves a practical purpose of informing customers of the businesses on the property.

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.

All electrical connections associated with the new sign are screened from public view.

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, protected trees, nor 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 signage meets the exterior lighting criteria for signs as specified in zoning ordinance section 17.40.060(L):

1. There are no residential buildings in a direct line of sight to these signs.

2. There are no exposed light sources for these signs.

3. The LED light sources will be energy efficient.

4. The light is inside the sign creating interior illumination. No objects other than the pole sign will be illuminated.

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. The orientation of the proposed signage is not changing and will remain oriented toward vehicular traffic along Storke Road. There are no residential neighbors near the site that would be affected by this proposal.

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 for this zoning district. The proposed sign is consistent with applicable policies of the City of Goleta General Plan, for example VH Policy 4.13.

CALIFORNIA ENVIRONMENTAL QUALITY ACT FINDING

12. The development or project is within the project description of a proposed or adopted California Environmental Quality Act document (i.e., Environmental Impact Report, Mitigated Negative Declaration, or Negative Declaration) or is statutorily or categorically exempt from California Environmental Quality Act.

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.: State CEQA Guidelines), and the City's Environmental Review Guidelines, the project has been found to be exempt from CEQA under Section 15311 of the CEQA Guidelines 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 Guidelines per Section 15311 because the project is refacing an existing sign. The proposed signage meets the criteria of Section 15311 as the signs will provide on premise signage as minor accessory structures to a proposed new fuel station.

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 installed on the site of an existing car wash and proposed new fuel station and there is nothing sensitive around the site. 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. Fuel price signage is necessary in the context of the business so that customers will know the cost of fuel. Adding signage to an existing development would not lead to a cumulative impact. Section 15300.2(c)'s exception does not apply because there are no "unusual circumstances" that apply to the project; construction of signs in a commercial district is not unusual and signage needs to be updated and or replaced to identify the current tenants. 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. Additionally, the project's site does not contain any identified significant cultural resources and will be conditioned to include all mandatory grading best practices.