

## NOTICE OF EXEMPTION (NOE)

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**To:** ☐ Office of Planning and Research  
P.O. Box 3044, 1400 Tenth St. Rm. 212  
Sacramento, CA 95812-3044

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

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



**Subject:** Filing of Notice of Exemption

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**Project Title:**

The Plaza Overall Sign Plan Amendment  
Case Nos. 22-0002-OSP and 23-0003-DRB

**Project Applicant:**

Abbigayle Biggs and Jordan Shepard of Signs of Success Inc, Agents  
Westerlay Real Estate Group, Property Owner

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

7127 Hollister Ave  
Goleta, CA 93117  
County of Santa Barbara  
APN: 073-440-012

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

The request is to alter the existing University Village Plaza Overall Sign Plan (12-042-OSP AM [23-SB-OSP]) to incorporate a new monument sign at the intersection of Santa Felicia and Hollister, reface the existing pole sign at the intersection of Santa Felicia and Hollister, and new sign regulations for the property. The project does not include a request for modifications.

The beneficiaries of the project are the property owners and tenants.

**Name of Public Agency Approving the Project:**

The City of Goleta

**Name of Person or Agency Carrying Out the Project:**

Abbigayle Biggs and Jordan Shepard of Signs of Success Inc, Agents; Westerlay Real Estate Group, Property Owner

**Exempt Status:** *(check one)*

- ☐ Ministerial (Sec. 15268)
- ☐ Declared Emergency (Sec. 15269 (a))
- ☐ Emergency Project (Sec. 15269 (b) (c))
- ☒ Categorical Exemption: § 15311 (a) (On-premise signs)

**Reason(s) why the project is exempt:**

The proposed project is categorically exempt pursuant to the California Environmental Quality Act (Public Resources Code §§ 21000, et seq.; "CEQA") and CEQA Guidelines

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(14 Cal. Code Regs. §§ 15000, et seq.). Specifically, the project is categorically exempt from environmental review pursuant to CEQA Guidelines § 15311 (a) (On-premise signs).

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 (a) because the project is the modification of an existing sign plan and installation of new monument and directional signage. The proposed signage meets the criteria of Section 15311 as the signs will provide on premise signage as minor accessory structures to an existing commercial shopping complex. The property will continue to be served by existing streets and driveways and will not change the demand on the existing infrastructure services. Further, the project would not alter any biological resources, cultural resources, geologic resources, or site drainage and would not impact visual resources. Therefore, given the minor nature of improvements, the project will not have a significant effect on the environment.

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. 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. Section 15300.2(c)'s exception does not apply because there are no "unusual circumstances" that apply to the project; modifying a sign plan 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. Additionally, the projects site does not contain any identified significant cultural resources and no grading is proposed.

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

Travis Lee, Associate Planner  
805-562-5528  
tlee@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