



DESIGN REVIEW BOARD Staff Report

Agenda Item B.2
Meeting Date: March 14, 2023

TO: Goleta Design Review Board
FROM: Travis Lee, Associate Planner; (805) 562-5528

SUBJECT: **7127 Hollister Ave (APN 073-440-012)**
The Plaza Overall Sign Plan Amendment with
California Environmental Quality Act Notice of Exemption
utilizing Section 15311
Case Nos. 22-0002-OSP & 23-0003-DRB

DRB ACTIONS FOR CONSIDERATION:

1. Adopt DRB and CEQA Findings provided as Attachment A;
2. Adopt CEQA Categorical Exemption Section 15311(a) for On-premise signs provided as Attachment B; and
3. Conduct Conceptual/Preliminary/Final review and approve or approve with conditions if the findings of Attachment A can be made for the proposed Plaza Overall Sign Plan Amendment.

If the findings cannot be made to approve the request at this meeting, the DRB can either continue the item for additional information/redesign or deny the request specifically identifying the reasons for the denial.

PROJECT DESCRIPTION:

The applicant requests **Conceptual/Preliminary/Final Review** 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 property is located south of Hollister Avenue between Pacific Oaks Road and Santa Felicia Drive. The project was filed by agents Abbigayle Biggs and Jordan Shepard of Signs of Success Inc. on behalf of Westerlay Real Estate Group, property owner.

DISCUSSION:

The OSP Amendment proposes changes to the existing University Village Plaza Overall Sign Plan (12-042-OSP AM [23-SB-OSP]), install 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 which includes:

- Remove requirement for Helvetica font on all door signs;
- 1" height reduction (3" to 2") for title text on directory sign;

- Increase logos on wall signs from 12" maximum height to 28" for minor tenants;
- Remove requirement for halo illumination only for illuminated logos for minor tenants; and
- Require building address numbers to be black text only.

Additionally, the proposed freestanding monument sign complies with requirements of 17.40.080.C (Freestanding Signs) since the subject parcel has greater than 125' of continuous street frontage; it is less than 6' tall; the location is outside of the Vision Clearance triangle in accordance with 17.24.210.A.1.; the proposed monument sign is at least 5' from the edge of the public right-of-way from Santa Felicia Drive in accordance with 17.40.080.C.1.; and it does not require additional landscaping since a landscaping plan was approved under 75-DP-025 and 89-DPF-0002.

ENVIRONMENTAL REVIEW (NOE):

The development or project is within the project description of a proposed or adopted California Environmental 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.), 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 modifying 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 State CEQA Guidelines section 15300.2's exceptions to Categorical Exemptions 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 will be conditioned to include all mandatory grading best practices.

For these reasons, the project has been found exempt from CEQA and the adoption of a NOE is recommended for consideration as noted above.

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 (if no appeal if submitted) for the individuals signs; 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 - CEQA Notice of Exemption
- C - Project Plans