

Attachment A
DRB & CEQA Findings for Signage
The Plaza Overall Sign Plan Amendment
Case Nos. 22-0002-OSP & 23-0003-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 commercial center already exists and the OSP Amendment would modify the requirements dictating the size, location, and materials of proposed signs placed on existing buildings facades, the new freestanding monument sign, and new directional sign. The monument sign would be placed near the entrance from Hollister Avenue, the directional sign would be placed east of the existing building, and the existing pole sign would be refaced. Sign materials specified are appropriate for the proposed sign types and locations. Colors would vary based on tenant corporate branding. Given the maximum signage proposed and the site's characteristics (small and large tenants), the colors associated with tenant corporate branding would enhance the overall project design. The size of the free-standing monument sign, directional sign, and the proposed maximum of the building signs are appropriate given the size of the building and commercial complex. Therefore, the proposed signage is compatible with the neighborhood, and its size, bulk, and scale.

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 proposed signage, modified regulations, and locations are appropriate for commercial business buildings and comply with the sign requirements of Title 17, as depicted in the Overall Sign Plan (OSP) Amendment. The proposed location of the monument sign at the intersection of Hollister Ave and Santa Felicia Dr complies with the Title 17 requirements for Vision Clearance. 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 OSP Amendment modifies the requirements for signage that are harmonious in relationship with the existing building architecture as evidenced by their design and consistency with applicable development standards of Title 17.

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

The OSP Amendment allows for sign materials that are appropriate for the proposed sign types and locations. Colors would vary based on tenant corporate branding; given the maximum sign proposed and that the site's characteristics (small and large tenants), the colors associated with tenant corporate branding would enhance the overall project design. As such, the signage that would be allowed under the OSP Amendment would be compatible with the surrounding areas, would not adversely impact scenic views, and would not have significant adverse effects on nearby properties.

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.

Any electrical or mechanical equipment is well integrated in the total sign design.

6. The site grading is minimized, and the finished topography will be appropriate for the site.

No grading is required as part of the proposed sign plan.

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 this project and no specimen, protected trees, and existing native vegetation will be removed as part of the project. The property has been landscaped per previous approved landscape plans and meets the requirement for landscaping around the monument sign.

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 this project.

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

Illuminated signs shall be either externally illuminated, internally illuminated channel letters, or reverse channel letters with halo illumination. Illumination shall be limited to 4,500-lumens and exposed neon lighting will not be permitted.

10. The project architecture will respect the privacy of neighbors, is considerate of private views, and is protective of solar access off site.

The signs are proposed to be mounted on the façades of the building while the freestanding entrance monument directional sign complies with the height, location, and area requirements of the ordinance. Therefore, 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.

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 sign is consistent with applicable policies of the City of Goleta Zoning Ordinance and General Plan.

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 (a) because the project is the installation of the building mounted and wayfinding 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 office building complex.

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; construction of signs 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.