

**DRB Findings
Organic Greens New Wall Sign
Case No. 20-0013-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 proposed wall sign is compatible with adjacent structures in the neighborhood relative to its proposed size, bulk and scale, as it conforms to all applicable development standards of Title 17, as well as applicable signage related General Plan Policies.

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 wall sign is located on the south elevation of the building adjacent to the entrance of the building along Daley Street. The location of the proposed sign is appropriate and harmonious to the building, as well as the property.

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 wall sign has a harmonious relationship with existing wall signs on Daley Street. The proposed colors and materials, such as the powder coated matte black lettering with a plastic halo background effect avoids monotonous repetition but allows similarity of style with a number of existing buildings on the street.

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

Under a separate permit, the applicant will be utilizing new façade improvements, such as wood siding, corrugated metal, and a new window glazing system, which will provide harmony among the proposed wall sign materials and colors. Additionally, the proposed wall sign will be stylistically compatible with the new façade improvements along the south elevation.

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 proposed wall sign will be screened from view and located behind the sign.

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, and 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 34 square foot wall sign along the south elevation will consist of powder coated matte black lettering with LED tape lighting with a plastic halo background effect. The proposed illumination is appropriate in size and is well designed to limit illumination spillover to adjacent properties, as well as to the sky.

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 wall sign along the south elevation 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).

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