



DESIGN REVIEW BOARD Staff Report

Agenda Item D.1
Meeting Date: March 12, 2019

TO: Goleta Design Review Board

FROM: Planning and Environmental Review - Advance Planning staff

SUBJECT: Revised Draft New Zoning Ordinance Design Review Topics

BACKGROUND:

Advance Planning staff requests input from the Design Review Board (DRB) members with regard to proposed revisions to City's existing design review process and specific development standards within the recently released Revised Draft New Zoning Ordinance (NZO). Staff recently met with the DRB on two occasions to discuss aspects of the NZO; first, the Design Review process (February 12th); and then Landscaping and Lighting (February 26th).

Attached to the staff report for the DRB hearing of February 12, 2019 were four separate Chapters of the NZO that related to matters that are typically part of the review process of DRB (Landscaping, Lighting, Signs, and the Design Review). Planning staff and members of the DRB have together reviewed all but Chapter 17.40 [Signs] at a public hearing.

The hearing today will focus on this last remaining Chapter, as well as provide an opportunity for the DRB or members of the public to offer any additional comments on the three topics that were previously covered. All of these Chapters of the Revised Draft NZO are available for download on the City's [DRB webpage](#) (by clicking the hyperlink for Attachment 3), or they can be read within the NZO document, which is available in hard copy at City Hall and City Library or downloaded at <http://www.GoletaZoning.com>. At today's hearing, staff welcomes feedback from DRB and the public on Chapter 17.40 [Signs] of the NZO, particularly as this topic impact or influence applications that propose new, replacement, or refurbished signage as part, or the entirety, of a project. This Chapter is included as Attachment A to this staff report and a brief discussion of this Chapter is also provided below.

DISCUSSION:

Signs (Chapter 17.40). The purpose of this Chapter of the Revised Draft NZO is to promote communication and economic activity, maintain and enhance the visual character of Commercial areas, and to avoid or restrict creating distracting or otherwise

nuisance-causing signage in the community, while also protecting free speech and the dark nighttime sky. To accomplish this, the Revised Draft NZO proposes to establish standards for all forms of signage throughout the City. Although some signage would be exempt from permits, the standards within the Chapter would apply to all types of signs, with additional restrictions applicable to those that contain some form of lighting. The Chapter also provides prohibitions for any specific forms of signage that would create significant visual/aesthetic impacts or hazards. Staff has provided several numerical requirements within this 20-page Chapter that are based upon existing City standards, best practices, lessons learned, and emerging technologies.

In general, the City could consider additional signage standards that are not included within the Revised Draft NZO in order to further regulate this key issue. Alternatively, the City could consider leaving the standards as proposed within the NZO, leaving some of the more-specific review of sign issues to the Design Review Board on a case-by-case basis. The City could even possibly leave this discussion for the future development of a more-specific Design Review Guidelines document that details these issues.

NEXT STEPS:

Advance Planning staff will compile the comments and feedback on the NZO four topics discussed with the DRB (Design Review, Landscaping, Lighting, and Signs) and will providing those comments to the Planning Commission during our scheduled workshops occurring on a near weekly basis from February 25th through April 18th. Staff also invites all members of the DRB and the public to attend those workshops as well. Additionally, if we are not able to complete our review and discussion on the topic of Signs, the DRB could chose to continue the discussion to the next hearing or another future hearing date for further discussion as well.

ADDITIONAL INFORMATION:

The City has created a website to provide the public convenient access to the complete Revised Draft NZO document, all supporting materials, as well as the previous 2015 Public Draft NZO. Visit www.GoletaZoning.com for those materials.

ATTACHMENT:

- A. Chapter 17.40 [Signs]