



Agenda Item B.1
CONCEPTUAL/PRELIMINARY/FINAL REVIEW
Meeting Date: July 22, 2025

TO: Goleta Design Review Board

SUBMITTED BY: Samantha Bailey, Acting Planning Technician
Mary Chang, Supervising Planner

SUBJECT: 101 S Patterson Ave (APN 071-220-038) Sutter Health Signage
Case Nos. 24-0026-DRB, 25-0024-ZC

DRB ACTIONS FOR CONSIDERATION:

1. Adopt DRB and CEQA Findings provided as Attachment A;
2. Adopt CEQA Categorical Exemption Section 15311 (a) on-premise signs (Attachment B); and
3. Conduct Conceptual/Preliminary/Final review and approve (or approve with conditions).

PROJECT DESCRIPTION:

This is a request for **Conceptual/Preliminary/Final** review for updating an existing nonilluminated monument sign. The changes to the sign structure includes squaring off the top of the sign and updating the sign face with new graphics and to be double sided. The proposed sign change reflects the building name change due to the integration of Sansum Clinic into Sutter Health. The proposed sign will have two lines of copy at the top of the sign with the first line of copy reading "Sutter" and the second line reading "Health", each in 6 5/8" tall lettering painted in in Sutter Teal Opaque film. To the left of the business name will be a 15 1/8" tall company logo in the same shade. The middle of the sign will have two lines of copy with the first line reading "Occupational" and the second line reading "Medicine" in 3 1/4" lettering painted in White Opaque Film. The bottom of the sign will display the address number "101" in 4" white reflective film numbering. The total height of the sign will be 6', total length will be 4' – 10 1/2" and the total sign area will be 29.25 square feet.

Additionally, one existing wall sign is proposed to be removed without replacement.

The property is located in the Inland Zone and has a General Plan Land Use and Zoning Designation of General Commercial (GC). The project was filed by Abbigayle Biggs of Signs of Success Inc., on behalf of Sutter Health/Sansum Clinic, the tenant.

DISCUSSION:

The scope of this proposal is to update one existing nonilluminated monument sign. The focus of the Design Review Board is to evaluate the new sign. The DRB has review authority for this project and may grant Approval if the project meets the Required Findings in Goleta Municipal Code §17.58.080. If the DRB cannot make the findings for the project, then the project must be redesigned.

The proposed monument sign also meets the requirements in 17.40.080(C) as follows: 1) The parcel is allowed freestanding signage because it has over 125 feet of continuous street frontage and the building is set back at least 20 feet from the lot line. 2) Only one freestanding sign is proposed per street frontage; 3) The proposed sign area is below the maximum of 100 square feet; and 4) The proposed sign is proposed in a location that already has more than two times the area of the sign in landscaping.

It should be noted that the existing sign structure is not 5 feet away from the public right of way and the proposed sign exceed the current maximum height of four feet. However, both the sign location and the height of the sign structure are not changing and will remain the same as the previously approved sign. There are no additional design standards adopted for signage for this zoning district. The proposed monument sign is consistent with applicable policies of the City of Goleta Zoning Ordinance and General Plan.

CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA)

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. Specifically, the project is categorically exempt from environmental review pursuant to CEQA Guidelines § 15311 (a) (On-premise signs) as it is proposal for a sign for an established business on an existing building. The City of Goleta is acting as the Lead Agency and a Notice of Exemption is proposed to be adopted.

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. The existing freestanding sign will only be updated and therefore no new construction will occur that would impact an environmental resource. 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 and the proposal is limited to updating an existing monument sign within the same general dimensions. Section 15300.2(c)'s exception does not apply because there are no "unusual circumstances" that apply to the project; as the addition of a business sign 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 as it only involves the updating of an existing monument sign associated with an existing non-historic medical office building. Additionally, the project's site does not contain any identified significant cultural resources and will not have any ground disturbance.

NEXT STEPS AND ASSOCIATED LAND USE ACTION:

If the DRB grants the applicant's request, the next steps include: (1) a 10-day appeal period, and (2) a ministerial issuance of a Zoning Clearance (**25-0015-ZC**) if no appeal is submitted; and 3) building permits (if needed) and installation.

ATTACHMENTS:

Attachment A – Findings
Attachment B – Notice of Exemption
Attachment C – Project Plans
Attachment D – Original Permit: 07-023-SCC

ATTACHMENT A

FINDINGS

Attachment A
DRB Findings for Signage and California Environmental Quality Finding
Sutter Health Signage
101 S Patterson Ave
Case No. 25-0026-DRB/25-0024-ZC

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 updating of an existing monument sign is compatible with the neighborhood as the new text appropriately identifies the new medical office provider at the location. Further, the sign structure, approved in 2008, is not changing and the size, bulk, and scale will remain appropriate to the site and neighborhood.

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.

As indicated above, the proposal is to change the sign face of an existing monument sign to reflect the new medical office tenant. The existing monument sign is on a lot with an existing building, is at the same location of the previously approved sign, and is in line with the size of the other nearby tenant signage. Further, the continued orientation of the monument sign is appropriate for the street frontage that borders the property. The continued location of the monument sign will not affect circulation or the building layout on 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 signage text change is harmonious as the materials and colors are common in commercial districts. The proposed monument sign has some similarities to existing nearby ones but also has variety to reflect the individual business. The proposed sign avoids both excessive variety as well as monotonous repetition.

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

The proposed monument sign remains harmonious in terms of materials and colors on all sides of the sign and building of the business.

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.

No outdoor mechanical or electrical equipment is proposed as part of the proposed signage as the monument sign will continue to be a non-illuminated.

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 signage.

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 signage and no specimen trees, 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 signage.

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

No exterior lighting or internal illumination is proposed as part of the proposed signage.

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 signage will not affect the privacy of neighbors, impact existing views, and will not result in obstruction of solar access to other adjacent properties. The signage will continue to be oriented toward the adjacent commercial streets, and the existing monument sign size is not obtrusive.

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 for this zoning district. The proposed wall signs are consistent with applicable policies of the City of Goleta General Plan, for example VH Policy 4.13.

CALIFORNIA ENVIRONMENTAL QUALITY ACT FINDING

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. Specifically, the project is categorically exempt from environmental review pursuant to CEQA Guidelines § 15311 (a) (On-premise signs) as it is proposal for a sign for an established business on an existing building. The City of Goleta is acting as the Lead Agency and a Notice of Exemption is proposed to be adopted.

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. The existing freestanding sign will only be updated and therefore no new construction will occur that would impact an environmental resource. 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 and the proposal is limited to updating an existing monument sign within the same general dimensions. Section 15300.2(c)'s exception does not apply because there are no "unusual circumstances" that apply to the project; as the addition of a business sign 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 as it only involves the updating of an existing monument sign associated with an existing non-historic medical office building. Additionally, the project's site does not contain any identified significant cultural resources and will not have any ground disturbance.

ATTACHMENT B

CEQA NOTICE OF EXEMPTION

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

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

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



Subject: Filing of Notice of Exemption

Project Title:

Sutter Health Signage
Case No. 25-0017-DRB; 25-0015-ZC

Project Applicant:

Abbigayle Biggs, of Signs of Success Inc
On behalf of Sutter Health/Sansum Clinic, the tenant

Project Location (Address and APN):

101 S Patterson Avenue
Goleta, CA 93117
County of Santa Barbara
APN: 071-220-038

Description of Nature, Purpose and Beneficiaries of Project:

This is for refacing of a nonilluminated monument sign. The proposed sign change reflects the building name change due to the integration of Sansum Clinic into Sutter Health

The purpose of the proposal is to identify the business, and the beneficiary of the project is the business.

Name of Public Agency Approving the Project:

Design Review Board of the City of Goleta

Name of Person or Agency Carrying Out the Project:

Abbigayle Biggs, of Signs of Success Inc, on behalf of Sutter Health/Sansum Clinic, Business Owner

Exempt Status:

☒ Categorical Exemption: § 15311 (a) (On-premise signs)

Reason(s) why the project is exempt:

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. Specifically, the project is categorically exempt from environmental review pursuant to CEQA Guidelines § 15311 (a) (On-premise signs) as it is

proposal for a sign for an established business on an existing building. The City of Goleta is acting as the Lead Agency and a Notice of Exemption is proposed to be adopted.

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. The existing freestanding sign will only be updated and therefore no new construction will occur that would impact an environmental resource. 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 and the proposal is limited to updating an existing monument sign within the same general dimensions. Section 15300.2(c)'s exception does not apply because there are no "unusual circumstances" that apply to the project; as the addition of a business sign 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 as it only involves the updating of an existing monument sign associated with an existing non-historic medical office building. Additionally, the project's site does not contain any identified significant cultural resources and will not have any ground disturbance.

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

Samantha Bailey, Acting Planning Commission

Mary Chang, Supervising Senior Planner

(805) 961-7567

mchang@cityofgoleta.org

Signature	Title	Date
-----------	-------	------

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

ATTACHMENT C

PROJECT PLANS

SIGNAGE SUBMITTAL

PROJECT: SIGNAGE REBRAND - SANSUM CLINIC TO SUTTER HEALTH



Site Name: Sutter Health Occupational Medicine

Parcel ID: 071-220-038

Site Addresses:

- 101 S. Patterson Ave., Goleta, CA 93111

Property Frontage:

S. Patterson Ave.: 125'-0"

Primary Building Frontage:

S. Patterson Ave.: 72'-7"

Existing ID Signage Footage: 51 sq.ft.

Proposed ID Footage Increase/Decrease: -21.75 sq.ft.

Total New ID Signage Footage: 29.25 sq.ft.

TOTAL MAXIMUM SIGN AREA: 110 sq.ft.

(General Commercial - 1 per lineal foot of street frontage)

STAMP AREA

Signs of Success
2350 Skyway Dr. Ste 10
Santa Maria, CA 93455

TABLE OF CONTENTS:

- 1 COVER PAGE
- 2 VICINITY MAP
- 3 SITE PLAN & SIGN SCHEDULE
- 4 SIGN 1 - EXISTING
- 5 SIGN 1 - ELEVATION
- 6 SIGN 1 - DETAIL
- 8 SIGN 2 - EXISTING

APPROVALS

Tracy Murphy

Signature, Client

Sutter Health 02/28/2025

Business Name Date

Travis Sumida Weber

Signature, Property Owner

Travis Sumida Weber 5/15/25

Business Name Date

SPECIAL NOTE: Please be very careful to review for any numbering, punctuation, typos, capitalization, spacing, spelling, mounting, finish, color, material or other errors. Signs of Success can't take responsibility for any artwork approved with errors. This artwork is the final art and supersedes all previous designs including owner provided artwork/sketches/emails.

Contractor / Agent: Signs of Success, Inc.
2350 Skyway Dr. Ste 10, Santa Maria, CA 93455

Contact: Jordan Sheppard / Abbi Biggs

Email: permits@signsofsuccess.net | Phone: 805-925-7545

Client/Tenant: Sutter Health
470 S Patterson Ave
Santa Barbara, CA 93111
Contact: Richard Drew
Email: rdrew@sutterhealth.org
Phone: 805-448-2999

Property Owner:
470 S Patterson Ave
Santa Barbara, CA 93111
Contact: Richard Drew
Email: rdrew@sutterhealth.org
Phone: 805-448-2999




SIGNS OF SUCCESS, INC. | P 805.925.7545 | F 805.925.8181

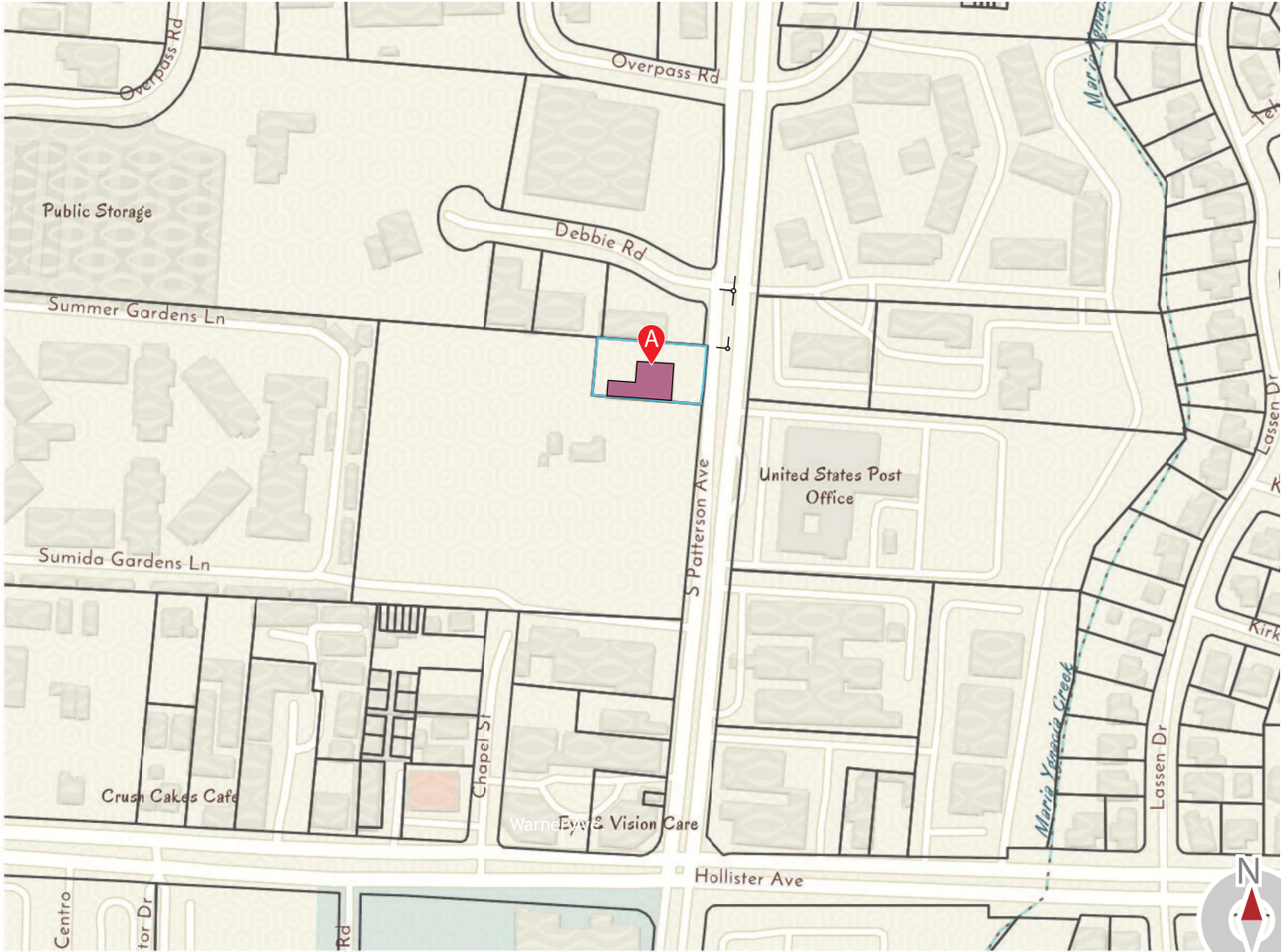
© COPYRIGHT 2025

Sutter Health Pulmonology & Critical Care

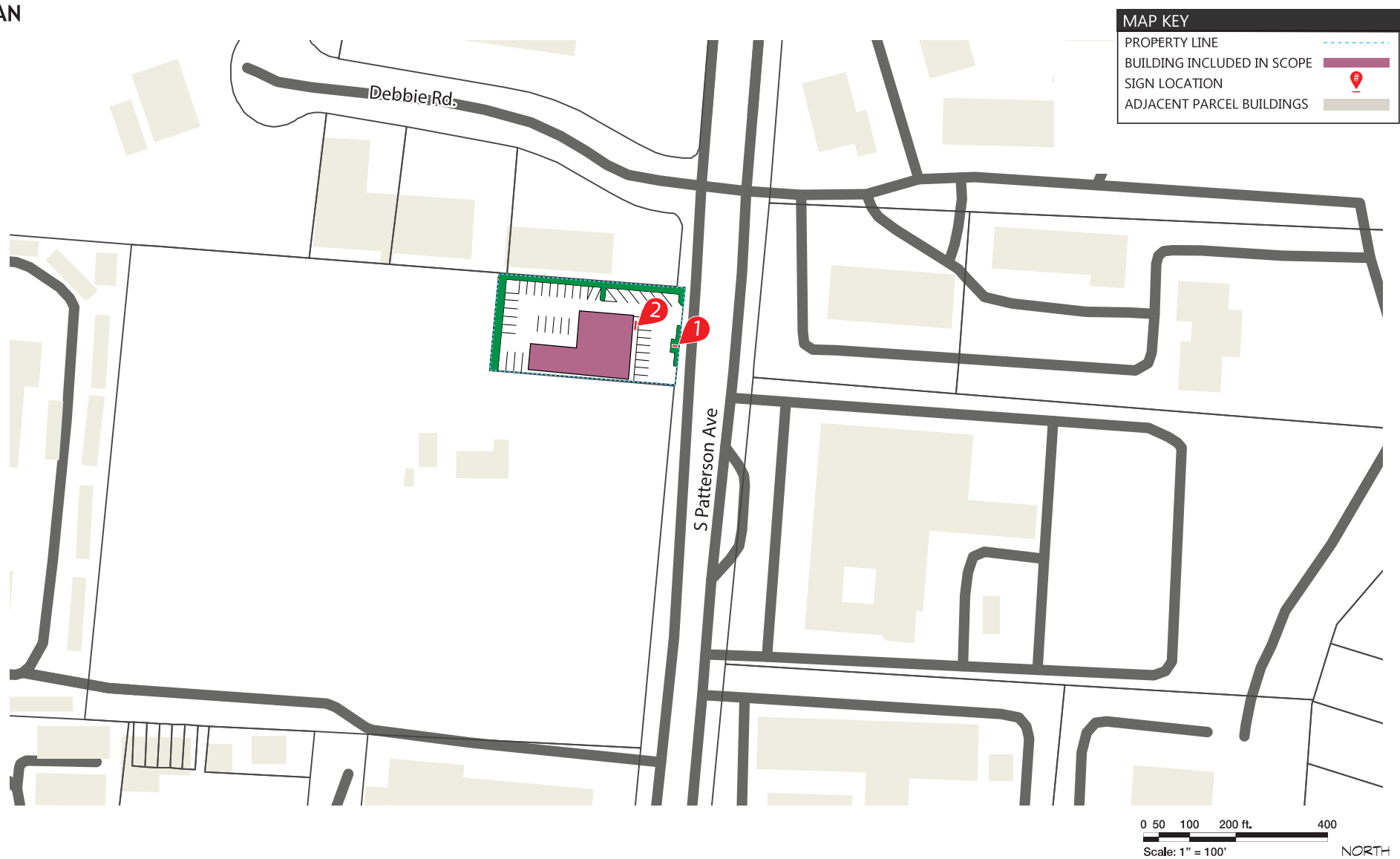
VICINITY MAP

BUILDINGS		
Building Number	Address	Number of Signs
A	101 S Patterson	2

MAP KEY	
PROPERTY LINE	
BUILDING INCLUDED IN SCOPE	
BUILDING MARKER	



SITE PLAN



EXISTING ID SIGN #1 PHOTOS



*Existing Planter is 276 sq.ft.

31 sq.ft.
SCALE: NTS

©

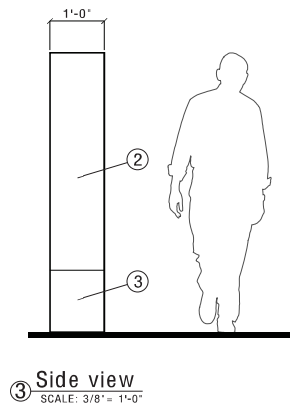
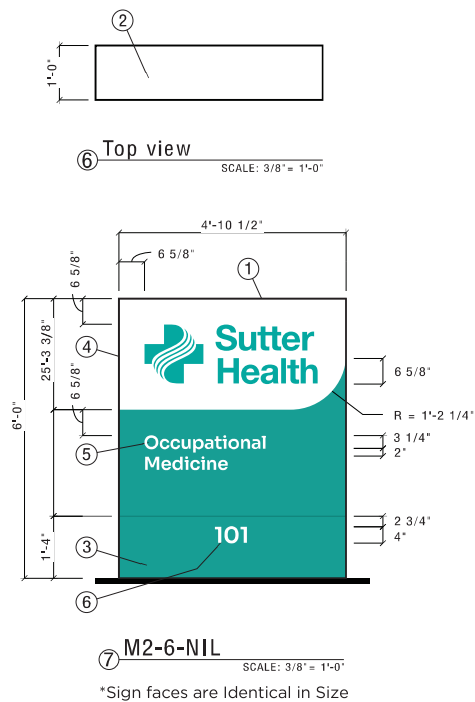
NEW SIGN ELEVATION
SIGN MAP DESIGNATION: SIGN #1



New Apperance
Double-Sided Sign

29.25 sq.ft.
SCALE: 1/2"=1'-0"

SIGN DETAIL
SIGN MAP DESIGNATION: SIGN(S) #1

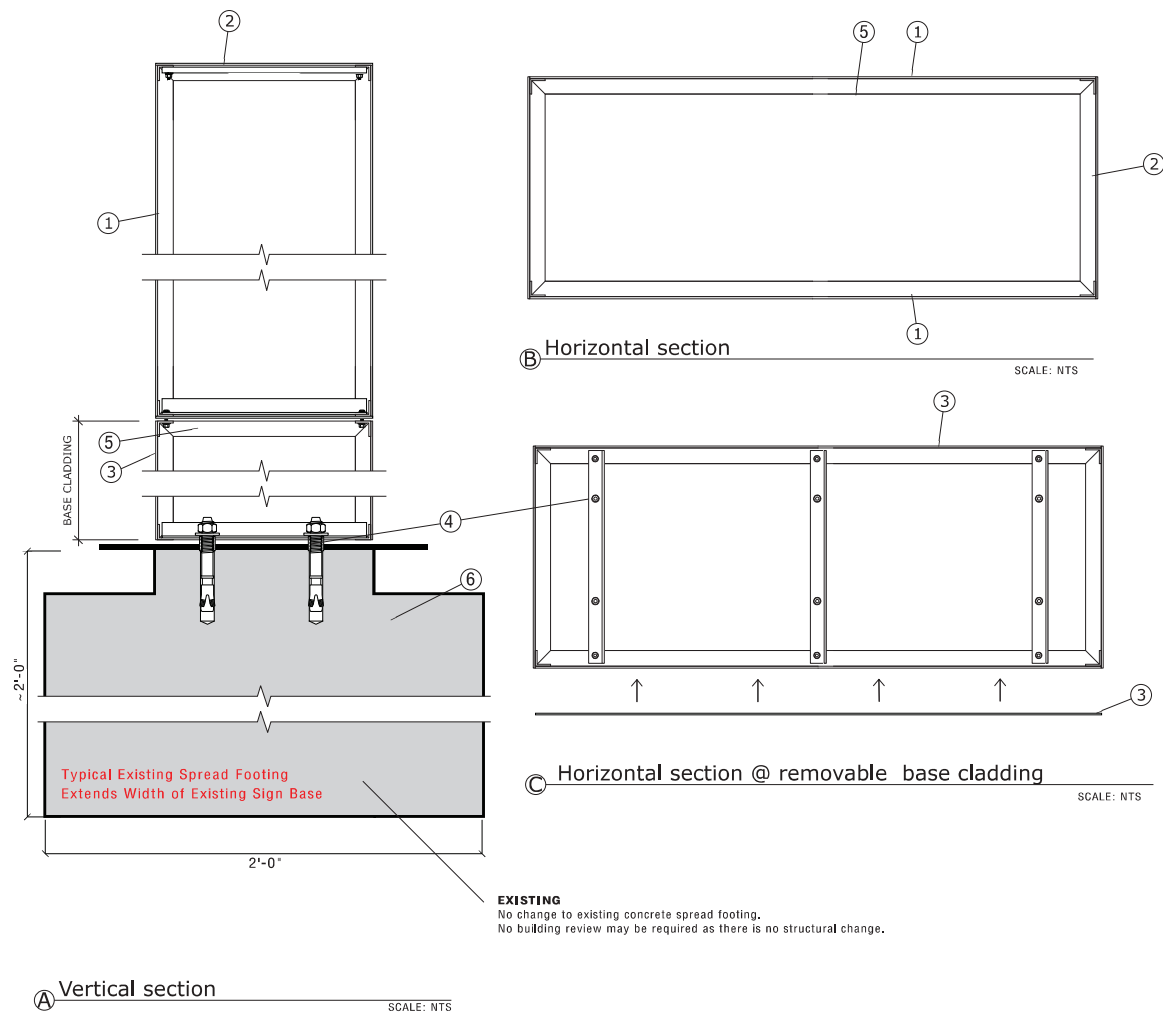


- Notes:**
- Sign face to be .125" aluminum. Form as shown. For oversized faces, weld and grind seams for a monolithic appearance. Paint finish as follows:
 - Paint finish header white. Semi-gloss finish.
 - Paint finish directional copy area Sutter Teal, semi-gloss finish.
 - Cladding to be .125" aluminum. Paint finishes white, semi-gloss finish.
 - Base cladding to be .125" aluminum. Paint finish White, semi-gloss finish, make one side removable for match plate access.
 - Logo to be Sutter Teal opaque film. Overlam with 3M 3660M overlaminate. Use artwork provided by designer.
 - Facility name to be white opaque film. Typeface to be Sora Semi-Bold.
 - Address copy to be white reflective film. Typeface to be Sora Medium.

29.25 sq.ft.

SCALE: 3/8"=1'-0"

METHODS OF INSTALLATION
SIGN MAP DESIGNATION: SIGN #1



- Notes:**
1. Sign face to be .125" aluminum. Form as shown. For oversized faces, weld and grind seams for a monolithic appearance.
 2. .125" Aluminum
 3. Base cladding to be .125" aluminum. Paint finish Sutter Teal, semi-gloss finish. Make one side removable for match plate access.
With #6 Stainless Countersunk Screws, Painted semigloss Sutter Teal
 4. Hilti KB-TZ2 3/8" x 3" Wedge Anchor 6 Per Sign.
 5. 1.5"x1.5"x.125" aluminum L angle frame. Miter cut, welded and grind smooth at corners.
 6. Existing Concrete Foundation Pedestal - No Change

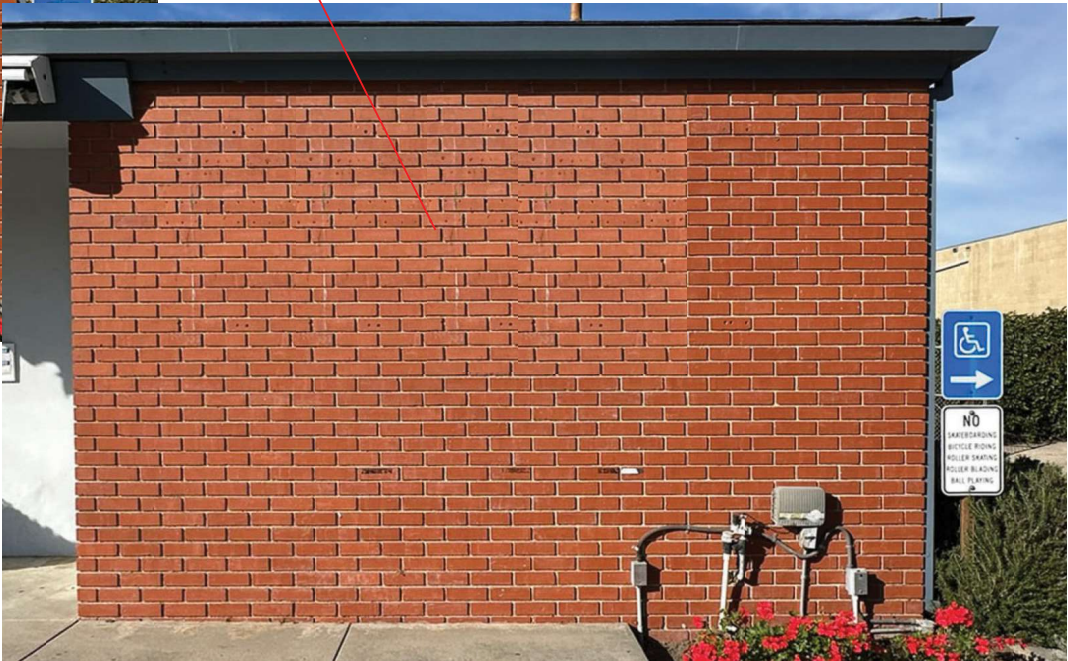
EXISTING ID SIGN #2 PHOTOS
SIGN MAP DESIGNATION: SIGN #2

Remove Sign & Do Not Replace

EXISTING:



NEW:



20 sqft each
SCALE: 1"=1'-0"

ATTACHMENT D

Original Permit: 07-023-SCC

SIGN CERTIFICATE OF CONFORMANCE

Case No.: 07-023-SCC



Zone District: C-1 General Plan Designation: C-G

Planner: Shine Ling

Project Address: 101 S. Patterson

A.P.N.: 071-220-038

Related Cases: 07-021-DRB; 86-V-16

Planning and Environmental Services hereby issues a Sign Certificate of Conformance for the sign attached to this document, based upon the project's consistency with Article I, Sign Regulations, and subject to the attached Design Review Board conditions.

ISSUANCE DATE: April 26, 2007

SIGN DESCRIPTION SUMMARY:

Sansum Clinic Monument Sign: Occupational Medicine

The monument sign will be constructed of aluminum with texture-coated faces and returns and flat cut-out 0.125" aluminum letters and logos installed directly on the faces. The dimensions of the sign are 5'-2" wide by 6'-0" tall, with a total area of 31 square feet. The sign will have the Sansum Clinic logo with descriptor text specifying the facility type ("Occupational Medicine") and the street address ("101 S. Patterson"). The blue and green "S" logo and the text "Sansum Clinic" will be constructed of 0.75" thick acrylic; the remaining text would be constructed of 0.5" thick acrylic. The sign will be illuminated with two spot lights, one on each side. The sign will be located on the site of an existing monument sign (i.e., the new monument will replace the existing monument, located in the front yard setback). The project was filed by Mike Dale of Sansum Clinic.

Planning and Environmental Services:

Shine Ling Shine Ling 4/26/07
Planner Signature Date

OWNER/APPLICANT ACKNOWLEDGMENT: Undersigned permittee acknowledges receipt of this approval and agrees to abide by all terms and conditions thereof.

MIKE DALE Mike Dale 4/26/07
Print Name Signature Date

NOTICE TO APPLICANT:

- This final issuance may be appealed, in writing, to the Goleta Planning Agency by the applicant, owner, or any interested person adversely affected by such decision within ten (10) days following the issuance date at 130 Cremona Drive, Suite B, Goleta, CA 93117 (\$35-12). If you have questions regarding this project please contact the planner at (805) 961-7548.
- This Sign Certificate of Conformance serves as the Planning Approval and Issuance for the sign(s) listed above and shown on the attached exhibits. Issuance of a permit for this project does not allow construction or use outside of the project description, or terms or conditions; nor shall it be construed to be an approval of a violation of any provision of any City policy, ordinance or other governmental regulation.