

Agenda Item C.1 CONCEPTUAL/PRELMINARY/FINAL REVIEW Meeting Date: September 9, 2025

TO: Goleta Design Review Board

SUBMITTED BY: Brian Hiefield, Senior Panner

SUBJECT: 470 S. Patterson Ave. (APN 065-090-017) Sutter Health Signage

Case No. 25-0027-DRB, 25-0022-ZC

DRB ACTIONS FOR CONSIDERATION:

1. Adopt DRB and California Environmental Act Findings provided as Attachment A;

- 2. Adopt CEQA Categorical Exemption Section 15311(a) as provided in Attachment B; and
- 3. Conduct Conceptual and Preliminary review and approve or approve with conditions.

PROJECT DESCRIPTION:

This is a request for a *Conceptual/Preliminary/Final Review* for signage as follows:

- Remove and replace the signage on an existing, previously permitted, two-sided non-illuminated freestanding monument sign. The new sign will measure approximately 29 square feet, with letter heights ranging from approximately two inches to six inches, including the Sutter Health branding and property address. The sign color will be teal with a white background. The freestanding sign structure will be surrounded by new and existing landscaping.
- Remove and replace the existing, previously permitted, tenant wall signs for both tenant spaces in the existing building. One of the new non-illuminated wall signs is approximately 16 square feet, and the other new non-illuminated sign is approximately six square feet, with letter heights ranging from approximately four inches to approximately 6 inches. The sign color of one of the new wall signs will be teal with a white background, and the other will be pin-mounted letters in teal and black.

The project was filed by agent Abbi Biggs of Signs of Success for Sutter Health, property owner.

DISCUSSION:

The subject parcel previously had signage approved in July of 2007, which included the existing six-foot tall freestanding monument sign structure. While the existing sign structure would not be compliant with current sign regulations found in Goleta Municipal

Code (GMC) Section 17.40.080(C)(3) for maximum height of a freestanding sign (four feet), the current sign structure is considered legal non-conforming as it has a legally issued permit but doesn't conform to current regulations. The proposed sign-face change does not include any changes to freestanding monument sign structure, so the structure can remain as it is currently constructed. Therefore, the focus of the DRB should be on the design merits of the sign face change rather than the existing freestanding sign structure. The proposed non-illuminated wall signs are consistent with GMC Section 17.40.080(F), regulations for Wall Signs.

In accordance with Table 17.40.060(O) of the Goleta Municipal Code, the total signage area allowed for office zoned properties is 0.5 square feet per lineal foot of street frontage. Sutter Health has approximately 235 feet of street frontage with approximately 52 square feet of proposed signs. Since the square footage of the proposed signs is less than the allowance it complies with Title 17.

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.

In addition to the applicable sign regulations above, the signs are subject to General Plan Policy VH 4.13 Signage, which states:

Signs shall maintain and enhance the city's appearance through design, character, location, number, type, quality of materials, size, height, and illumination. The following standards shall apply:

- a. Signs shall minimize possible adverse effects on nearby public and private property, including streets, roads, and highways.
- b. Signs shall be integrated into the site and structural design, shall be compatible with their surroundings, and shall clearly inform pedestrians, bicyclists, and motorists of business names.
- c. Signs shall not detract from views or the architectural quality of buildings, structures, and/or the streetscape. Protrusion of signs and/or sign structures into the skyline should be minimized to avoid a cluttered appearance.
- d. Signs shall be of appropriate and high-quality style, color, materials, size, height, and illumination.
- e. Lighting is considered an integral part of sign design and shall be controlled to prevent glare and spillage onto adjacent areas.
- f. Internally illuminated cabinet or can signs shall be prohibited.
- g. Billboards and other off-premises advertising signs shall be prohibited.

ENVIRONMENTAL REVIEW (NOE):

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(a) 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 because on-premise signs are Categorically Exempt, pursuant to CEQA regulations § 15311(a).

Moreover, none of the exceptions to the categorical exemptions set forth in State CEQA Guidelines section 15300.2 apply to the project given the nature of the proposal which is signage on an as-built and permitted freestanding sign structure, and new wall signs to replace the existing wall signs. 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 will 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; signage for a business is not considered 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 location does not contain hazardous waste and is 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 project's site does not contain any identified significant cultural resources, and no grading is proposed.

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 following (if no appeal if submitted); 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 Notice of Exemption
- C Project Plans

Attachment A Findings for Approval

Attachment A Design Review and California Environmental Quality Act Findings for Sutter Health Signage Case Nos. 25-0027-DRB and 25-0022-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.

In accordance with Table 17.40.060(O) of the Goleta Municipal Code, the total signage area allowed for office zoned properties is 0.5 square feet per lineal foot of street frontage. Sutter Health has approximately 235 feet of street frontage with approximately 52 square feet of proposed signs. Since the square footage of the proposed signs is less than the allowance and complies with Title 17, this finding can be made.

 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 project proposes to install two wall mounted non-illuminated signs to replace the existing wall mounted signs and proposes to reface the existing permitted freestanding sign structure; no other development is proposed to the existing structures at this time. The new signs will not affect the circulation nor the building layout on the property. Therefore, this finding can be made.

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.

All wall signs are different sizes yet maintain the same theme and color palette while maintaining the harmonious relationship with the existing building architecture as evidenced by their design and consistency with applicable development standards of Title 17. Therefore, this finding can be made.

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

The project is limited to the installation of replacement signage. This signage is well thought out in terms of material, color, and composition and is consistent with the Sutter Health brand. Therefore, this finding can be made.

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.

The new wall signs and freestanding monument sign are non-illuminated and will not have electrical equipment. Therefore, this finding can be made.

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

No grading is proposed as part of this project.

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.

New landscaping proposed around the freestanding sign structure will augment the existing landscaping. The selection of plant materials around the existing freestanding sign structure will be consistent with and complementary to the existing landscaping. No specimen, protected trees, or existing native vegetation will be removed as part of the project. Therefore, this finding can be made.

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.

The selection of plant materials around the existing freestanding sign structure will be consistent with and complementary to the existing landscaping. Therefore, this finding can be made.

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

No lighting is proposed as part of this project.

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 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 signs and freestanding monument sign are consistent with applicable policies of the City of Goleta General Plan, for example VH Policy 4.13.

CALIFORNIA ENVIRONMENTAL QUALITY ACT FINDING

12. 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(a) 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 because on-premise signs are Categorically Exempt, pursuant to CEQA regulations § 15311(a).

Moreover, none of the exceptions to the categorical exemptions set forth in State CEQA Guidelines section 15300.2 apply to the project given the nature of the proposal which is signage on an as-built and permitted freestanding sign structure, and new wall signs to replace the existing wall signs. 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 will 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; signage for a business is not considered 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 location does not contain hazardous waste and is 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 project's site does not contain any identified significant cultural resources, and no grading is proposed.

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

Attachment B Notice of Exemption

NOTICE OF EXEMPTION (NOE)

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 From: City of Goleta 130 Cremona Drive, Suite B Goleta, CA 93117
105 E. Anapamu Street, Room 407 GOLETA Santa Barbara, CA 93101
Subject: Filing of Notice of Exemption
——————————————————————————————————————
Project Title: Sutter Health Replacement Signage Case Nos. 25-0022-ZC and 25-0027-DRB
Project Applicant: Abbi Biggs of Signs of Success for Sutter Health, property owner
Project Location (Address and APN): 470 S. Patterson Ave. Goleta, CA 93117 County of Santa Barbara APN: 065-090-017
 Description of Nature, Purpose, and Beneficiaries of Project: The project involves a sign face change out on the existing non-illuminated monument sign and the replacement of two existing wall signs. The sign area of the monument panel would be approximately 29 square feet. The freestanding sign structure will be surrounded by new and existing landscaping. One new non-illuminated wall sign is approximately 16 square feet, and the other non-illuminated sign is approximately six square feet, with letter heights ranging from approximately four inches to approximately 6 inches.
The purpose of the project is to provide building/business identification. The beneficiary of the project is the property owner.
Name of Public Agency Approving the Project: Design Review Board of the City of Goleta
Name of Person or Agency Carrying Out the Project: Abbi Biggs of Signs of Success for Sutter Health, property owner
Exempt Status: (check one) ☐ Ministerial (Sec. 15268) ☐ Declared Emergency (Sec. 15269 (a)) ☐ Emergency Project (Sec. 15269 (b) (c)) ☐ Categorical Exemption: § 15311 (Accessory Structures)

NOTICE OF EXEMPTION (NOE)

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.: State CEQA Guidelines), and the City's Environmental Review Guidelines, the project has been found to be exempt from CEQA under Section 15311(a) of the CEQA Guidelines and a Notice of Exemption is proposed.

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

NOTICE OF EXEMPTION (NOE)

Brian I 805-96	f Goleta Cont Hiefield, Senio 31-7559 Ild@cityofgole		one Number, and	d Email:	
Signat	ure		Title		Date
 If filed by the applicant: Attach certified document of exemption finding Has a Notice of Exemption been filed by the public agency approving the project? □Yes 					
Date r	eceived for filir	ng at OPR:			
Note:	•	d: Section 21083 and ections 21108, 2115			

Attachment C

Project Plans

SIGNAGE SUBMITTAL

PROJECT: SIGNAGE REBRAND - SANSUM CLINIC TO SUTTER HEALTH

Site Name: Sutter Health Corporate Office

Parcel ID: 065-090-017

Site Addresses:

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

- 5330 Ekwill St., Goleta, CA 93111

Property Frontage:

S. Patterson Ave.: 226'-9"

Ekwill St.: 418'-0"

Primary Building Frontage:

S. Patterson Ave.: 109'-6"

Ekwill St.: 306'-6"

Existing ID Signage Footage: 55 sq.ft.

Proposed ID Footage Increase/Decrease: -4 sq.ft.

Total New ID Signage Footage: 51.65 sq.ft.

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

STAMP AREA



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

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APPROVALS

Tracy Murphy

Signature, Client

Sutter Health 04/04/2025

Business Name

Date

Signature, Property Owner

Business Name

Date

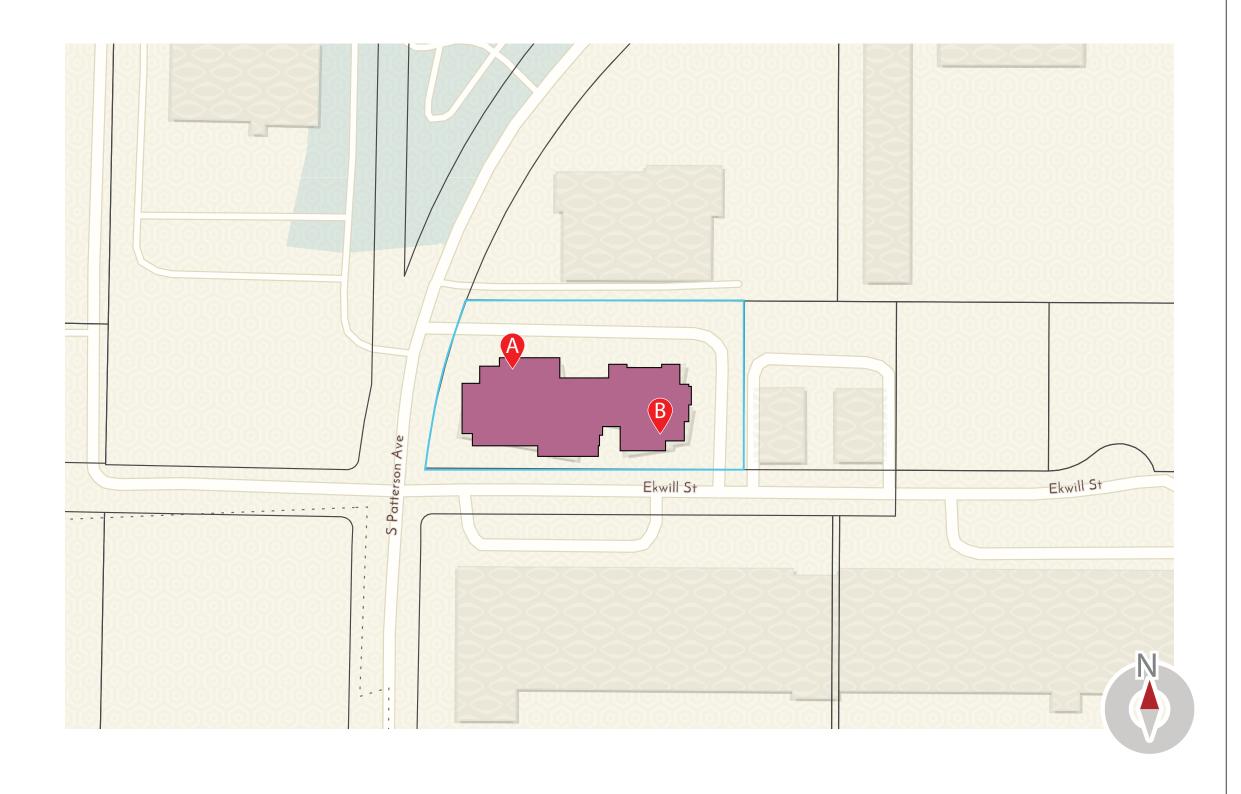
SPECIAL NOTE: Please be very careful to review for any numbering, punctuation, typos, capitalization, spacing, spelling, mounting, finish, color, material or other errors. Signs of Success can't take responsibility for any artwork approved with errors. This artwork is the final art and supersedes all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

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VICINITY MAP

BUILDINGS				
Building Number	Address	Number of Signs		
Α	470 S Patterson	2		
A 5330 Ekwill St		1		

MAP KEY	
PROPERTY LINE	
BUILDING INCLUDED IN SCOPE	
BUILDING MARKER	A



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SITE PLAN

SIGN SCHEDULE			
SIGN#	Туре	Notes	
1#	M2U-7-NIL	Refresh on Existing Foundation	
2&	M2-6-NIL	Remove Existing Wall ID & Replace with Monument]	
3&	PLT-V sim.	Remove Existing Wall ID & Replace with New Wall ID	

Key Sign Location Plan

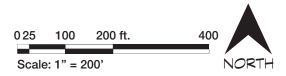
N = New Sign

* = No Change At Existing Sign

R = Existing sign to be removed without replacement

& = Existing Sign to be Removed & Replaced with New Sign

= Existing Sign Refreshed with New Branding on existing Foundation



Ekwill St.

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MAP KEY

PROPERTY LINE

SIGN LOCATION

BUILDING INCLUDED IN SCOPE

ADJACENT PARCEL BUILDINGS

EXISTING SIGN

SIGN MAP DESIGNATION: SIGN #1



Refresh sign on existing foundation

31 sqft

SCALE: 1/2"=1'-0"

NEW SIGN ELEVATION

SIGN MAP DESIGNATION: SIGN #1



New Apperance Double-Sided Sign

> New Updated landscaping Blue finger Ground Cover on both sides of Sign. (Common at other Sutter Health sites around area)

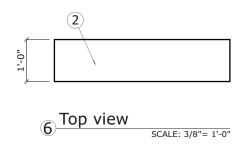
> > 29.25 sqft each

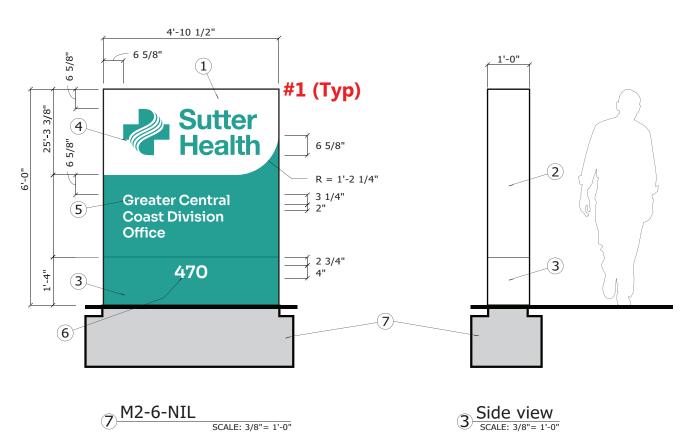
SCALE: 1/2"=1'-0"

NEW SIGN ELEVATION SIGN MAP DESIGNATION: SIGN #1 Area of Sign = 29.25 sq.ft. Area of Landscaping = \sim 339.11 sq.ft. Driveway S. Patterson Ave. NEW Blue Fingers Ground Cover **Existing Geraniums** 9'-11" to Curb **Existing Bushes** 5'-0" Sign to Sidewalk

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SIGN DETAIL SIGN MAP DESIGNATION: SIGN(S) #1 Double-Sided





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:
- a. Paint finish header white. Semi-gloss finish.
- b. Paint finish directional copy area Sutter Teal, semigloss finish.
- 2. 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.

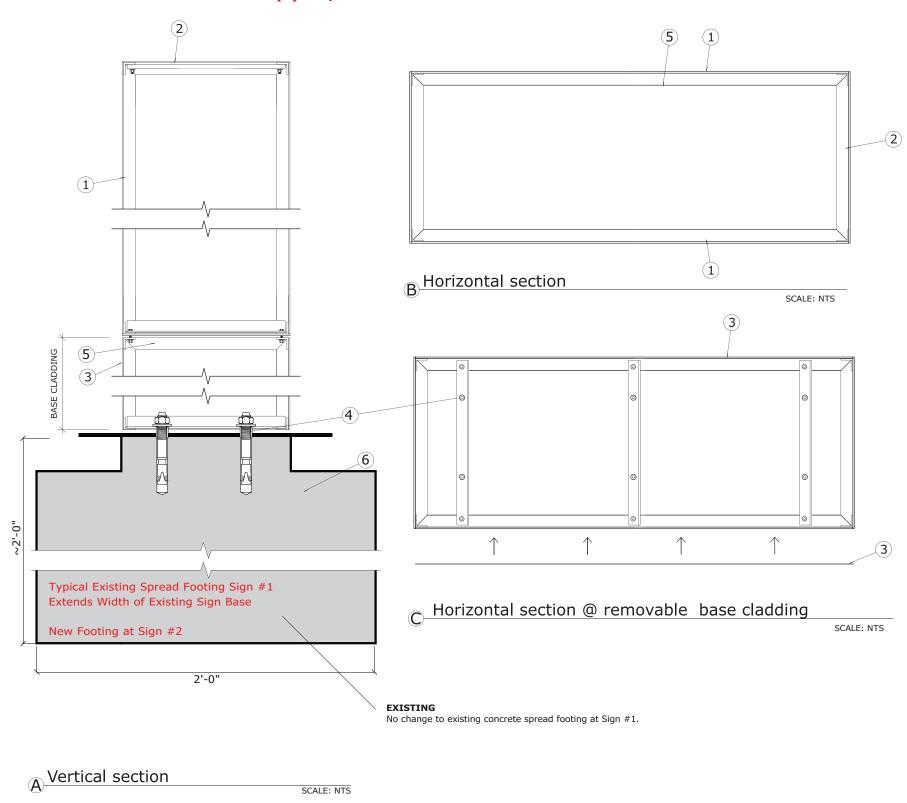
- 4. Logo to be Sutter Teal opaque film. Overlam with 3M 3660M overlaminate. Use artwork provided by designer.
- 5. Facility name to be white opaque film. Typeface to be Sora Semi-Bold.
- 6. Address copy to be white reflective film. Typeface to be Sora Medium.
- 7. No change to existing concrete spread footing. To be reused and secured to with Hilti KB-TZ2 3/8"x3" wedge anchors (min. 4 per sign) - matching existing. Per Santa Barbara City building department no building review required as there is no structural change.

29.25 sqft each

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

METHODS OF INSTALLATION

SIGN MAP DESIGNATION: SIGN(S) #1, #2



Notes:

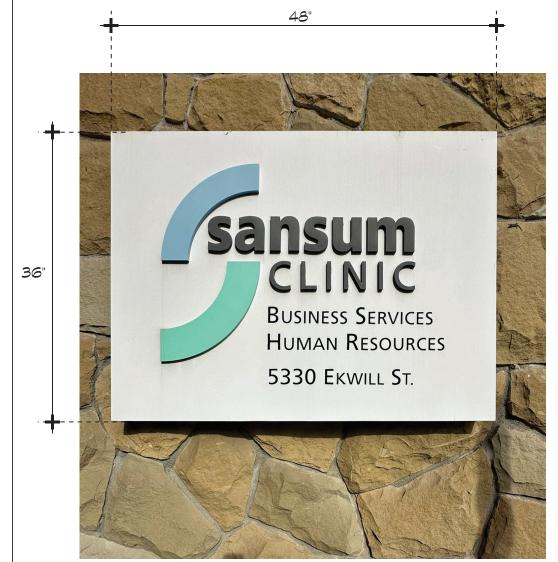
- 1. Sign face to be .125" aluminum. Form as shown. For oversized faces, weld and grind seams for a monolithic appearance.
- 2. .125" aluminum
- 3. Base cladding to be .125" aluminum. Paint finish Sutter Teal, semi-gloss finish. make one side removable for match plate access.

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

EXISTING SIGN

SIGN MAP DESIGNATION: SIGN #2



SCALE: 1"=1'-0"



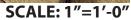
Existing

12 sqft

SCALE: 3"=1'-0"

NEW SIGN ELEVATION SIGN MAP DESIGNATION: SIGN #2







- Sign face to be .125" aluminum. Form as shown. For oversized faces, weld and grind seams for a monolithic appearance. Paint finish as follows:
 - a. Paint finish header white. Semi-gloss finish.
- b. Paint finish directional copy area Sutter Teal, semi-
- Logo to be Sutter Teal opaque film. Overlam with 3M 3660M overlaminate. Use artwork provided by designer.
- 3. Facility name to be white opaque film. Typeface to be Sora Semi-Bold.
- 4. Address copy to be white reflective film. Typeface to be Sora Medium.

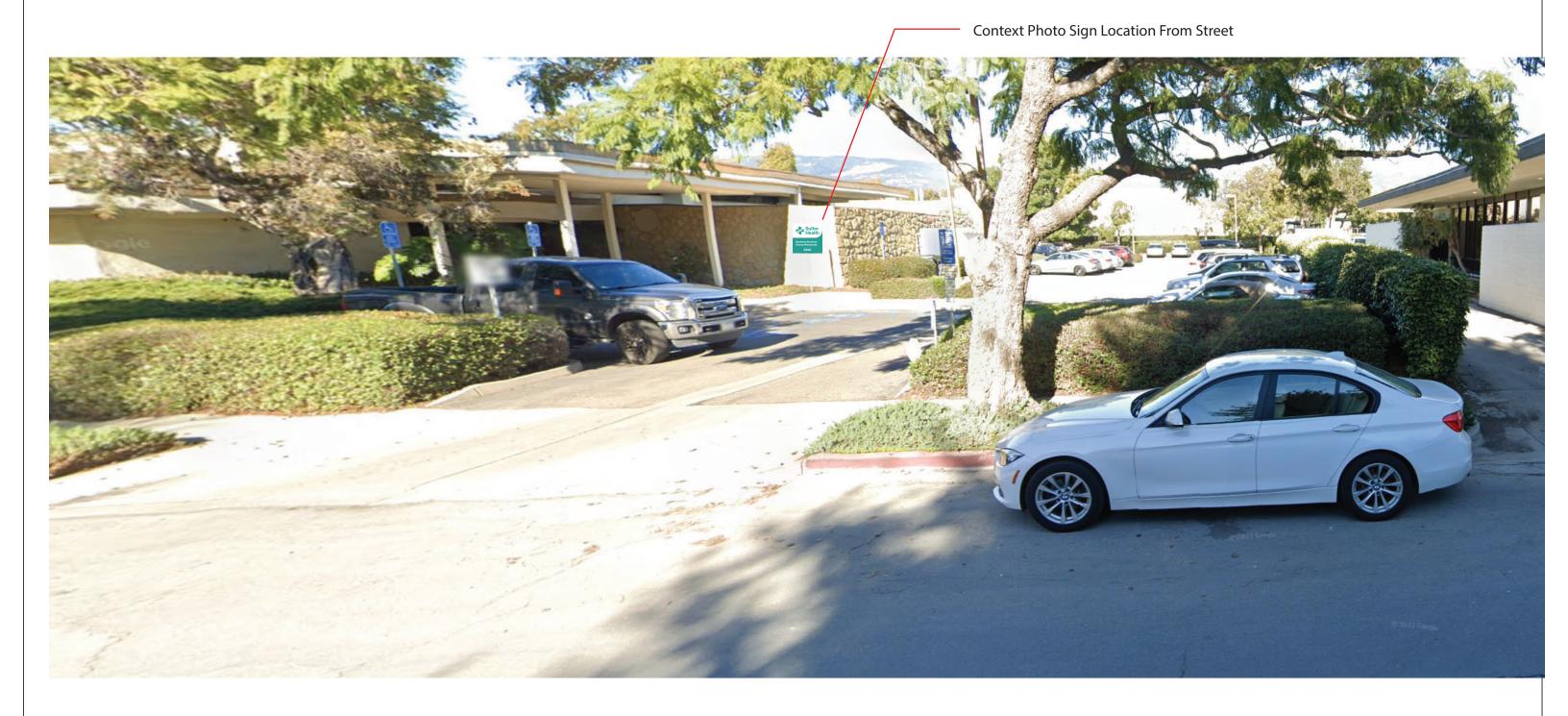


16 sqft

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

NEW SIGN ELEVATION

SIGN MAP DESIGNATION: SIGN #2

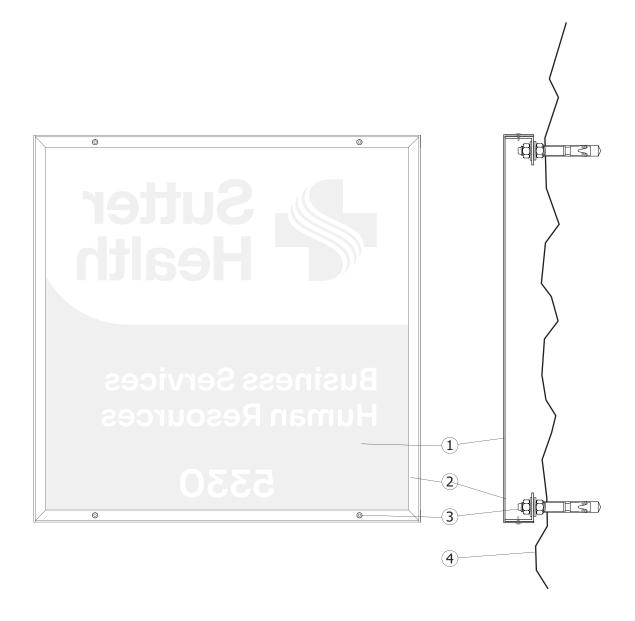


16 sqft

SCALE: 1/12"=1'-0"

METHODS OF INSTALLATION

SIGN MAP DESIGNATION: SIGN(S) #2



Notes:

- 1. Sign face to be .125" aluminum. Form as shown. For oversized faces, weld and grind seams for a monolithic appearance.
- 2. 2"x2"x.125" aluminum L channel frame. Miter cut, welded and grind smooth at corners. Attached to sign pan with painted stainless self tapping screws.
- 3. Hilti KB-TZ2 3/8" x 5" Wedge Anchor 4 Per Sign. 1.5" Min. Embeddment
- 4. Existing Stone Wall

SCALE: 1"=1'-0"

EXISTING ID SIGN

SIGN MAP DESIGNATION: SIGN #3



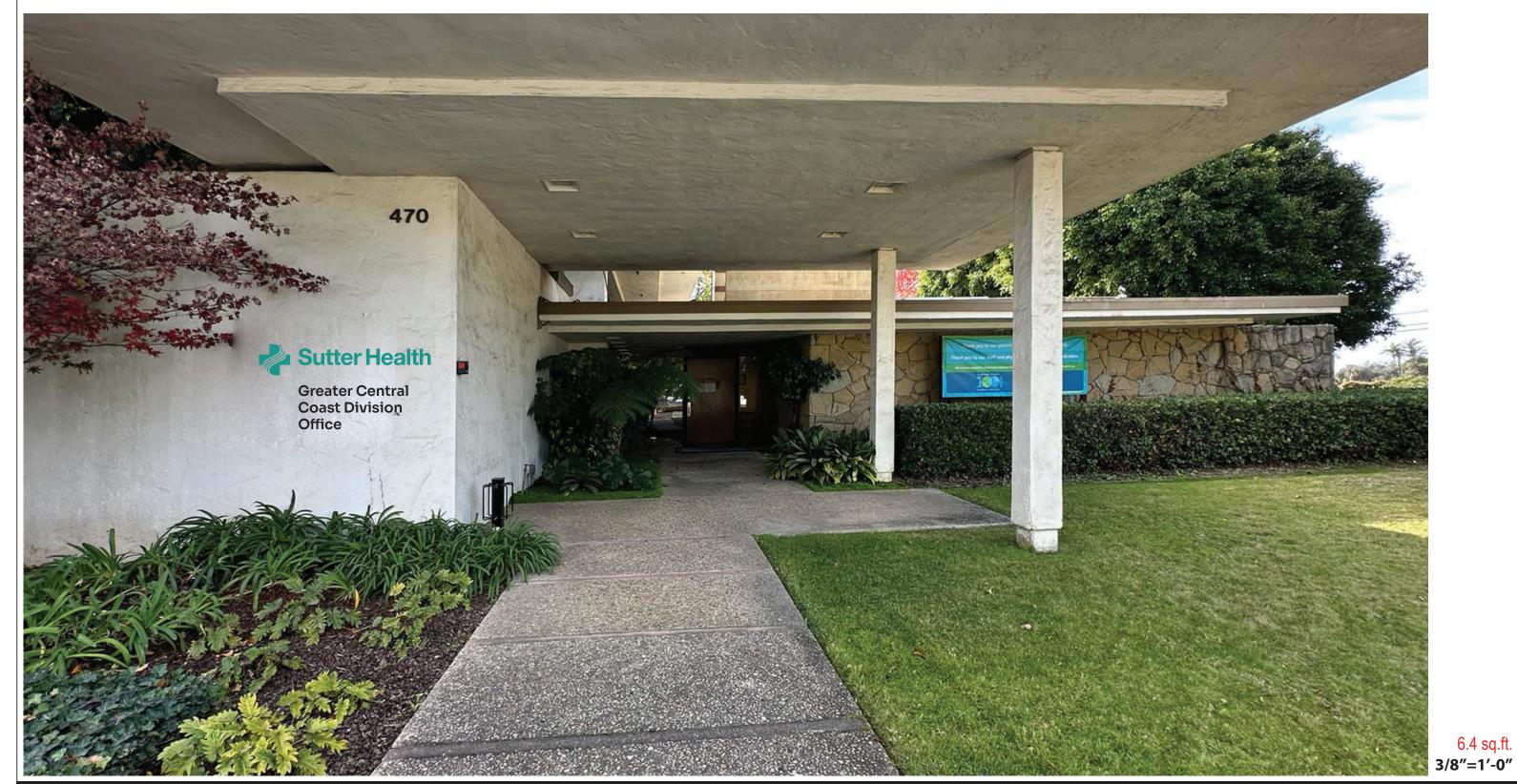
Remove Existing & Repair Wall

12 sqft

SCALE: 1"=1'-0"

NEW SIGN ELEVATION

SIGN MAP DESIGNATION: SIGN #3



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6.4 sq.ft.

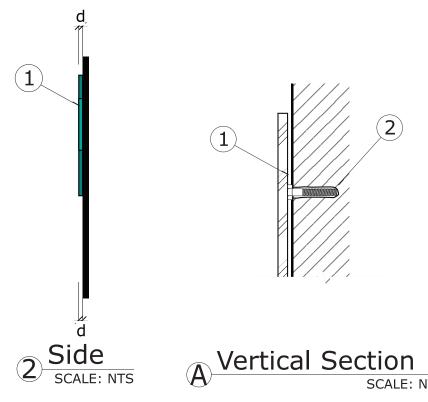
SIGN DETAIL

SIGN MAP DESIGNATION: SIGN #3



1 PLT-V sim. Identity Wall Sign SCALE: 10%

sign type	x	h	w	facility name cap ht (f)	d
PLT-H-6sim	5.6"	10.7"	59"	3.5"	.25"
				F=.6X	



Notes

- 1. Logo/ letters to be .25" aluminum. Paint finish Sutter Teal, satin finish. Size per table.
- 2. Drill and tap studs second surface to logo/ letter faces for wall attachment.
- Letters to be .25" aluminum. Paint finish black, satin finish Size per table.

6.4 sq.ft.

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

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SITE PHOTOS - EXISTING SIGNAGE PHOTOS

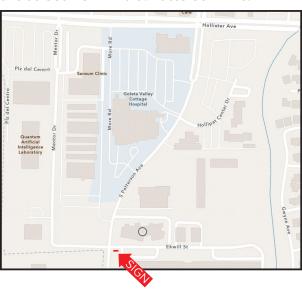


454 S. Patterson Ave. located North of 470 S. Patterson Ave.





550 S. Patterson Ave. located South across the street from 470 S. Patterson Ave.





454 S. Patterson Ave. located North across the street from 470 S. Patterson Ave.



CAVALLETTO MEDICAL OFFICE BUILDING

334 S. Patterson Ave. located Northeast of 470 S. Patterson Ave.

