



Agenda Item C.1
CONCEPTUAL/PRELIMINARY/FINAL REVIEW
Meeting Date: May 13, 2025

TO: Goleta Design Review Board

SUBMITTED BY: Samantha Bailey, Planning Intern
Mary Chang, Supervising Planner

SUBJECT: 5385 Hollister Avenue (APN 071-140-075) Sutter Health Signage
Case Nos. 24-0017-DRB

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 the removal and replacement of one existing nonilluminated wall sign. The proposed sign change reflects the building name change due to the integration of Sansum Clinic into Sutter Health. The proposed sign will read "Sutter Health" in 11" tall aluminum lettering painted in Sutter White, semi-gloss finish. To the left of the business name will be the 21" tall and 21" wide company logo in the same material and color. The total length of the sign will be 9' – 7" and the total sign area will be 10.24 square feet.

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

DISCUSSION:

The scope of this proposal is to remove and replace one existing nonilluminated wall 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 wall sign also meets the requirements in 17.40.080(F) as follows: 1) the proposed wall sign does not the exceed the height of the building wall to which it is attached and the proposed wall sign does not exceed the maximum sign area allowed;

2) the proposed wall sign does not exceed the maximum sign area allowed of 100 square feet as only a 10.24 square foot sign is proposed; 3) the proposed sign only projects .25" from the wall which is less than the 1' maximum; 4) the proposed sign does not cover any required wall openings; and 5) the sign is placed flat against the wall of the building. Additionally, the proposed signage is well below the maximum sign area as outlined in GMC 17.40.60(O) (10.24 square foot sign on approximately 115 feet of street frontage multiplied by .5 for office districts is 57.5).

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 sign will be added on an existing office building 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 signage. 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 an office 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 installation of signage on an existing non-historic 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 A

FINDINGS

Attachment A
DRB Findings for Signage and California Environmental Quality Finding
Sutter Health Signage
5385 Hollister Avenue
Case No. 25-0017-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 signage is compatible with the neighborhood as the type of proposed signage is very common in this office area of the city. The proposed wall sign conforms to the wall sign requirements of Goleta Municipal Code Section (GMC) 17.40.80 (F) and is well below the maximum sign area as outlined in 17.40.60 (O).

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 sign location is on an existing approved building, is within the same general location of the previous sign, and is in line with the size of the other nearby tenant signage. Further, the orientation of the signage is appropriate for the street frontage that borders the property. The location 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 sign is harmonious with signs at nearby businesses as the materials are similar to the neighboring businesses. The proposed wall 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 building on which the sign will be placed remains harmonious in terms of materials and colors on all sides of the building.

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.

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 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 is proposed to be oriented toward the adjacent commercial streets, and the proposed sign sizes are 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 sign will be added on an existing office building 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 signage. 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 an office 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 installation of signage on an existing non-historic 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):

5385 Hollister Avenue
Goleta, CA 93117
County of Santa Barbara
APN: 071-140-075

Description of Nature, Purpose and Beneficiaries of Project:

This is for the removal and replacement of one existing nonilluminated wall sign. The proposed sign change reflects the building name change due to the integration of Sansum Clinic into Sutter Health. The total sign area will be 10.24 square feet.

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.

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

Mary Chang, Supervising Senior Planner
(805) 961-7567
mchang@cityofgoleta.org

Signature	Title	Date
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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



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

Site Name: Sutter Health Goleta Physical Therapy

Parcel ID: 071-140-075

Site Addresses:

- 5385 Hollister Ave., Goleta, CA 93111

Property Frontage:

S. Patterson Ave: 114'-6"

Mentor Dr: 975'-1"

Ekwil St: 316'-11"

Primary Building Frontage:

Mentor Dr: 115'-0"

Existing ID Signage Footage: 23.13 sq.ft.

Proposed ID Footage Increase/Decrease: -12.87 sq.ft.

Total New ID Signage Footage: 10.24 sq.ft.

TABLE OF CONTENTS:

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APPROVALS

Tracy Murphy

Signature, Client

Sutter Health

02/07/2025

Business Name

Date

Jeff C. Bermant

Signature, Property Owner

March 6, 2025

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

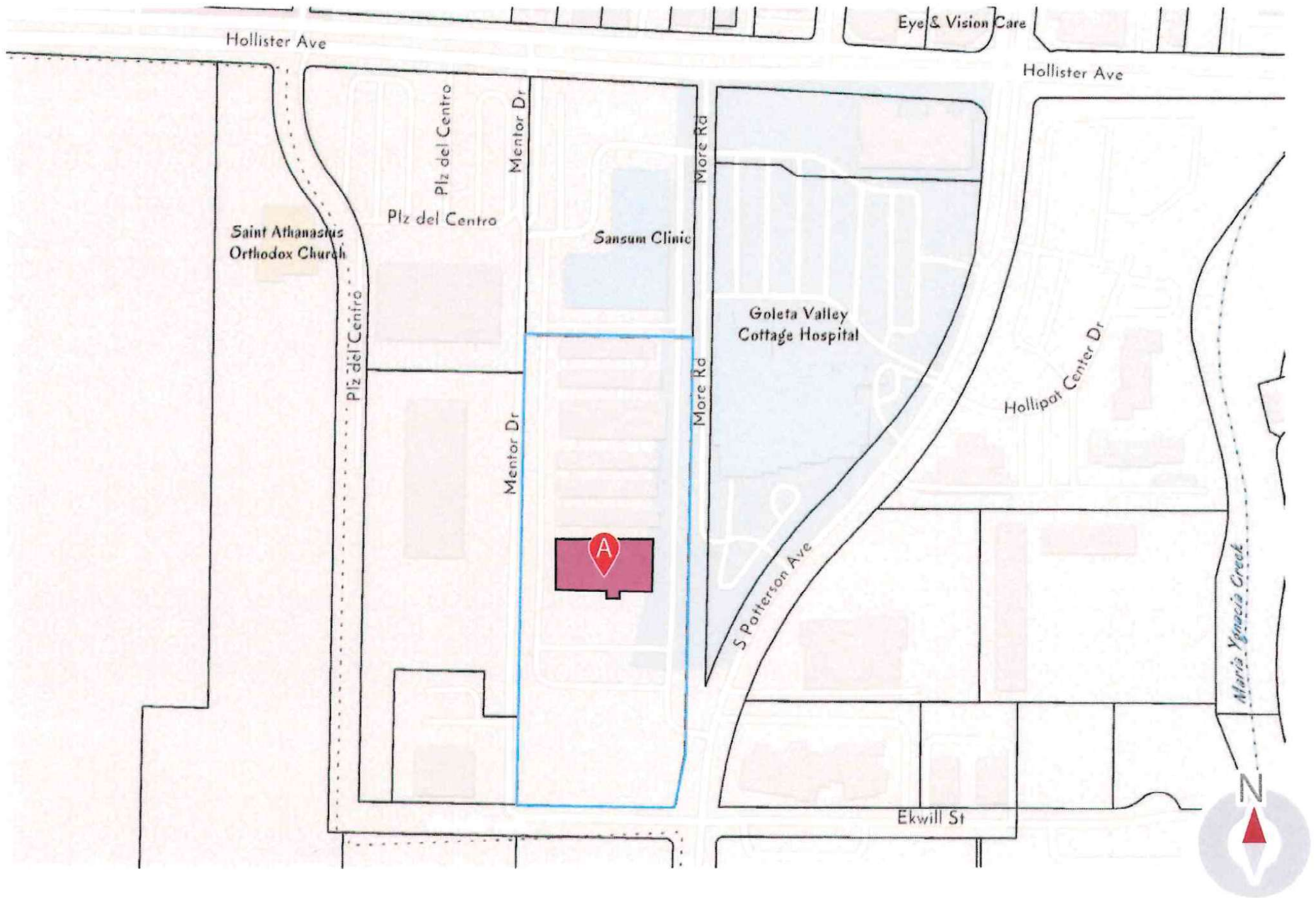
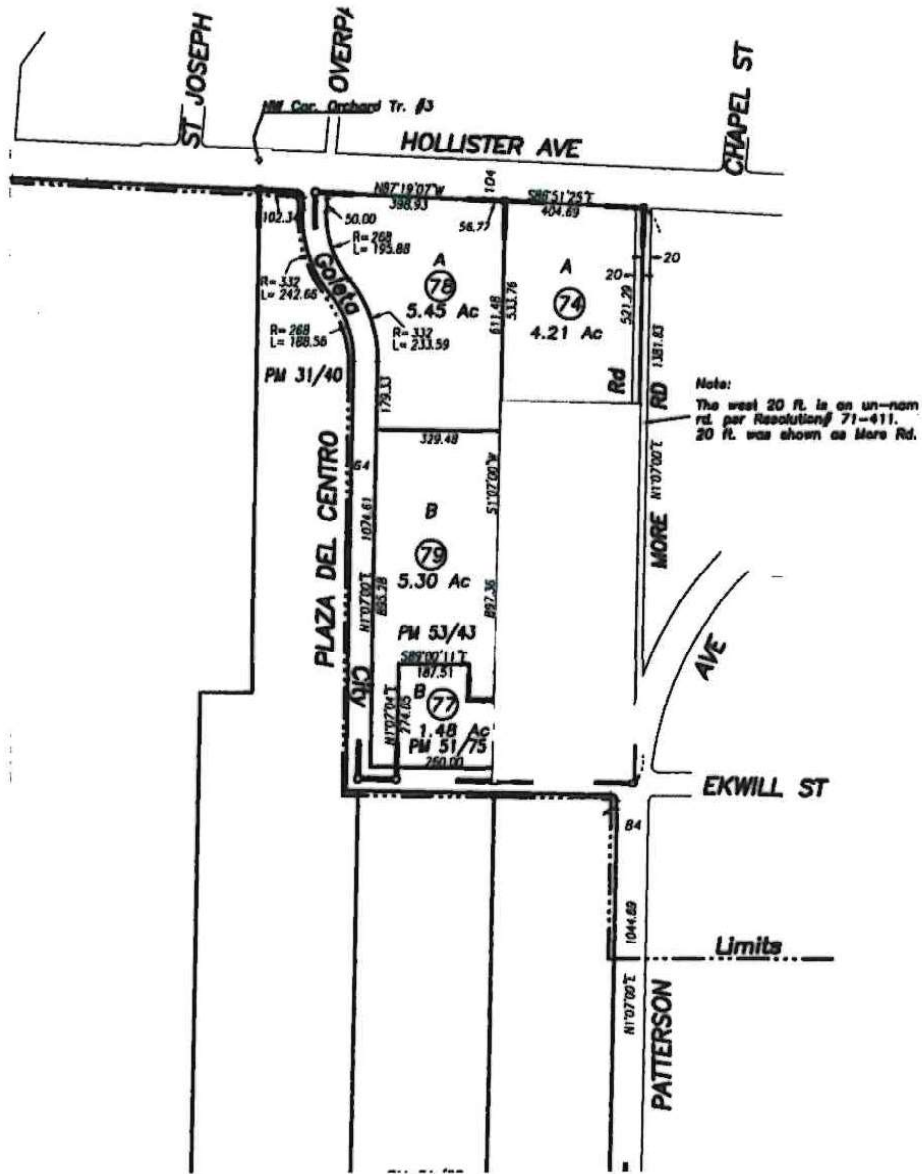
Email: rdrew@sutterhealth.org

Phone: 805-448-2999

VICINITY MAP

BUILDINGS		
Building Number	Address	Number of Signs
A	5385 Hollister Ave	1

MAP KEY	
PROPERTY LINE	
BUILDING INCLUDED IN SCOPE	
BUILDING MARKER	



SITE PLAN

MAP KEY

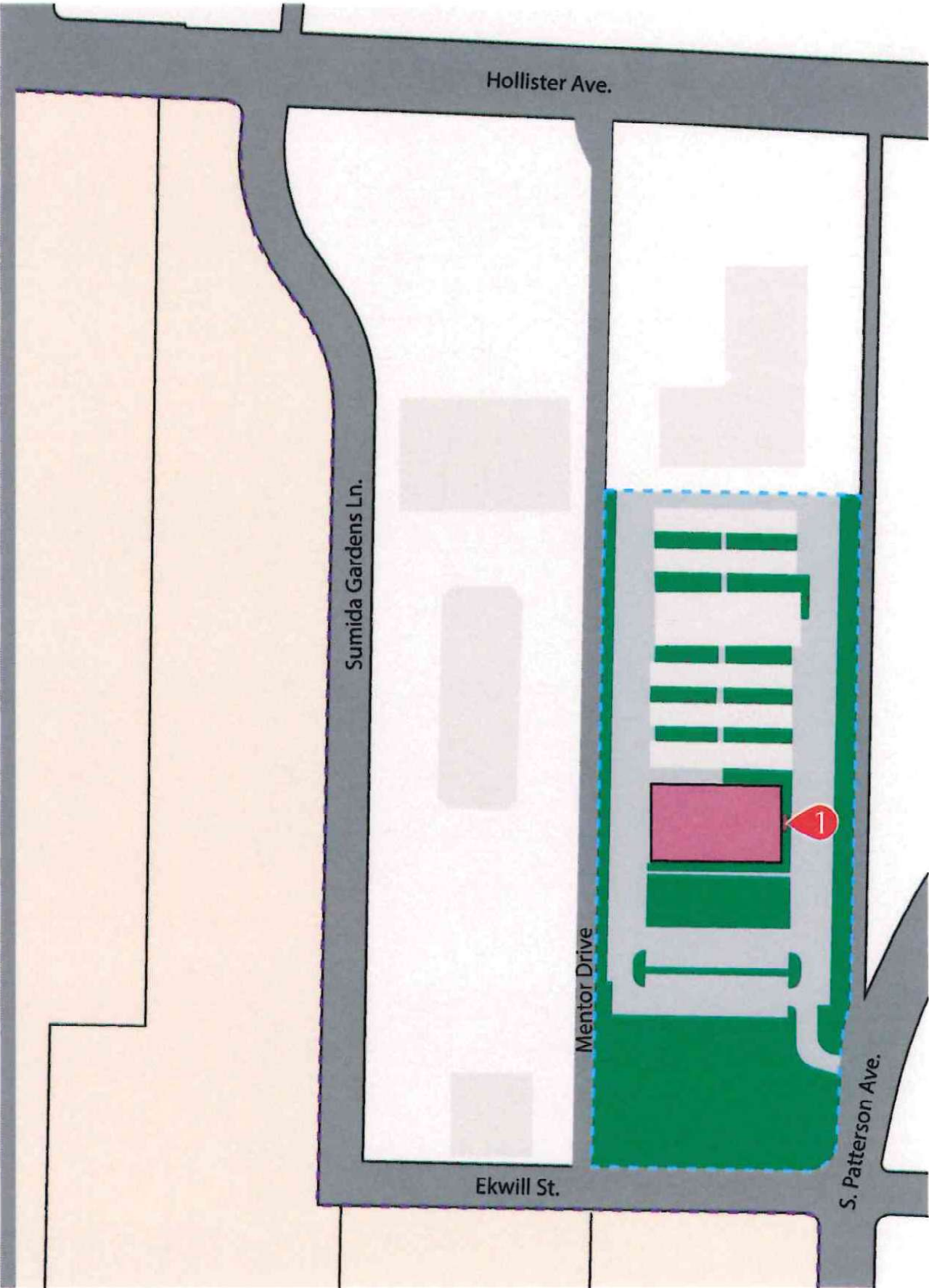
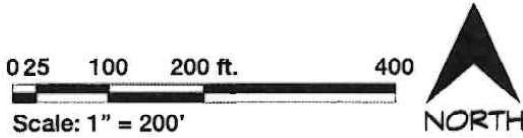
PROPERTY LINE

BUILDING INCLUDED IN SCOPE

SIGN LOCATION

ADJACENT PARCEL BUILDINGS

GOLETA CITY LINE



EXISTING SIGN
SIGN MAP DESIGNATION: SIGN #1



23.13 sqft

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

NEW SIGN ELEVATION
SIGN MAP DESIGNATION: SIGN #1



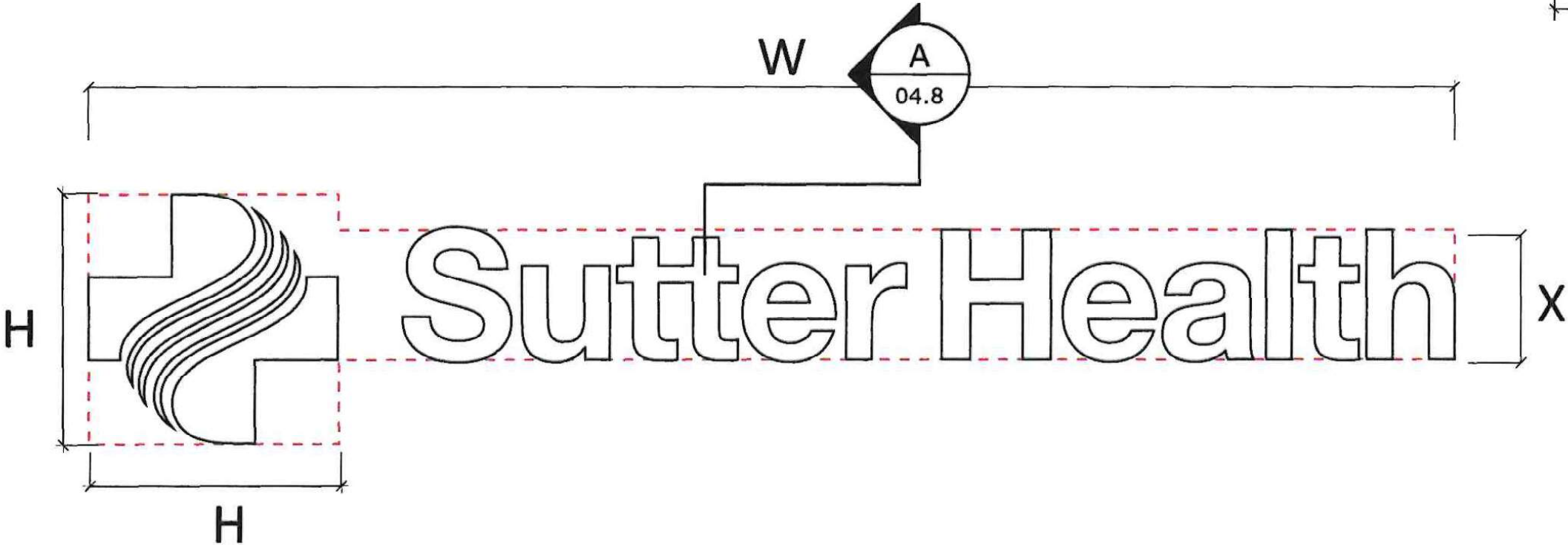
10.24 sq.ft.

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

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

Exempt Address Numbers
FOR REFERENCE ONLY

F 5385



- Notes:
- 1. Logo/ letters to be .25" aluminum. Paint finish Sutter White, semi-gloss finish. Size per table.
 - 2. Drill and tap studs second surface to logo/ letter faces for wall attachment.
 - 3. Facility name placement. See page 06.3 for details.

① PLT-V-9 Sim. Identity Wall Sign

sign type	x	h	w	facility name cap ht (f)	d	sqft
PLT-V-9	11"	1'-9"	9'-7"	6"	.25"	10.24

