



TO: Goleta Design Review Board

SUBMITTED BY: Samantha Bailey, Current Planning Intern

SUBJECT: 122 S Patterson Ave (APN 065-050-034) 122 S Patterson Sutter Health Signage and California Environmental Quality Act Notice of Exemption Case Nos. 25-0011-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 a **Conceptual/Preliminary/Final** review for the removal and replacement of one existing nonilluminated walls 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 12” tall aluminum lettering painted in White, satin finish. To the left of the business name will be the 23” tall company logo in the same material and color. The total length of the sign will be 10’ – 6 1/2” and the total sign area will be 12.5 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 Abbigayle 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 meets the wall sign requirements of GMC 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; 2) the proposed wall sign does not exceed the maximum sign area

allowed of 100 square feet as only a 12.5 square foot sign is proposed; 3) the proposed sign only projects .25" from the wall which is less than the 1' maximum; 4) the proposal does not cover any required wall openings; and 5) the proposed sign is placed flat against the wall building. Additionally, the proposed signage is well below the maximum sign area as outlined in GMC 17.40.60(O) (12.5 square foot sign on approximately 197' -11" feet of street frontage multiplied by .5 for office districts is 98.96).

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.), 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 the existing commercial 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 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 commercial 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 (DRB) appeal period; (2) ministerial issuance of a Zoning Clearance following (Case No. **25-0013-ZC**) if no appeal is submitted; and (3) Building Permits as needed.

If the DRB action is appealed and the appeal is upheld, DRB's action will be rescinded and the DRB process will start over.

ATTACHMENTS:

- A – Findings
- B – Notice of Exemption
- C – Project Plans
- D – Calle Real Shopping Center OSP

ATTACHMENT A

FINDINGS

Attachment A
DRB Findings for Signage and California Environmental Quality Finding
122 S Patterson Sutter Health Signage
122 S Patterson Avenue
Case No. 25-0011-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 the existing commercial 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 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 commercial 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:

122 S Patterson Sutter Health Signage
Case No. 25-0013-DRB; 25-0011-ZC

Project Applicant:

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

Project Location (Address and APN):

122 S Patterson Avenue
Goleta, CA 93117
County of Santa Barbara
APN: 065-050-034

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 12.5 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:

Kasey Clark, of info@akcservices.net, on behalf of T-Mobile, 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 Family Medicine

Parcel ID: 065-050-034

Site Addresses:

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

Property Frontage:

S. Patterson Ave.: 197'-11"

Primary Building Frontage:

S. Patterson Ave.: 70'-0"

Existing ID Signage Footage: 49.36 sq.ft.

Proposed ID Footage Increase/Decrease: -7.5 sq.ft.

Total New ID Signage Footage: 41.86 sq.ft.

TOTAL MAXIMUM SIGN AREA: 98.96 sq.ft.

(Office/Industrial - 0.5 per lineal foot of street frontage)



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APPROVALS

Tracy Murphy

Signature, Client

Sutter Health 02/07/2025

Business Name

Date

Richard Drew

Richard Drew (Mar 7, 2025 15:46 PST)

Signature, Property Owner

Sutter Health DBA Sansum Clinic 03/07/2025

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

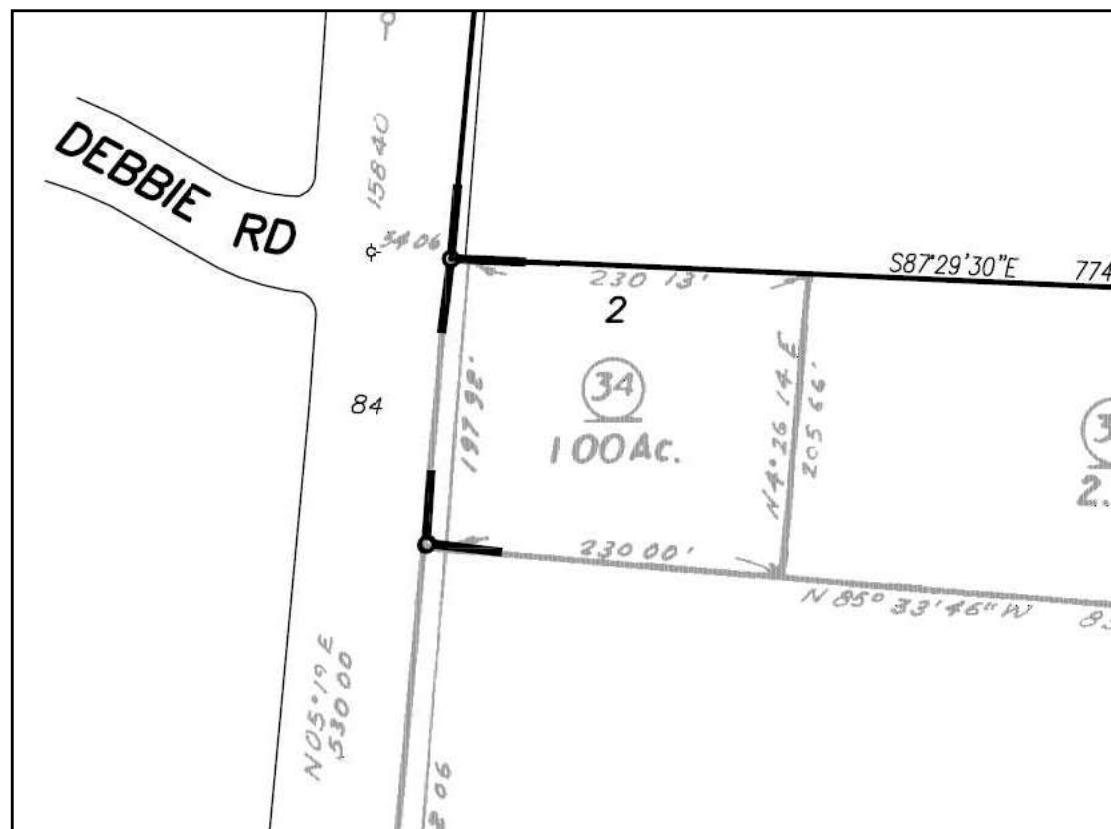
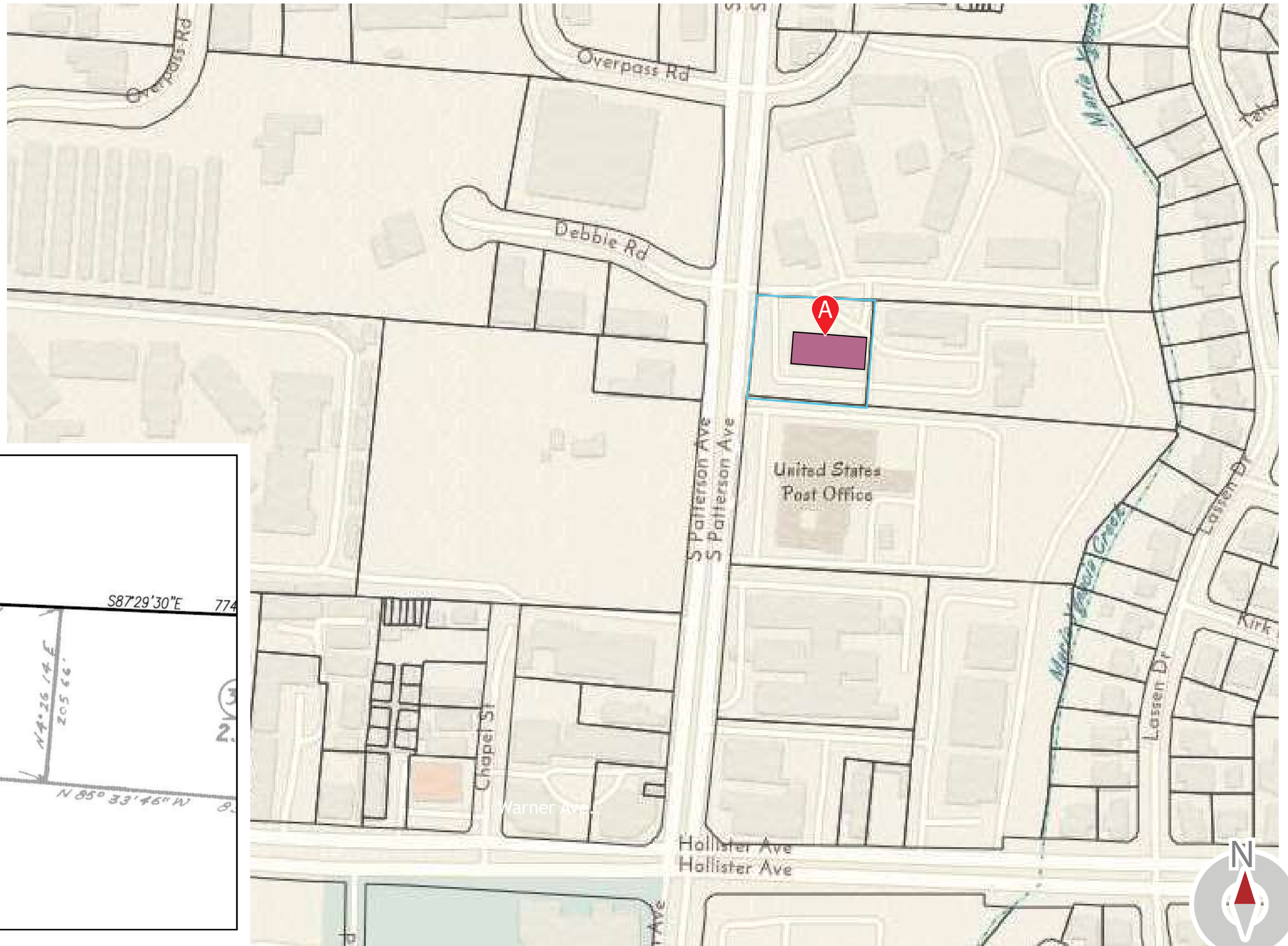
VICINITY MAP

BUILDINGS

Building Number	Address	Number of Signs
A	122 S Patterson	7

MAP KEY

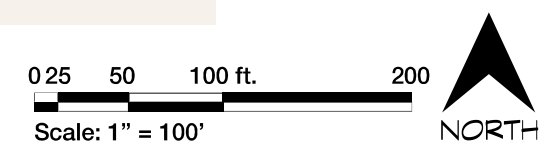
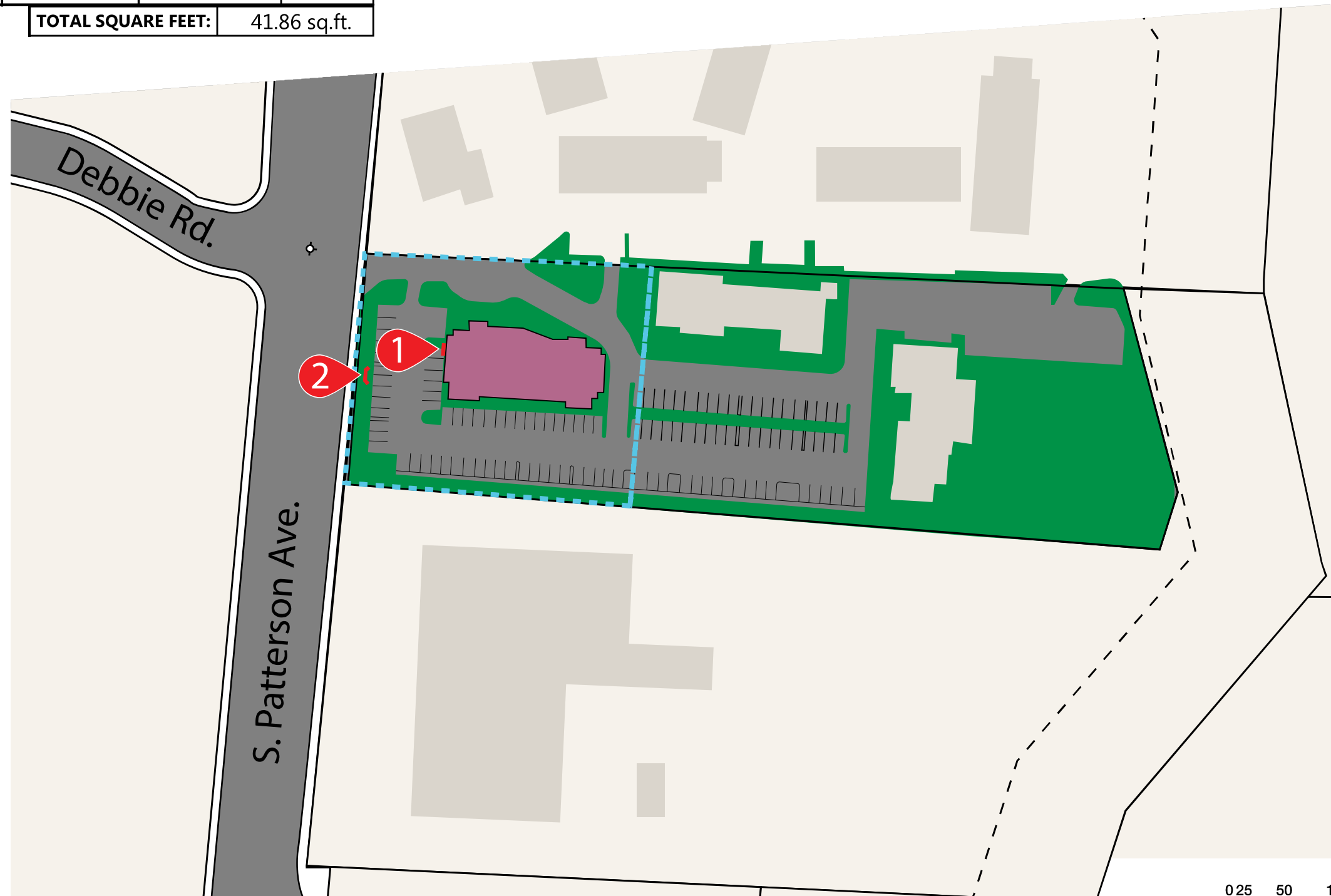
PROPERTY LINE	
BUILDING INCLUDED IN SCOPE	
BUILDING MARKER	



SITE PLAN

General Sign Details Including Directional Signs:					
Sign Number	New, Altered, or Refaced	Sign Type (Ground, Wall, Hanging...)	Material (Aluminum, Stone, Acrylic...)	Sign Size (Inches)	Area (Square Feet)
1	Remove & Replace	Wall	Aluminum	48"x60"	12.5
2	NO CHANGE	Ground	Aluminum	284.5" x 23"	29.36
TOTAL SQUARE FEET:					41.86 sq.ft.

MAP KEY	
PROPERTY LINE	
BUILDING INCLUDED IN SCOPE	
SIGN LOCATION	
ADJACENT PARCEL BUILDINGS	



EXISTING BUILDING ELEVATIONS

WEST FACE:



NORTH FACE:



SOUTH FACE:



EAST FACE:



EXISTING SIGN

SIGN MAP DESIGNATION: SIGN #1

Remove

280 sq.ft. building façade
TOTAL MAXIMUM SIGN AREA: 98.96 sq.ft.
(Office/Industrial 0.5 per lineal foot of street frontage)



20 sqft

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

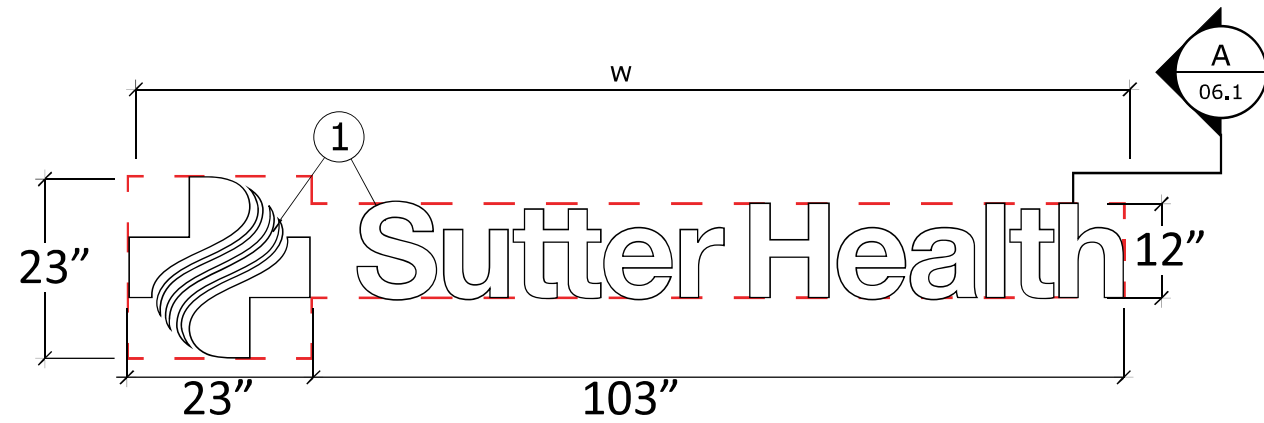
NEW SIGN ELEVATION
SIGN MAP DESIGNATION: SIGN #1



12.5 sq.ft.
SCALE: 1/4"=1'-0"

SIGN DETAIL

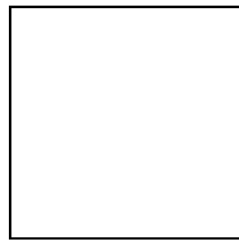
SIGN MAP DESIGNATION: SIGN(S) #1



① PLT-H-12

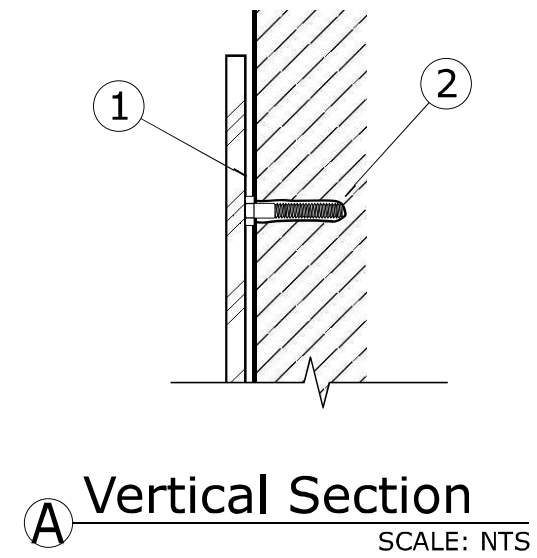
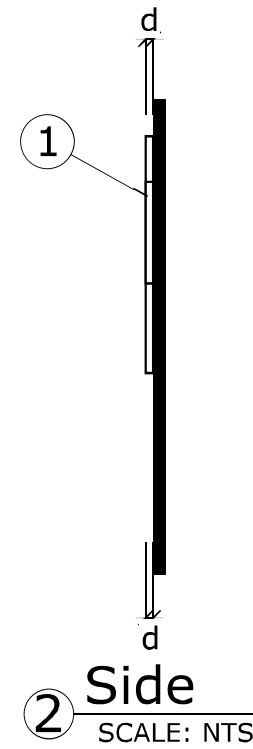
sign type	x	h	w	d	sqft
PLT-H-12	1'-0"	1'-11"	10'-6 1/2"	.25"	12.5

COLORS:



White

Matthews Mp11477



Notes:

1. Logo/ letters to be .25" aluminum. Paint finish White, satin finish.
2. Drill and tap studs second surface to logo/ letter faces for wall attachment.

12.5 sq.ft.

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

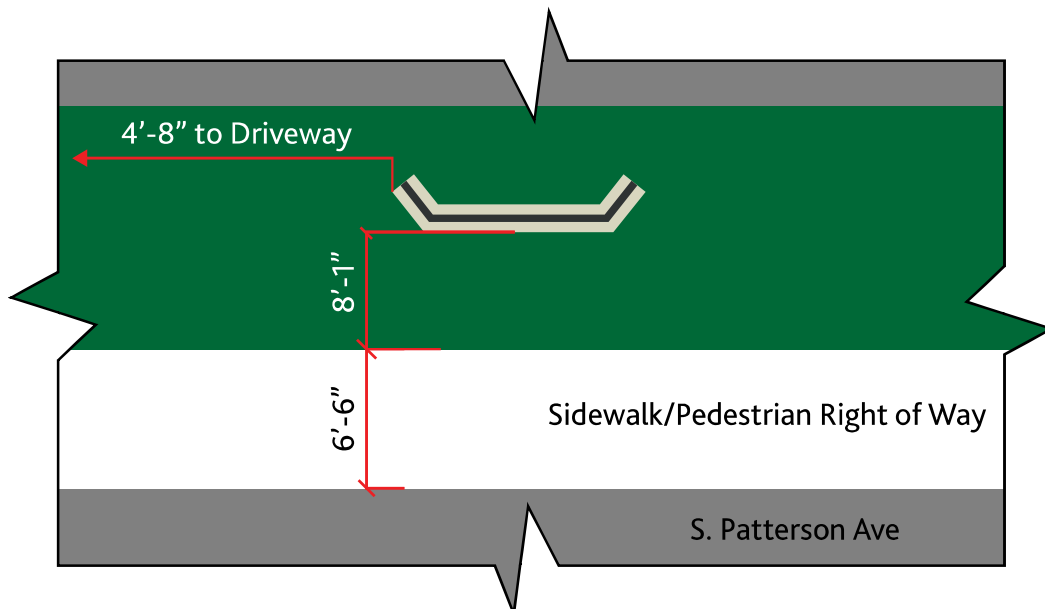
EXISTING SIGN

SIGN MAP DESIGNATION: SIGN 2

EXISTING MONUMENT TO REMAIN UNCHANGED - FOR REFERENCE ONLY - DO NOT REVIEW



EXISTING SIGN SETBACK:



29.36 sq.ft.

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

SITE PHOTOS - NEARBY SIGN PHOTOS



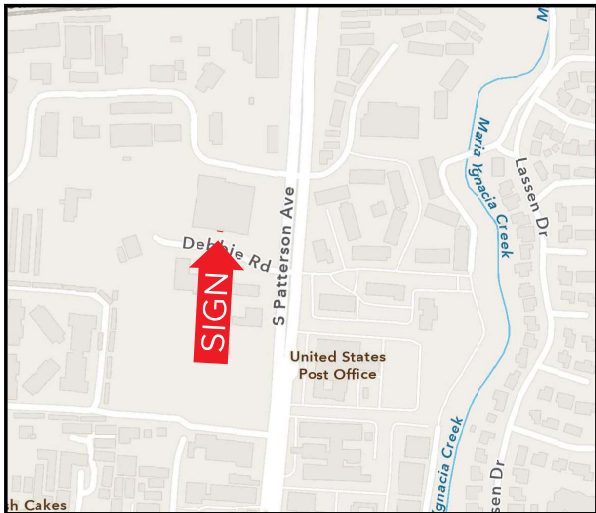
130 S Patterson Ave, located south of 122 S. Patterson Ave.



165 S. Patterson Ave. located South of 122 S. Patterson Ave.



89 S Patterson Ave located Northwest of 122 S. Patterson Ave.



5276 Hollister Ave. Located South of 122 S. Patterson Ave.





122 S Patterson Rd Goleta Permit Document

Final Audit Report

2025-03-07

Created:	2025-03-03
By:	Abbi Biggs (abbi@signsofsuccess.net)
Status:	Signed
Transaction ID:	CBJCHBCAABAA7nu0LgbvtBem3iDzQdRDXx94UNMYrDQ2

"122 S Patterson Rd Goleta Permit Document" History

-  Document created by Abbi Biggs (abbi@signsofsuccess.net)
2025-03-03 - 11:23:59 PM GMT
-  Document emailed to richard.drew@sutterhealth.org for signature
2025-03-03 - 11:24:36 PM GMT
-  Email viewed by richard.drew@sutterhealth.org
2025-03-06 - 11:06:37 PM GMT
-  Email viewed by richard.drew@sutterhealth.org
2025-03-07 - 11:45:34 PM GMT
-  Signer richard.drew@sutterhealth.org entered name at signing as Richard Drew
2025-03-07 - 11:46:30 PM GMT
-  Document e-signed by Richard Drew (richard.drew@sutterhealth.org)
Signature Date: 2025-03-07 - 11:46:32 PM GMT - Time Source: server
-  Agreement completed.
2025-03-07 - 11:46:32 PM GMT