



Agenda Item B.1
CONCEPTUAL/PRELIMINARY/FINAL REVIEW
Meeting Date: August 11, 2026

TO: Goleta Design Review Board

SUBMITTED BY: Luisa Negrete, Associate Planner

SUBJECT: Cottage Medical Clinics Signage and California Environmental Quality Act Notice of Exemption 444 S Patterson Avenue; APN 065-090-041 Case Nos.26-0029-ZC/26-0023-DRB

DRB ACTIONS FOR CONSIDERATION:

1. Adopt Design Review and California Environmental Quality Act Findings provided as Attachment A;
2. Adopt CEQA Categorical Exemption Section 15311 (a) as provided in Attachment B; and
3. Conduct Conceptual/Preliminary/ Final review and approve (or approve with conditions).

If the findings cannot be made to approve the request at this meeting, the DRB can either continue the item for additional information/redesign or deny the request specifically identifying the reasons for the denial.

PROJECT DESCRIPTION:

This is a request for **Conceptual/Preliminary/Final** review for Cottage Medical Clinics signage as follows:

- One 67.32 square foot halo lit illumination wall sign that will read “**Cottage**” on the first line in 22’ 5/8” tall letters and “**Medical Clinics**” on the second line in 16’ 5/8” tall letters in the color satin black. The wall sign includes a “C” shape corporate logo 4’-9” tall in a blue and green color scheme.
- One 21 square foot internally illuminated double faced freestanding sign in the colors blue and green. The top half will read “**Cottage**” in 8 ½” tall letters and “**Medical Clinics**” in 6 1/8” tall letters in two lines of sign copy in the color satin white and the second half will read “**PACIFIC DIAGNOSTIC LABORATORIES**” in 6 1/8” tall letters with a square corporate logo in the colors white and grey in two lines of sign copy in the color satin white. The sign is 4’ tall by 5.25’ wide and the side view is 10” thick and will read the building address numbers “444” in 4 ¾” tall letters in the color satin white.

- One 18.84 square foot digital printed vinyl entrance window sign in a blue and green background color scheme. The window sign will read “**Cottage Medical Clinics MAIN ENTRANCE AROUND THE CORNER**” with a direction arrow in the color satin white.

The cumulative square footage of the three signs is approximately 106.16 square feet. The project also includes four way-finding window signs that are exempt from design review and chapter 17.40 signs.

The subject property has a Zoning and General Plan Land Use designation of Office and Institutional (OI) and is located in the Inland Zone. The project is located on South Patterson Avenue near the Cottage Primary Care Facility. The project was filed by Yung Truong with Architectural Sign Company on behalf of Cottage Health.

DISCUSSION:

The proposed wall signs meet Chapter 17.40 Sign Regulations, specifically the maximum sign area by district. The maximum sign area allowed in the Office zoning district is 0.5 per lineal foot of street frontage when there is no approved Overall Sign Plan. In this case the street frontage is 377’ and the maximum total sign area for the three signs is approximately 106 square feet, so it adheres to this requirement.

The freestanding sign complies with the requirements of 17.40.080.C Freestanding Signs since the subject parcel has greater 125’ of continuous street frontage and the sign is 4’ tall, therefore complies with the 6’ maximum height limit for freestanding signs. Additionally, the base of the freestanding sign is five feet from the edge of the public right-of-way.

The window sign measures 18 square feet, which falls within the maximum permissible size of 24 square feet and is less than 10 percent of the window’s total area. As such, it complies with the requirements outlined in 17.40.080.G. Window Signs.

The four way-finding window signs adhere to the standards of 17.40.030.R. Window Signs and are exempt from the requirements of Chapter 17.40 signs. The total sign area of these four signs does not contribute to the total sign area limit for the site.

APPLICABLE GENERAL PLAN POLICIES:

Policy VH 4.13 Signage of the General Plan 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.), 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 a sign for a new business. The sign would be located on an existing building within an existing office district. 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 signs will be either mounted on the existing office building or placed in the existing parking lot 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 signage 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

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. 26-0029-ZC) if no appeal is submitted; and (3) Building Permits.

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:

Attachment A - Findings of Approval
Attachment B – Notice of Exemption
Attachment C – Sign Plans

ATTACHMENT A

FINDINGS

Attachment A
Design Review Findings for Signage and
California Environmental Quality Finding
Cottage Medical Clinics Signage and California Environmental Quality Act
444 S Patterson Avenue; APN 065-090-041
Case Nos. 26-0029-ZC/26-0023-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 window signage, illuminated wall and freestanding sign are compatible with the neighborhood and conforms to sign requirements of Goleta Municipal Code Section (GMC) 17.40.080 (C) and (F) in terms of size and placement and is well below the maximum sign area (106.16 sq. ft. proposed where up to 226 sq. ft. is allowed) as outlined in 17.40.060 (O). The signs conform to all applicable development standards of Title 17 and the applicable signage related to General Plan Policies.

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 location of the halo-lit illuminated wall sign is on an existing approved building is appropriate as the sign area is similar and in line with the size of the other nearby tenant signage in the complex. The proposed halo-lit illuminated freestanding sign is located 5 feet from the public right-of-way. The location of each sign will not affect circulation or the building layout on the property. Further, the orientation and placement of the signage is appropriate for the street frontage that borders the property. The directional window signage is strategically placed at the rear of the building, near the parking area to direct patients to the front entrance of the building, making it an ideal location for the property's layout.

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 wall sign is harmonious with signs at nearby buildings as the colors are similar to the neighboring Cottage Medical facilities. The proposed wall sign has some similarities to existing nearby ones but also has variety to reflect the individual business. The proposed wall 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, no changes are proposed to the office tenant space in terms of materials, colors, or style changes.

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 mechanical is proposed as part of the sign. The electrical equipment for the wall and freestanding stand will be screened from the public view.

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 sign.

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 sign 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 sign.

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

Exterior lighting is proposed for the halo-lit illuminated wall and freestanding sign. Both signs are internally illuminated, and the electrical equipment will be concealed from public view.

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 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 street, and the proposed 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 is no additional design standards adopted for this zoning district.

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 a sign for a new business. The sign would be located on an existing building within an existing office district. 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 signs will be either mounted on the existing office building or placed in the existing parking lot 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 signage 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:

Cottage Medical Clinics Signage
Case No. 26-0029-ZC, 26-0023-DRB

Project Applicant:

Yung Truong, of Architectural Sign Company, on behalf of
Cottage Health, Tenant

Project Location (Address and APN):

444 S Patterson Avenue
Goleta, CA 93117
County of Santa Barbara
APN: 065-090-041

Description of Nature, Purpose and Beneficiaries of Project:

This is a request for three signs for cottage medical clinics. Signage as follows:

- One 67.32 square foot halo lit illumination wall sign that will read "**Cottage Medical Clinics**" in the color satin black. The wall sign includes a "C" shape corporate logo in a blue and green color scheme.
- One 21 square foot internally illuminated double faced freestanding sign in the colors blue and green. The top half will read "**Cottage Medical Clinics**" in two lines of sign copy in the color satin white and the second half will read "**PACIFIC DIAGNOSTIC LABORATORIES**" with a square corporate logo in two lines of sign copy in the color satin white.
- One 18.84 square foot digital printed vinyl entrance window sign in a blue and green background color scheme. The window sign will read "**Cottage Medical Clinics MAIN ENTRANCE AROUND THE CORNER**" with a direction arrow in the color satin white.

The beneficiary of the project is the business 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:

Yung Truong, of Architectural Sign Company, on behalf of Cottage Health, Tenant

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 a sign for a new business. The sign would be located on an existing building within an existing office district. 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:

Luisa Negrete, Assistant Planner
805-961-7545
lnegrete@cityofgoleta.gov

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