



# City of Santa Barbara

## SIGN COMMITTEE MINUTES DECEMBER 4, 2018

9:00 A.M.

David Gebhard Public Meeting Room  
630 Garden Street  
[SantaBarbaraCA.gov](http://SantaBarbaraCA.gov)

### COMMITTEE MEMBERS:

Ken Sorgman *Chair*  
Jaime Limón *Vice Chair*

### ALTERNATES:

Bob Cunningham (ABR)  
Michael Drury (HLC)

### STAFF:

Irma Unzueta, Design Review Supervisor  
David Eng, Planning Technician  
Mia Martinez, Administrative Supervisor

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### CALL TO ORDER

The meeting was called to order at 9:03 a.m. by Chair Sorgman.

### ATTENDANCE

Members present: Sorgman and Drury  
Staff present: Eng and Reidel

### GENERAL BUSINESS

#### A. Public Comment:

No public comment.

#### B. Approval of Minutes:

Motion: Approve the minutes of the Sign Committee meeting of **November 20, 2018**, as submitted.

Action: Drury/Sorgman, 0/0/0. (Drury abstained. Limón absent.) Motion failed due to lack of quorum.

#### C. Listing of approved Conforming Review signs from **November 27** through **December 4, 2018**:

Thai Massage by Nok	26 S. La Cumbre Rd	Final Approval as submitted.
Direct Relief	6100 Becknell Rd	Approval of Review After Final as submitted.
Ike's Love	1936 State St	Final Approval as submitted.
Fitness Impact	3885 Satte St	Final Approval as submitted.
The Laundry Basket	1911 De La Vina St	Final Approval with conditions.

- Bank of the West 1036 State St Final Approval with comment.  
 D. Announcements, requests by applicants for continuances and withdrawals, future agenda items, and appeals:

No announcements.

- E. Subcommittee Reports:

No subcommittee reports.

### **CONCEPT REVIEW – NEW**

1. **33 E CARRILLO ST** **C-G Zone**  
**(9:05)** Assessor's Parcel Number: 039-282-009

Application Number: SGN2018-00123  
 Owner: Levon Investments, LLC  
 Applicant: John Crispis  
 Business Name: Farmers & Merchants Bank

(Proposal for a new sign program for an existing commercial building. The project is located in the El Pueblo Viejo Landmark District.)

**(Action may be taken if sufficient information is provided.)**

Actual time: 9:05 a.m.

Present: Cynthia Lima, Superior Electrical Advertising; and Peter Goodell, Investec Management Corporation

Staff comments: Mr. Eng stated that each business is allotted a certain amount of signage and the bank already has an approved sign application for the North elevation. It is up to the Committee's discretion as to whether additional signage is acceptable.

Public comment opened at 9:28 a.m., and as no one wished to speak, it closed.

**Motion: Final Approval with conditions:**

1. Provide a cut sheet for the lighting fixture over the ground sign.
2. Provide a measurement to the base of the letters on sign A on the North elevation.
3. Place sign B to the right of the door.
4. Specify that sign D is the ground sign.

Action: Sorgman/Drury, 2/0/0. (Limón absent.) Motion carried.

**CONCEPT REVIEW – NEW****2. 2837 DE LA VINA ST****C-G/USS Zone****(9:30)**

Assessor's Parcel Number: 051-212-001  
Application Number: SGN2018-00112  
Owner: Ribost Land Co.  
Applicant: David Bullen  
Business Name: 76 World Oil

(Proposal to for a new internally illuminated logo and LEDs on an existing ground monument sign at an existing gas station. The proposal includes new internally illuminated signs on the gas station canopy and new valances and aprons on the fuel dispensers. Sign Exceptions are requested for characters to exceed the maximum allowed height of 12 inches, for gas price signs to exceed the maximum allowed height of six inches, and for the total amount of signage to exceed the maximum amount allowed based on the building frontage.)

**(Action may be taken if sufficient information is provided. Sign Exception findings required.)**

Actual time: 9:31 a.m.

Present: David Bullen, Applicant

Staff comments: Mr. Eng stated that the numbers on the monument sign button are proposed to be taller than 12 inches, exceeding the height of what was previously permitted and allowed by the Sign Ordinance.

Public comment opened at 9:46 a.m., and as no one wished to speak, it closed.

**Motion: Continue two weeks with comments:**

1. The Committee does not feel that the button logos on the canopy are necessary.
2. Provide a scale drawing of the monument sign and the fuel dispensers to accurately evaluate the size of the letters.
3. If taller gas price numbers are requested, present alternative sizing options for the LED numbers on scaled drawings for further evaluation.

Action: Sorgman/Drury, 2/0/0. (Limón absent.) Motion carried.

**CONCEPT REVIEW – NEW****3. 1800 STATE ST****C-G Zone**

**(9:50)** Assessor's Parcel Number: 027-032-020  
Application Number: SGN2018-00111  
Owner: World Oil Corp  
Applicant: David Bullen  
Business Name: 76 World Oil

(Proposal to reface an existing ground monument sign at an existing gas station with a new non-illuminated logo and LED price signs. The proposal includes new valances and aprons on the fuel dispensers. Sign Exceptions are requested for characters to exceed the maximum allowed height of 10 inches in El Pueblo Viejo Landmark District, and for gas price signs to exceed the maximum allowed height of six inches. The project is located in the El Pueblo Viejo Landmark District.)

**(Action may be taken if sufficient information is provided. Sign Exception findings required.)**

Actual time: 9:49 a.m.

Present: David Bullen, Applicant

Staff comments: Mr. Eng stated that the proposed signage will need an exception for letter height. Letter height in El Pueblo Viejo is restricted to 10 inches while gas price numbers are limited to 6 inches.

Public comment opened at 9:52 a.m., and as no one wished to speak, it closed.

**Motion: Continue two weeks with comments:**

1. Provide a scale drawing of both the existing and proposed monument sign.
2. Provide a scale drawing of the fuel dispensers and associated signage.

Action: Sorgman/Drury, 2/0/0. (Limón absent.) Motion carried.

**\* MEETING ADJOURNED AT 9:54 A.M. \***