



# City of Santa Barbara

## **SIGN COMMITTEE MINUTES JULY 30, 2019**

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  
William Russell, Planning Technician I  
Heidi Reidel, Commission Secretary

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## **CALL TO ORDER**

The meeting was called to order at 9:01 a.m. by Chair Sorgman.

## **ATTENDANCE**

Members present: Sorgman, Limón, and Drury  
Staff present: Unzueta (at 9:43 a.m.), Russell, and Reidel

## **GENERAL BUSINESS**

### A. Public Comment:

No public comment.

### B. Approval of Minutes:

Public comment opened at 9:12 a.m.

The following individual spoke:

1. Steve Hausz

Public comment closed at 9:14 a.m.

Motion: Approve the minutes of the Sign Committee meetings of **July 2, 2019**, as submitted.

Action: Drury/Sorgman, 2/0/1. (Limón abstained.) Motion carried.

Individual comments: Committee Member Limón requested that staff look into including additional information in the minutes about members of the public who speak during public comment.

Motion: Approve the minutes of the Sign Committee meetings of **July 16, 2019**, as submitted.

Action: Limón /Sorgman, 2/0/1. (Drury abstained.) Motion carried.

C. Listing of approved Conforming Review signs from **July 16** through **July 30, 2019**:

<b>Business Name</b>	<b>Address</b>	<b>Action</b>
Pay Junction	12 East Carrillo Street	Final Approval as submitted.
Hotel California	118 State Street	Final Approval as submitted.
Bossie's Kitchen	901 North Milpas Street	Final Approval as submitted.
Visitor's Center	118 State Street	Final Approval as submitted.
Pacifica Senior Care	325 West Islay Street	Final Approval as submitted.
Kiva Cowork	1117 State Street	Final Approval as submitted.

D. Announcements, requests by applicants for continuances and withdrawals, future agenda items, and appeals:

No announcements.

E. Subcommittee Reports:

No subcommittee reports.

**(9:10AM) CONTINUED ITEM: CONCEPT REVIEW**

1. **2234 DE LA VINA ST**  
 Assessor's Parcel Number: 025-183-001  
 Zone: R-MH  
 Application Number: SGN2019-00049  
 Owner: Jack & Nuha Haddad Family Trust  
 Applicant: Johnny Garcia  
 Business Name: Sinclair

(Proposal to reface an existing 22.03 square foot internally-illuminated monument sign, new upper signs on both sides of four fuel dispensers, and addition of new concrete planter with sign engraving. Total signage on site will be 154.15 square feet. An Exception is requested to exceed the maximum allowable square footage. This application addresses violations identified in enforcement case ENF2019-00302. Building street frontage is 42 feet.)

**Second Review. Last reviewed on June 18, 2019.**

Actual time: 9:15 a.m.

Present: Johnny Garcia, Applicant, Fox Imaging

Public comment opened at 9:24 a.m., and as no one wished to speak, it closed.

**Motion:** **Final Approval as submitted, with the comment that the Committee appreciates the reduction in signage, and Sign Exception findings made as stated in Sign Ordinance subsection 22.70.070 for the granting of an exception:**

1. There are exceptional or extraordinary circumstances or conditions applicable to the property involved or to the intended use of the property because signage has been reduced to be fairly basic, is not redundant on the pumps, and is in a location where there is a need for additional identification due to its location on a one way street, that do not apply generally to other properties in the vicinity.
2. The granting of the exception will not be materially detrimental to the public welfare or injurious to the properties or improvements in the vicinity, as it has been reduced to be sympathetic with the neighborhood.
3. The proposed sign is in conformance with the stated purpose and intent of the Sign Ordinance.

**Action:** Limón/Drury, 3/0/0. Motion carried.

### **(9:25AM) CONTINUED ITEM: CONCEPT REVIEW**

#### **2. 33 W VICTORIA**

Assessor's Parcel Number: 039-630-001  
Zone: C-G  
Application Number: SGN2019-00061  
Owner: Child Abuse Listening Mediation, Inc.  
Applicant: Jason Currie  
Business Name: The New Vic

(Proposal to change the existing sign program. Proposal for four new changeable flag signs, three new wall mounted building signs, and traditional wrought iron lighting fixtures. Total new signage requested is an additional 89.1 square feet. Street frontage is 69 feet.)

#### **Second Review of Sign Program. Last reviewed on July 2, 2019.**

Actual time: 9:25 a.m.

**Present:** Jason Currie, Applicant, Studio Jason Currie; and Jonathan Fox, Artistic Director, Ensemble Theatre Company, Inc.

Staff comments: Mr. Russell stated that the project is coming back to the Sign Committee because the Historic Landmarks Commission is the appeal body and therefore cannot make a decision on the design due to a conflict of interest. Sign Committee must make a decision so that the item may be appealed to the HLC.

Public comment opened at 9:39 a.m.

The following individuals spoke:

1. Virginia Rehling
2. Steve Hausz

Written correspondence from Virginia Rehling was provided.

Public comment closed at 9:44 a.m.

**Motion: Continue indefinitely with comments:**

1. The Committee finds the 18" letters on the south elevation to be appropriate.
2. The Committee finds the letters above the door to be appropriate.
3. The Committee supports most elements of the exception with the request to study a reduction in the vertical flags.
4. The Committee requests that the Historic Landmarks Commission review the lighting.
5. The Committee requests that the Historic Landmarks Commission review the Sign Program if appropriate.

Action: Limón/Drury, 3/0/0. Motion carried.

**(9:40AM) DISCUSSION HEARING**

**3. REVISED SIGN COMMITTEE SUBMITTAL PACKET**

Discussion Case Number: SGN2019-00051

Staff: William Russell

(Continued discussion of Kevin Buckley's proposal for revising the City's Sign Application Submittal Packet.)

**Fourth Discussion. Last discussed on June 18, 2019.**

Actual time: 10:05 a.m.

Present: Kevin Buckley, Applicant

**Discussion Held.**

Board comments:

1. The Committee would like to see a completed version of the Sign Submittal Checklist.
2. The Committee would like a resource list to direct applicants based on their submittal. The resource list could be put on the City website along with examples of standard sign submittals. The resource list would include where to find contractors and other experts, how to find an elevation, and how to find original sign applications.
3. The expectation is that all applications will be submitted in this format and that there will be handouts available for applicants.

**\* MEETING ADJOURNED AT 10:51 A.M. \***