



# City of Santa Barbara

## SIGN COMMITTEE

### AGENDA

**MARCH 9, 2021**

9:00 A.M.

This Meeting Will Be Conducted Electronically As  
Described Below

#### **COMMITTEE MEMBERS:**

Ken Sorgman *Chair*  
Jaime Limón *Vice Chair*

#### **ALTERNATES:**

Michael Drury (HLC)  
David Black (ABR)

#### **STAFF:**

Irma Unzueta, Design Review Supervisor  
William Russell, Planning Technician  
Heidi Reidel, Planning Technician I  
Kathleen Goo, Commission Secretary

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**IN ORDER TO PROMOTE SOCIAL DISTANCING AND PRIORITIZE THE PUBLIC'S HEALTH AND WELL-BEING, THE GOVERNOR OF THE STATE OF CALIFORNIA ISSUED EXECUTIVE ORDER N-29-20, WHICH ALLOWS LOCAL LEGISLATIVE BODIES TO HOLD MEETINGS VIA TELECONFERENCES WHILE STILL MEETING THE STATE'S OPEN AND TRANSPARENT MEETING REQUIREMENTS. COMMITTEE MEMBERS MAY PARTICIPATE ELECTRONICALLY. AS A PUBLIC HEALTH AND SAFETY PRECAUTION, THE DAVID GEBHARD PUBLIC MEETING ROOM WILL NOT BE OPEN TO THE GENERAL PUBLIC. THE CITY OF SANTA BARBARA STRONGLY ENCOURAGES AND WELCOMES PUBLIC PARTICIPATION DURING THIS TIME. PUBLIC PARTICIPATION IS AVAILABLE THROUGH THE FOLLOWING OPTIONS:**

**ELECTRONIC PARTICIPATION:** Join Meeting Electronically at:

<https://attendee.gotowebinar.com/register/680092335655432203>

You will be connected to audio using your computer's microphone and speakers (VoIP). A headset is recommended. You can also select the option to use your telephone, but you must use the Go To Webinar software to interact with the meeting. Select "Use Telephone" after joining the webinar and call in using the numbers below:

+1 (213) 929-4212

PIN: 487-906-372

Webinar ID: 526-801-851

Oral comments during a meeting may be made by electronic participation only.

**WRITTEN PUBLIC COMMENT:** Public comments may also be submitted via email to [SIGNSecretary@SantaBarbaraCA.gov](mailto:SIGNSecretary@SantaBarbaraCA.gov) prior to the beginning of the Meeting. All public comments submitted via email will be provided to the Committee and will become part of the public record. You may also submit written correspondence via US Postal Service (USPS); addressed to SIGN Secretary, PO Box 1990, Santa Barbara, CA 93102-1990. However, please be advised, correspondence sent via USPS may not be received in time to process prior to the meeting and email submissions are highly encouraged.

**PUBLIC COMMENT:** Public comment on matters not listed on the agenda will occur at the beginning of the meeting. Members of the public wishing to speak must "raise their hand" in the GoToWebinar platform by selecting the virtual hand icon, which is generally located on most devices in the upper right hand corner of the screen. When persons are called on to speak, their microphone will be activated and they will be notified to begin speaking. Each speaker will be given a total of 2 minutes to address the Committee. Pooling of time is not allowed during general public comment. The time allotted for general public comment at the beginning of the

NOTE: Agenda schedule is subject to change as cancellations occur.

meeting is 30 minutes. The Committee, upon majority vote, may decline to hear a speaker on the grounds that the subject matter is beyond the Committee's subject matter jurisdiction.

**PUBLIC COMMENT ON AGENDIZED ITEMS:** Members of the public wishing to speak on a matter on the agenda must "raise their hand" in the GoToWebinar platform by selecting the virtual hand icon during the presentation of that item. The "raise hand" icon is generally located on most devices in the upper right hand corner of the screen. When persons are called on to speak, their microphone will be activated and they will be notified to begin speaking. Each speaker will be given a total of 2 minutes to address the Committee. Pooling of time is not permitted during meetings conducted electronically.

If you want to be listed as an interested party on an item you have the following options available to submit a request: 1. Submit an e-mail request to [SIGNSecretary@SantaBarbaraCA.gov](mailto:SIGNSecretary@SantaBarbaraCA.gov), 2. Call the SIGN Secretary at (805) 564-5470, ext. 4572, or 3. Submit a written request via US Postal Service (USPS); addressed to SIGN Secretary, PO Box 1990, Santa Barbara, CA 93102-1990. **You will need to provide your Name, Email Address, Mailing Address, and the project number (PLN) you want to be added to.**

**AGENDAS, MINUTES, REPORTS, & PUBLIC RECORD WRITINGS:** Documents relating to agenda items are available for review online at [SantaBarbaraCA.gov/SIGN](http://SantaBarbaraCA.gov/SIGN). If you have any questions about the posted documents, contact Will Russell, Planning Technician I, at (805) 564-5561 or email [WRussell@SantaBarbaraCA.gov](mailto:WRussell@SantaBarbaraCA.gov). You may contact City Planning staff at (805) 564-5470 for general questions about the status of a case.

**PUBLIC HEARING PROCEDURE:** The following review steps explain the sequence that all projects must undergo during a public hearing: 1. Introduction by the Chair; 2. Staff Comments (optional); 3. Applicant Presentation; 4. Public Comment (if any); 5. Questions from the Committee/Commission; 6. Comments from the Committee/Commission; 7. Board/Commission Discussion; and 8. Board/Commission Action.

**AMERICANS WITH DISABILITIES ACT:** If you services or staff assistance to attend or participate in this meeting, contact the SIGN Secretary at (805) 564-5470, ext. 4572. If possible, notification at least 48 hours prior to the meeting will usually enable the City to make reasonable arrangements. Specialized services, such as sign language interpretation or documents in Braille, may require additional lead time to arrange.

**APPEALS:** Decisions of the Sign Committee may be referred or appealed to the Architectural Board of Review (ABR) or the Historic Landmarks Commission (HLC). Subsequent decisions of the ABR or HLC may be appealed to City Council. For further information and guidelines on how to appeal a decision to ABR or HLC, please contact the Planning staff at (805) 564-5578 as soon as possible. **Appeals and associated fee must be submitted in writing, via email to [PlanningCounter@SantaBarbaraCA.gov](mailto:PlanningCounter@SantaBarbaraCA.gov) and by first class mail postage prepaid within 10 calendar days of the meeting that the SHO took action or rendered a decision. Appeals and associated fee post marked after the 10<sup>th</sup> calendar day will not be accepted.**

**NOTE TO INTERESTED PARTIES:** Only those persons who participate through public comment either orally or in writing on an item on this Agenda have standing to appeal the decision. Grounds for appeal are limited to those issues raised either orally or in written correspondence delivered to the review body at, or prior to, the public hearing.

**STATE POLITICAL REFORM ACT SOLE PROPRIETOR ADVISORY:** State law, in certain circumstances, allows an architect, engineer, or a person in a related profession who is a "sole practitioner" to make informational presentation of drawings or submissions of an architectural, engineering, or similar nature to the same Board on which he or she is seated, if the practitioner does not advocate for the project.

**LICENSING ADVISORY:** The Business and Professions Code of the State of California and the Municipal Code of the City of Santa Barbara restrict preparation of plans for certain project types to licensed professionals. See SIGN Guidelines 2.1.2A and 3.1.2C for specific information.

**NOTICE:** On Thursday, March 4, 2021, this Agenda was posted on the outdoor bulletin board at the Community Development Department, 630 Garden Street and online at [SantaBarbaraCA.gov/Sign](http://SantaBarbaraCA.gov/Sign).

**PLEASE BE ADVISED**

Items are reviewed in a sequential manner as listed on the agenda. The applicant's presence is required, and applicants are advised to arrive at the beginning of the meeting. If applicants are not present when the item is announced, the item will be moved to the end of the agenda if time allows. If an applicant is not present for the duration of the meeting, the item may be postponed indefinitely. If an applicant is unable to attend, notification must occur by 4:00 p.m. on the Thursday before the meeting to Will Russell, Sign Committee Planning Technician, at (805) 564-5561 or email [WRussell@santabarbaraCA.gov](mailto:WRussell@santabarbaraCA.gov). Otherwise, a postponement/rescheduling fee will apply.

**NOTICE OF LINKED DIGITAL PLANS**

Hyperlinks to project plans are provided in the agenda. If the project plan is available, you will see the address in the agenda displayed as a blue underlined text. To view the project plans, simply click on the blue underlined address. ***Architectural and Engineering drawings are made available to facilitate the public dialog only. All such material is subject to the restrictions of U. S. Copyright Law and may not be used for other purposes without obtaining the permission of the copyright holder.***

**GENERAL BUSINESS**

## A. Public Comment.

Any member of the public may address the Committee for up to two minutes on any subject within its jurisdiction that is not scheduled on this agenda for a public discussion.

B. Approval of the minutes of the Sign Committee meeting of **February 23, 2021**.C. Listing of approved Conforming Signs from **February 23** through **March 9, 2021**.

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

## E. Subcommittee Reports.

**(9:10AM) NEW ITEM: CONCEPT REVIEW**1. **401 PASEO NUEVO**

Assessor's Parcel Number: 037-400-002  
Zone: C-G (C-2)  
Application Number: SGN2021-00014  
Owner: Paseo Nuevo Owner, LLC  
Applicant: Andre Neumann  
Business Name: TONDI GELATO

(Proposal for a 20.3 square foot non-illuminated wall sign and a 3.2 square foot non-illuminated blade sign. Total signage requested is 23.5 square feet. Total street frontage is 14 feet. Applicant is requesting an exception to exceed the maximum allowed signage. Project complies with both the El Pueblo Viejo Landmark District guidelines and the Paseo Nuevo Sign Program guidelines.)

**(9:25AM) NEW ITEM: CONCEPT REVIEW****2. 602 E. MONTECITO ST**

Assessor's Parcel Number: 017-030-003  
Zone: M-I (M-1)  
Application Number: SGN2021-00012  
Owner: Levon Investments, LLC  
Applicant: Andre Neumann  
Business Name: FERGUSON / NS CERAMIC

(Proposal to alter signage on two 43.0 square foot ground signs, alter signage on a 14.0 square foot wall sign, and install a new 8.6 square foot wall sign. Total signage requested is 108.6 square feet. Existing signage on site to remain unaltered is 70 square feet. Total proposed signage for both businesses is 180 square feet. All signs are not illuminated. Applicant is requesting an exception to exceed the maximum allowed signage.)

**(9:50AM) CONTINUED ITEM: CONCEPT REVIEW****3. 219 STEARNS WHARF**

Assessor's Parcel Number: 033-120-022  
Zone: HC/SD-3  
Application Number: SGN2021-00013  
Owner: City of Santa Barbara  
Applicant: Wasantha Mohottige  
Business Name: MOTHERS STEARN CANDY COMPANY

(Proposal for a 2.7 square foot wood wall sign, a 2.7 square foot wood blade sign, a 3.7 square foot wood blade sign, a 3.7 square foot wood wall sign, and a 3.7 square foot wood blade sign. All signs are not illuminated. Total signage requested is 16.5 square feet. Total street frontage is 23 feet.)

**Second Review. Project last reviewed on the Conforming Review Agenda on February 17, 2021.**