



City of Santa Barbara

SIGN COMMITTEE MINUTES JANUARY 26, 2021

9:00 A.M.

This Meeting Was Conducted Electronically
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 II
Heidi Reidel, Planning Technician I

CALL TO ORDER

The meeting was called to order at 9:00 a.m. by Chair Sorgman.

ATTENDANCE

Members present: Sorgman, Limón, and Drury

Staff present: Unzueta; Danny Kato, Senior Planner; Timmy Bolton, Associate Planner; Russell; Reidel; and Kathleen Goo, Commission Secretary

GENERAL BUSINESS

A. Public Comment:

No public comment.

B. Approval of Minutes:

Motion: Approve the minutes of the Sign Committee meeting of **December 15, 2020**, as submitted.

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

C. Listing of approved Conforming Review signs from **December 22, 2020** through **January 26, 2021**:

Business Name	Address	Case Number	Action
Quest Diagnostics	1046 Coast Village Rd.	SGN2020-00118	Final Approval as submitted.
Rite Aid	1906 Cliff Dr.	SGN2020-00105	Final Approval as submitted.
Union Bank	3441 State St.	SGN2021-00005	Final Approval as submitted.
Tri County Office	1013 State St.	SGN2020-00115	Final Approval as submitted.

Santa Barbara Shoe Repair	336 Anacapa St.	SGN2021-00002	Final Approval as submitted.
Beyond Hello The Cannabis Dispensary	3516 State St.	SGN2021-00004	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) DISCUSSION ITEM

1. SIGN ENFORCEMENT AND NEW SIGN APPLICATION PACKET DISCUSSION

Application Number: SGN2019-00051
Staff: William Russell, Planning Technician

(Discussion item requested by Chair Sorgman regarding sign enforcement and the new Sign Application Packet.)

Actual time: 9:05 a.m.

Present: Danny Kato, Senior Planner, City of Santa Barbara

Public comment opened at 9:30 a.m., and as no one wished to speak, it closed.

Discussion held. The Committee requested future sign enforcement status reports from staff.

(9:20AM) CONTINUED ITEM: CONCEPT REVIEW

2. 1011 STATE ST

Assessor's Parcel Number: 039-281-043
Zone: C-G
Application Number: SGN2020-00073
Owner: Delisle Family Trust
David W. Delisle & Natividad Delisle, Trustees
Applicant: An Truong
Business Name: T-MOBILE

(Proposal for a 3.3 square foot non-illuminated wall sign and a 3.0 square foot non-illuminated blade sign. Total signage requested is 6.3 square feet. Total street frontage is 15 feet.)

Fourth Review. Project referred from the Conforming Review Agenda, last reviewed on January 5, 2021.

Actual time: 9:41 a.m.

Present: Francesca Rizzo, Goleta Signs; Allison Raymond, T-MOBILE; and Karrie Osibov, Coast Sign, Inc.

Public comment opened at 9:48 a.m., and as no one wished to speak, it closed.

Motion: Continued one week to Conforming Review with comments:

1. The Committee supports the proposed wall sign as presented.
2. To be consistent, reverse the proposed color scheme of the hanging blade sign to match the wall sign with a white sandblasted background and magenta colored letters.

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

(9:35AM) NEW ITEM: CONCEPT REVIEW

3. **401 S HOPE AVE**
- | | |
|---------------------------|---|
| Assessor's Parcel Number: | 051-240-018 |
| Zone: | RS-7.5/ACS/SP4-RA/USS (E-3/P-D/SP4-RA/SD-2) |
| Application Number: | SGN2020-00110 |
| Owner: | SBAG Re, LP |
| Applicant: | Eric Compton |
| Business Name: | JAGUAR / LANDROVER AUTO DEALERSHIP |

(Proposal for a 10.2 square foot internally illuminated wall sign, a 13.3 square foot internally illuminated wall sign, a 5.2 square foot internally illuminated wall sign, two 30.5 square foot internally illuminated wall signs, a 23.7 square foot non-illuminated ground sign, a 20.7 square foot internally illuminated ground sign, and a 7.8 square foot non-illuminated ground sign. Total signage requested is 141.8 square feet. Existing signage to remain is 16.7 square feet. Total signage combined is 158.5 square feet. Total street frontage is 106 feet. Applicant is requesting an exception to exceed the maximum allowed square footage and to exceed the maximum allowed ground sign height.)

Actual time: 10:16 a.m.

Present: Eric Compton, Applicant

Public comment opened at 10:24 a.m., and as no one wished to speak, it closed.

Motion: Final Approval as submitted, with Sign Exception findings made as stated in Sign Ordinance subsection 22.70.070 for the granting of an exception:

1. The Committee expressed appreciation for a clear presentation and supports the application as presented.
2. There are exceptional or extraordinary circumstances or conditions applicable to the property involved because the proposed project is a dealership with sufficient setbacks from the street that would allow for the additional signs to be added without great (or significant) impact to the public.
3. The granting of the exception will not be materially detrimental to the public welfare or injurious to the properties since other dealerships have similar signage in the same quantities to identify various operations of their dealerships.

4. The proposed exception for the ground sign is for informational purposes only, and is setback from the right of way and therefore a minor height ground sign exception is supportable.
5. The proposed signs are in conformance with the stated purpose and intent of the Sign Ordinance.

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

(9:55AM) NEW ITEM: CONCEPT REVIEW

4. **3902 STATE ST**
Assessor's Parcel Number: 057-233-030
Zone: C-G/O-R/USS (C-2/R-O/SD-3)
Application Number: SGN2021-00003
Owner: STS Financial Plaza, LP
Applicant: Casey Brigham
Business Name: LA CUMBRE ANIMAL HOSPITAL

(Proposal for three 20.3 square foot internally illuminated wall signs. Total signage requested is 60.9 square feet. Total street frontage is 66.5 square feet.)

Actual time: 10:37 a.m.

Present: Casey Brigham, Applicant

Public comment opened at 10:43 a.m., and as no one wished to speak, it closed.

Motion: Continued two weeks with comments:

1. Provide more information for the Committee to consider more appropriate locations for the tenant space by submitting the history of original signs, going back to the original tenants due to the architecture of the building, to support the proposed signage location on either the parapet or on the walls.
2. The Sign Committee preference is to continue the tradition of signage on walls; however, the Committee may support with enough basis of proof of the proposed signage and location on the parapet, which may involve reducing the signage size and font, unless the Applicant can provide photographic examples in the neighborhood as proof of similar 12-inch high lettered signage to support the proposed signage size.
3. The Committee may also support the rear upper wall signage and location if sufficient basis of proof supports the overall proposed signage.
4. The Committee recommends the Applicant consider utilizing dominant frontage signage different than the subordinate signage at the rear.

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

*** MEETING ADJOURNED AT 11:00 A.M. ***