



City of Santa Barbara

SIGN COMMITTEE MINUTES FEBRUARY 23, 2021

9:00 A.M.

This Meeting Was Conducted Electronically
SantaBarbaraCA.gov

COMMITTEE MEMBERS:

Ken Sorgman *Chair*
Jaime Limón *Vice Chair*

ALTERNATES:

Michael Drury (HLC)

STAFF:

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

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: Timmy Bolton, Associate Planner; Russell; Reidel; and Goo

GENERAL BUSINESS

A. Public Comment:

No public comment.

B. Approval of Minutes:

Motion: Approve the minutes of the Sign Committee meeting of **February 9, 2021**, as submitted.

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

C. Listing of approved Conforming Review signs from **February 9** through **February 23, 2021**:

Business Name	Address	Case Number	Action
Hollister	721 State St.	SGN2021-00015	Final Approval as submitted.
Caliber Home Loans	222 E. Cabrillo Blvd.	SGN2021-00019	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) NEW ITEM: CONCEPT REVIEW1. **402 S. HOPE AVE**

Assessor's Parcel Number: 051-240-017
Zone: RS-7.5/ACS/USS (E-3/P-D/SD-2)
Application Number: SGN2020-00116
Owner: SBCAG RE, LP
Applicant: Rick Rice
Business Name: BMW

(Proposal for a 47.8 square foot internally illuminated wall sign. Existing 8.0 square foot internally illuminated wall sign and a 20.0 square foot internally illuminated ground sign will remain unchanged. Total signage on site is 71.8 square feet. Total street frontage is 215 feet.)

Actual time: 9:03 a.m.

Present: Rick Rice, Applicant, Sign Contractors, Inc.

Public comment opened at 9:10 a.m., and as no one wished to speak, it closed.

Motion: Continued one week to Conforming Review with comments:

1. The Sign Committee is generally in favor of the proposed signage.
2. As the proposed signage is to be placed or set on an architectural element, provide clear dimensional details on the plans to make sure there is adequate spacing at the top and bottom of the proposed signage.
3. Plans are to show that the current sign is to be removed.
4. Provide updated plans to reflect the actual proposed sign lettering and details.

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

(9:25AM) CONTINUED ITEM: CONCEPT REVIEW2. **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.)

Second Review. Project last reviewed on January 26, 2021.

Actual time: 9:30 a.m.

Present: Casey Brigham, and Sean Beauchamp, Southpaw Sign Co.

Public comment opened at 9:35 a.m., and as no one wished to speak, it closed.

Motion: Final Approval with comments:

1. The Sign Committee appreciates the difficulty of reusing existing signage and, for this application only, supports approval and the reuse of the proposed front Sign A at the top band on the south elevation with sufficient illumination, and supports reuse and approval of the similar proposed Sign C at the rear of the building as it is not visible to the public.
2. Return with alternative signage for the proposed Sign B on the west elevation to be more directional band in nature for the side location.

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

Amended

Motion: *Continued one week to Conforming Review with comments:*

1. The Sign Committee appreciates the difficulty of reusing existing signage and, for this application only, supports approval and the reuse of the proposed front Sign A at the top band on the south elevation with sufficient illumination, and supports reuse and approval of the similar proposed Sign C at the rear of the building as it is not visible to the public.
2. *The proposed Sign B on the west elevation is to be removed from the current sign application.*

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

*** MEETING ADJOURNED AT 10:04 A.M. ***