



City of Santa Barbara

SIGN COMMITTEE MINUTES MARCH 9, 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)
David Black (ABR)

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: 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 23, 2021**, as amended.

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

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

Business Name	Address	Case Number	Action
Montgomery Law	926 Garden St.	SGN2021-00020	Final Approval as submitted.
South Coast Deli	3534 State St.	SGN2021-00021	Final Approval as submitted.
Gorjana	1269 Coast Village Rd.	SGN2021-00016	Final Approval as submitted.

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

Chair Sorgman announced that he and Mr. Russell are using Adobe Acrobat software to check and confirm the measurement accuracy and scale of submitted digital drawings and plans of Sign items prior to Conforming and Full Committee meetings.

Board Member Drury announced he would need to leave the meeting by 11:00 a.m.

E. Subcommittee Reports:

No 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.)

Actual time: 9:09 a.m.

Present: Brittany Carriger, Applicant for Santa Barbara Signs & Graphics

Public comment opened at 9:13 a.m., and as no one wished to speak, it closed.

Motion: Continue two weeks to Full Committee with comments:

1. Return with a reduction in the size of the sign and proportions centered above the entrance door.
2. Provide accurate callout signage sizes and proportions on the plans.
3. In order for the applicant to reduce and simplify the wall sign, the applicant is requested to return with other sign letter and positioning options, such as removing the phrasing "*made from scratch*" entirely from the signage, and repositioning the phrasing of "*Gelateria*" lettering to an above and centered position, with the "*Artigianale*" lettering below and centered, in order to allow the center logo font lettering to be the same size, but of a bolder print that is less wispy in appearance.

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

(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.)

Actual time: 9:32 a.m.

Present: Brittany Carriger, Applicant for Santa Barbara Signs & Graphics

Public comment opened at 9:37 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 Sign Committee supports the sign proposal and the directional nature of the proposed signage for the building's two tenants, and the need for additional signage that requires an exception of exceptional or extraordinary circumstances or conditions applicable to the property involved or to the intended use of the property, due to the unique characteristics of the large property site with multiple entrances that requires appropriate wayfinding, and does not generally apply 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 due to small amount of signage and appropriate wayfinding.
3. The proposed signs are in conformance with the stated purpose and intent of the Sign Ordinance.

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

THE COMMITTEE RECESSED FROM 9:52 TO 9:58 A.M. *

THE COMMITTEE RECESSED AGAIN FROM 10:02 TO 10:10 A.M. *

(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.

Actual time: 10:10 a.m.

Due to technical difficulties, Applicant Wasantha Mohottige was unable to provide a presentation.

Public comment opened at 10:13 a.m., and as no one wished to speak, it closed.

Motion: Continue one week to Conforming Review with comments:

1. All proposed signage should clearly show how they fit on the building and elevations with complete dimensions.
2. All proposed sign brackets should fit-in with the current nautical theme of Stearns Wharf, as some decorative treatment might be appropriate with the surrounding wharf area.
3. All hanging blade signage shall be safely mounted, and not swing freely with the wind, as a safety measure.
4. The proposed Sign D could be supportable if accurately shown proportionally on the elevation with appropriate clearance above the roof and the window.
5. Provide justification for the proposed Sign E spanning between the two buildings which may be redundant and may require return to the Full Committee for review.

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

*** MEETING ADJOURNED AT 10:24 A.M. ***