



# City of Santa Barbara

## **SIGN COMMITTEE MINUTES APRIL 6, 2021**

9:00 A.M.

This Meeting Was Conducted Electronically  
[SantaBarbaraCA.gov](http://SantaBarbaraCA.gov)

### **COMMITTEE MEMBERS:**

Ken Sorgman *Chair*  
Jaime Limón *Vice Chair*

### **ALTERNATES:**

David Black (ABR)  
Michael Drury (HLC)

### **STAFF:**

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

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## **CALL TO ORDER**

The meeting was called to order at 9:20 a.m. by Chair Sorgman.

## **ATTENDANCE**

Members present: Sorgman and Limón

Staff present: Unzueta; Timmy Bolton, Associate Planner; William Russell,  
Planning Technician; Reidel, and Goo

## **GENERAL BUSINESS**

### A. Public Comment:

The following individual spoke:

1. Virginia Rehling

Written correspondence from Richard Closson was acknowledged.

### B. Approval of Minutes:

Motion: Approve the minutes of the Sign Committee meeting of **March 9, 2021**, as amended.

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

C. Listing of approved Conforming Review signs from **March 9** through **April 6, 2021**:

| <b>Business Name</b>    | <b>Address</b>        | <b>Case Number</b> | <b>Action</b>                   |
|-------------------------|-----------------------|--------------------|---------------------------------|
| Scarlett Begonia        | 21 W. Victoria St.    | SGN2021-00035      | Final Approval as submitted.    |
| Wheel Fun Rentals       | 22 W. Cabrillo Blvd.  | SGN2021-00030      | Final Approval as submitted.    |
| Honey                   | 25 W. Cota St.        | SGN2021-00029      | Final Approval as submitted.    |
| Caliber Collision       | 401 Santa Barbara St. | SGN2021-00007      | Final Approval as submitted.    |
| UBreakIFix              | 3987 State St.        | SGN2021-00028      | Final Approval with conditions. |
| Obstetrix Medical Group | 427 W. Pueblo St.     | SGN2021-00023      | Final Approval as submitted.    |

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

Chair Sorgman announced that the previously reviewed March 9, 2021 Full Committee item, and March 29, 2021 Conforming Review item "Mothers' Stern Candy Company" located at 219 Stearns Wharf, SGN2021-00013, will be returning to Full Committee for further review.

## E. Subcommittee Reports:

No subcommittee reports.

**(9:10AM) CONTINUED 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 18.0 square foot non-illuminated wall sign and a 3.0 square foot non-illuminated blade sign. Total signage requested is 21.0 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.)

**Second Review. Project last reviewed on March 9, 2021.**

Actual time: 9:31 a.m.

Present: Brittany Carriger, Applicant

Public comment opened at 9:34 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. There are exceptional or extraordinary circumstances or conditions applicable to the property involved or to the intended use of the property as the two proposed signs are located in a public paseo and, as the overall sign program allows, the proposed signage will help identify the tenant space given the building's multiple sides, which does 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.
3. The proposed sign is in conformance with the stated purpose and intent of the Sign Ordinance.

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

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

2. [214 E DE LA GUERRA ST](#)
- |                           |                               |
|---------------------------|-------------------------------|
| Assessor's Parcel Number: | 031-082-021                   |
| Zone:                     | C-G                           |
| Application Number:       | SGN2021-00024                 |
| Owner:                    | Mayee Investors, LP           |
| Applicant:                | Dan Morris                    |
| Contractor:               | Elizabeth Harris              |
| Business:                 | RADIUS COMMERCIAL REAL ESTATE |

(Proposal for a 20.0 square foot externally illuminated ground sign. Total street frontage is 100 feet. Project complies with El Pueblo Viejo Guidelines.)

**Second Review. Project last reviewed on the Conforming Review Agenda on March 15, 2021.**

Actual time: 9:41 a.m.

Present: Dan Morris, Applicant

Public comment opened at 9:42 a.m., and as no one wished to speak, it closed.

**Motion: Continued two weeks in order to conduct a necessary site visit and for Staff to provide more information on the previous approved building plans and comments from the HLC Board Members regarding the location of the ground sign.**

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

**\* MEETING ADJOURNED AT 10:00 A.M.\***