



City of Santa Barbara

SIGN COMMITTEE MINUTES APRIL 20, 2021

9:00 A.M.

This Meeting Was Conducted Electronically
SantaBarbaraCA.gov

COMMITTEE MEMBERS:

Ken Sorgman *Chair*
Jaime Limón *Vice Chair*

ALTERNATES:

David Black (ABR)
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 9:01 a.m. by Chair Sorgman.

ATTENDANCE

Members present: Sorgman, Limón, and Drury

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

GENERAL BUSINESS

A. Public Comment:

The following individual spoke:

1. Virginia Rehling

B. Approval of Minutes:

Motion: Approve the minutes of the Sign Committee meeting of **April 6, 2021**, as submitted.

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

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

Business Name	Address	Case Number	Action
Appleton Partners	919 Chapala St.	SGN2021-00036	Final Approval as submitted.
BMW	402 S. Hope St.	SGN2020-00116	Final Approval as submitted.
St. George Community Church	1032 E. Mason St.	SGN2020-00100	Final Approval as submitted.

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

Mr. Russell announced that Heidi Reidel, Planning Technician I will be taking over and as the Sign Committee Technician from William Russell, Planning Technician II who will be moving on to other assignments. Also, Conforming Signs separate agenda is still pending at this time for review by the City Attorney's Office

E. Subcommittee Reports:

No subcommittee reports.

(9:10AM) NEW ITEM: CONCEPT REVIEW

1. **40 E ANAPAMU ST**
Assessor's Parcel Number: 039-232-002
Zone: C-G (C-2)
Application Number: SGN2017-00052
Owner: City of Santa Barbara
Applicant: Brad Klinzing
Applicant: Jessica Cadiente, Library Director
Applicant: John Coplin
Business Name: SANTA BARBARA PUBLIC LIBRARY FOUNDATION

(The Central Library building constructed in 1917, the Faulkner Gallery constructed in 1931, and five Eucalyptus Citriodora trees planted in 1931 are designated City Landmarks. Proposal for a temporary education campaign with screened vinyl photos and quotes, to be mounted on construction security fencing for the Santa Barbara Central Library renovation. The signage would be eight feet high along 388 lineal feet, which constitutes 3,110 square feet of signage. A Sign Exception is requested for the signage to remain in place for an extended temporary period and to exceed the maximum allowed signage of 90 square feet on site.)

Review After Final. Project received approval on June 28, 2017.

Actual time: 9:10 a.m.

Present: Brad Klinzing, Applicant, and Jessica Cadiente, Library Director

Public comment opened at 9:12 a.m.

The following individual spoke:

1. Virginia Rehling

Public comment closed at 9:14 a.m.

Motion: Final Approval as submitted granting the extended temporary signage time limit until the reopening of the building, making the findings as stated in Sign Ordinance subsection 22.70.070 for the granting of an exception:

1. The Committee expressed appreciation for the temporary education program maintaining signage and promoting public education, and suggests the inclusion of information panels referring to the history and importance of the building to the community.
2. There are exceptional or extraordinary circumstances or conditions applicable to the property involved or to the intended use of the property, due to the unusual construction of the project site located in heart of City, the temporary signage helping the public understand the planned scope of work, and the unique community asset the building poses, that usually does not apply generally to other properties in the vicinity.
3. The granting of the exception will not be materially detrimental to the public welfare or injurious to the properties or improvements in the vicinity.
4. The proposed sign is in conformance with the stated purpose and intent of the Sign Ordinance.

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

(9:35AM) 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 Name: | RADIUS GROUP |

(Proposal for a 20 square foot externally illuminated ground sign. Total street frontage is 100 feet. Project complies with El Pueblo Viejo Guidelines.)

Third review. Project last reviewed on April 6, 2021.

Actual time: 9:27 a.m.

Present: Dan Morris of Freedom Signs

Public comment opened at 9:34 a.m.

The following individual spoke:

1. Virginia Rehling

Written correspondence from Virginia Rehling was acknowledged; correspondence from Anna Marie Gott and Paulina Conn was distributed.

Public comment closed at 9:36 a.m.

Staff comments: Mr. Russell stated for the Committee that he conducted research for previously submitted plans for the Historic Landmarks Commission (HLC) regarding the proposed ground sign, and confirmed that he could not find anything on the plans regarding a ground sign, which was probably proposed recently prior to the current proposed Sign application. He also confirmed that the City's Architectural Historian Nicole Hernandez did not have an issue with the ground sign and left that decision to the Sign Committee for their determination.

Motion: The Committee denied the project with the following comments:

1. The currently proposed asbuilt externally illuminated ground wall sign is not appropriate as a ground wall sign nor in the current proposed location at the sidewalk.
2. The Committee recommends the applicant pursue alternative location choices for the externally illuminated sign away from the adjacent landmark and to be located at the back wall, or to propose an entirely different ground sign location.
3. The final decision regarding the wall location should be determined by the Historic Landmarks Commission.

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

Substitute

Motion: *Continued indefinitely for redesign with comments:*

1. The currently proposed as-built externally illuminated ground wall sign is not appropriate as a ground wall sign nor in the current proposed location at the sidewalk.
2. The Committee recommends the applicant pursue alternative location choices for the externally illuminated sign away from the adjacent landmark and to be located at the back wall, or to propose an entirely different ground sign location.
3. The final decision regarding the as-built wall location should be determined by the Historic Landmarks Commission.

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

*** THE COMMITTEE RECESSED FROM 9:57 TO 10:04 A.M. ***

(9:50AM) NEW ITEM: CONCEPT REVIEW

3. 29 E VICTORIA ST

Assessor's Parcel Number: 039-133-009
Zone: C-G (C-2)
Application Number: SGN2021-00022
Owner: Tioga Holdings LP
Applicant: Wasantha Mohottige
Business Name: CORAZON GUISADOS

(Proposal for a 16 square foot painted wall sign. Total street frontage is 56 feet. Project complies with El Pueblo Viejo Guidelines.)

Actual time: 10:04 a.m.

Present: Wasantha Mohottige, Applicant; and Michael Chenoweth, Owner

Staff comments: Mr. Russell confirmed for the Committee that the proposed project was reviewed by the HLC and forwarded to the Sign Committee for further review, and although it was supposed to be heard at Conforming Review, due to received public comment, it was agendaized for Full Sign Committee review.

Public comment opened at 10:07 a.m., and as no one wished to speak, it closed.

Written correspondence from Virginia Rehling and Steve Hausz was acknowledged.

Motion: Continue one week to Conforming Review with comments:

1. Reduce the proposed font letter size to an 8-inch font letter size.
2. The Committee suggest the proposed letters be solid letters instead of the proposed open print format.
3. The Pantone 7453C blue color is acceptable.
4. Return with an alternative orange color choice to the proposed Pantone 1635C orange color; possibly Pantone 2432C.

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

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