



# City of Santa Barbara

## SIGN COMMITTEE MINUTES MAY 4, 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  
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; and Goo

### GENERAL BUSINESS

#### A. Public Comment:

No public comment.

#### B. Approval of Minutes:

Motion: Approve the minutes of the Sign Committee meeting of **April 20, 2021**, as submitted.

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

#### C. Listing of approved Conforming Review signs from **April 20** through **May 4, 2021**:

<b>Business Name</b>	<b>Address</b>	<b>Case Number</b>	<b>Action</b>
Corazon Guisados	29 E. Victoria St.	SGN2021-00022	Final Approval as submitted.

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

No staff announcements.

Chair Sorgman requested information about sign applications related to the Paseo Nuevo Mall, and whether the Committee could require approval from Paseo Nuevo management prior to Sign Committee approval. Staff confirmed that the City currently requires landlord/property owner approval of the proposed sign as part of the Sign Program process.

- E. Subcommittee Reports:

No subcommittee reports.

### **(9:10AM) CONTINUED ITEM: CONCEPT REVIEW**

1. **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  
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.)

#### **Fourth Review. Project last reviewed on April 20, 2021.**

Actual time: 9:07 a.m.

Present: Dan Morris, Applicant; and Brian Cearnal, Architect

Public comment opened at 9:12 a.m., and as no one wished to speak, it closed.

Written correspondence from Paulina Conn was acknowledged.

#### **Motion: Continue indefinitely to the Historic Landmarks Commission Consent Review for return to SIGN, Full Committee, with comments:**

1. The Committee requests HLC Consent review and comments regarding the location of the low stone monument wall sign.
2. The Committee requests HLC Consent review and comments on the type of surrounding landscaping that could be used to help mitigate the location of the low stone monument wall sign.
3. Applicant needs to consider the location for the residential identification sign and include that in the sign proposal.
4. Consider alternatives for the low stone monument wall sign, relocate if appropriate.

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

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

2. **300 HITCHCOCK**  
Assessor's Parcel Number: 051-240-030  
Zone: RS-6/USS,RS-7.5/ACS/USS  
Application Number: SGN2021-00037  
Owner: DCH California Investments, LLC  
Applicant: Marco Nunez  
Business Name: CHRYSLER DODGE JEEP RAM

(Proposal for five internally illuminated wall signs totaling 119.8 square feet and a 53.3 square foot internally illuminated ground sign. Total signage requested is 173.1 square feet. Total street frontage is 237 feet. Applicant is requesting three exceptions; to exceed the maximum allowed lettering height, to exceed the maximum allowed signage area, and to exceed the maximum allowed ground sign height.)

Actual time: 9:53 a.m.

Present: Marco Nunez, Applicant

Public comment opened at 10:06 a.m., and as no one wished to speak, it closed.

Written correspondence from Paulina Conn was acknowledged.

**Motion: Continue indefinitely to return to Full Committee with comments:**

1. Return with a different ground sign proposal that complies with the 6-foot maximum height limit.
2. Restudy the size of "Santa Barbara" and "Jeep" signs to be more in keeping with the other wall signs and neighboring wall signs.
3. Limit all channel letter depths to a 3-inch maximum.
4. Set all internally lit signs to be 4000k LED maximum.

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

**\* MEETING ADJOURNED AT 10:22 A.M. \***