



# City of Santa Barbara

## SIGN COMMITTEE MINUTES MAY 18, 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  
Kathleen Goo, Commission Secretary

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### 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: Reidel; William Russell, Planning Technician; and Goo

### GENERAL BUSINESS

A. Public Comment:

No public comment.

B. Approval of Minutes:

Motion: Approve the minutes of the Sign Committee meeting of **May 4, 2021**, as submitted.

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

C. Listing of approved Conforming Review signs from **May 4** through **May 18, 2021**:

<b>Business Name</b>	<b>Address</b>	<b>Case Number</b>	<b>Action</b>
Mother Stearns Candy Shop	219 Stearns Wharf	SGN2021-00013	Final Approval as submitted.
Klein Denatale Goldner	1255 Coast Village Rd.	SGN2021-00045	Final Approval as submitted.

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

No staff announcements.

- E. Subcommittee Reports:

Committee Member Drury reported on the Historic Landmark Commission's May 12, 2021 Consent review of the monument sign at 214 E. De La Guerra St. The project was continued indefinitely to the HLC Full Board for further review.

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

1. **300 S HITCHCOCK WAY**

Assessor's Parcel Number: 051-240-030  
Zone: 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 110.02 square feet and a 75.5 square foot internally illuminated ground sign. Total signage requested is 185.52 square feet. Total street frontage is 237 feet. Applicant is requesting two exceptions: to exceed the maximum allowed lettering height and to exceed the maximum allowed signage area.)

**Second Review. Project last reviewed on May 4, 2021.**

Actual time: 9:12 a.m.

Present: Marco Nunez, Applicant

Public comment opened at 9:16 a.m., and as no one wished to speak, it closed.

**Motion: Continued two weeks with comments:**

1. Study reducing the width of the monument sign to achieve the maximum clearances to the sidewalk and the parking lot. The Committee suggests returning to the previously proposed panel size to achieve the monument sign reduction.
2. Clearly note on the plans that the monument sign is measured at 6 feet in height from the sidewalk, rather than the base of the sign.
3. Provide lighting details consistent with other monument signs.
4. The Committee finds the basis for the wall sign exceptions as currently proposed to be acceptable.
5. The Committee finds Option 2 acceptable for the wall signs.

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

**(9:35AM) NEW ITEM: CONCEPT REVIEW****2. 215 STATE ST**

Assessor's Parcel Number: 033-042-012  
Zone: HRC-2/SD-3  
Application Number: SGN2021-00043  
Owner: City of Santa Barbara  
Applicant: Dan Morris  
Business Name: WHEEL FUN RENTALS

(Proposal for a 16 square foot wall sign, a 7.8 square foot hanging sign, and an 18.4 square foot painted wall sign. All proposed signs are non-illuminated. Project complies with El Pueblo Viejo Landmark District Guidelines. Total signage requested signage is 42.2 square feet. Total street frontage is 52 feet.)

Actual time: 9:30 a.m.

Present: Dan Morris, Freedom Signs

Public comment opened at 9:35 a.m.

The following individuals spoke:

1. Virginia Rehling

Public comment closed at 9:37 a.m.

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

1. The Committee recognizes the structure as an historic building, which should be identified as such in the project description.
2. Study redesigning Sign C in a less dominant way or alternative method to the listing of services, such as converting to a window sign or using an historic font, and making less prominent over the entrance on the façade of the building.
3. The logo signage, Sign A, is supportable if appropriately dimensioned on the main entrance elevation; provide sufficient clearances to show the signage is appropriately placed.
4. The proposed hanging Sign B, is supportable as a modest identification sign; provide more clearance information details.

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

**\* MEETING ADJOURNED AT 10:05 A.M. \***