



City of Santa Barbara

SIGN COMMITTEE MINUTES JUNE 15, 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
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: Unzueta; William Russell, Planning Technician; and Goo

GENERAL BUSINESS

A. Public Comment:

Written correspondence from Paula Conn was acknowledged.

B. Approval of Minutes:

Motion: Approve the minutes of the Sign Committee meeting of **June 1, 2021**, as submitted.

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

C. Listing of approved Conforming Review signs from **June 1** through **June 15, 2021** were postponed to the next meeting.

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

No announcements.

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 is located in El Pueblo Viejo Landmark District.)

Fifth Review. Project last reviewed on May 4, 2021.

Actual time: 9:05 a.m.

Present: Dan Morris, Applicant

Public comment opened at 9:14 a.m.

The following individual spoke:

1. Virginia Rehling

Written correspondence from Paula Conn was acknowledged.

Public comment closed at 9:17 a.m.

Motion: Final Approval with the comment that the ground sign is acceptable based on the Historic Landmarks Commission's review and approval of the location, size and proportion of the monument wall.

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

(9:30AM) CONTINUED ITEM: CONCEPT REVIEW**2. 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 106.56 square feet and a 57.52 square foot internally illuminated ground sign. Total signage requested is 164.08 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.)

Third Review. Project last reviewed on May 18, 2021.

Actual time: 9:24 a.m.

Present: Marco Nunez, Applicant

Public comment opened at 9:28 a.m., and as no one wished to speak, it closed.

Written correspondence from Paula Conn was acknowledged.

Motion: Final Approval as submitted, making the findings 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 involved, mainly due to the extraordinary circumstances of an applicant that needs to identify multiple vehicle vendors, which requires additional signage to the building and does not apply generally to other properties in the city.
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: Drury/Limón, 3/0/0. Motion carried.

*** THE COMMITTEE RECESSED FROM 9:41 TO 9:48 A.M. ***

(9:50AM) CONTINUED ITEM: CONCEPT REVIEW**3. 2605 DE LA VINA ST**

Assessor's Parcel Number: 051-292-018
Zone: C-G
Application Number: SGN2021-00048
Owner: Jenkins Family Living Trust
Josiah C. and Karen F. Jenkins, Trustees
Applicant: David Benton
Business Name: SANTA BARBARA GYM & FITNESS

(Proposal for a 25.83 square foot wall sign with acrylic letters, two 5.0 square foot window signs, and a 3.0 square foot way-finding wall sign. Total proposed signage is 38.83 square feet. None of the signs will be illuminated. Total street frontage is 50 feet. Applicant is requesting an exception for signage to be installed above the roof line.)

Second Review. Project last reviewed on June 1, 2021.

Actual time: 9:37 a.m.

Present: David Benton, Applicant

Public comment opened at 9:52 a.m., and as no one wished to speak, it closed.

Written correspondence from Paula Conn was acknowledged.

Straw vote: How many Committee members can support the proposed 310-inch length with 12-inch lettering? 1/2/0. Failed.

Motion: Continued one week to Conforming Review with comments:

1. Reduce lettering to a 10-inch maximum height and try to maintain the original length and range of the previous "G. J. Jedlicka Saddlery, Inc." signage.

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

*** MEETING ADJOURNED AT 10:16 A.M. ***