



# City of Santa Barbara

## SIGN COMMITTEE MINUTES OCTOBER 5, 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:

Michael Drury (HLC)  
David Black (ABR)

### STAFF:

Irma Unzueta, Design Review Supervisor  
Heidi Reidel, Planning Technician I  
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 and Limón (Drury absent)

Staff present: Unzueta, William Russell, Planning Technician II, Reidel, and Goo

### GENERAL BUSINESS

#### A. Public Comment:

No public comment.

#### B. Approval of Minutes:

Motion: Approve the minutes of the Sign Committee meeting of **September 7, 2021**, as amended.

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

C. Listing of approved Conforming Review signs from **September 7, 2021** through **October 5, 2021**:

<b>Business Name</b>	<b>Address</b>	<b>Case Number</b>	<b>Action</b>
Griffin & Crane General Contractors, LLC	800 N Milpas St.	SGN2021-00077	Final Approval as submitted.
Partners Personnel	3820 State St.	SGN2021-00075	Final Approval as submitted.
Pali Wine Co	205 Anacapa St.	SGN2021-00080	Final Approval as submitted.
Pilates & Or	527 Garden St.	SGN2021-00076	Final Approval as submitted.
Institution Ale Beer Garden	522 State St.	SGN2022-00062	Final Approval with conditions.

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

Ms. Unzueta reminded the Committee that the annual Advisory Group recruitments are now accepting applications at the City Clerk's office until the extended deadline of October 14, 2021 at 5:00 p.m., with appointments made in December.

E. Subcommittee Reports:

Committee Member Limón requested the formation of an Ad-hoc Subcommittee to compile a library of acceptable brackets for El Pueblo Viejo, which will then be presented to the Historic Landmarks Commission for their review and approval.

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

1. **524 STATE ST**  
 Assessor's Parcel Number: 037-173-056  
 Zone: M-C  
 Application Number: SGN2021-00073  
 Owner: 524 State Investors, LP  
 Applicant: Jessi Finnicum-Schwartz  
 Business Name: DRIFT HOTEL

(Proposal for two 2.0 square foot blade signs, one 3.2 square foot wall sign, two 6.4 square foot wall signs, one 0.6 square foot wall sign, one 2.4 square foot wall sign, one 2.9 square foot wall sign, and one 5.9 square foot wall sign. The 2.9 square foot wall sign and one of the 6.4 square foot wall signs will be externally illuminated. There are nine signs proposed for a total of 31.8 square feet. Total building frontage is 45 feet. The building is a Structure of Merit located in the El Pueblo Viejo (EPV) Landmark District.)

Actual time: 9:15 a.m.

Present: Claire Howard, and Jessi Finnicum-Schwartz, Applicants from Anacapa Architecture

Public comment opened at 9:31 a.m., and as no one wished to speak and no written comment was submitted, it closed.

**Motion: Continued indefinitely to Conforming Review with comments:**

1. The Committee expressed appreciation for the complete application and plan details for an easier application review.
2. Return with additional bracket features to be consistent with El Pueblo Viejo Guidelines.
3. Return with a shorter, more traditional directional arrow on Sign I.

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

**\* MEETING ADJOURNED AT 9:48 A.M. \***