



# City of Santa Barbara

## SIGN COMMITTEE MINUTES APRIL 19, 2022

9:00 A.M.  
David Gebhard Public Meeting Room  
630 Garden Street  
[SantaBarbaraCA.gov](http://SantaBarbaraCA.gov)

### COMMITTEE MEMBERS:

Ken Sorgman *Chair*  
Jaime Limón *Vice Chair*

### ALTERNATES:

David Black (ABR)  
Michael Drury (HLC)

### STAFF:

Ellen Kokinda, Acting Design Review Supervisor  
Heidi Reidel, Planning Technician II  
Kathleen Goo, Commission Secretary

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## 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: Kokinda (until 10:00 a.m.), 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 **March 22, 2022**, as submitted.

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

### C. Listing of approved Conforming Review signs from **March 22** through **April 19, 2022**:

<b>Business Name</b>	<b>Address</b>	<b>Case Number</b>	<b>Action</b>
Tondi Gelato	401 Paseo Nuevo	SGN2022-00015	Final Approval with condition.
800 Santa Barbara St.	800 Santa Barbara St.	SGN2022-00018	Final Approval as submitted.
Drift Hotel	524 State St.	SGN2021-00073	Final Approval with condition.

Holly Kane Interior Design	34 W. Mission St.	SGN2022-00024	Final Approval as submitted.
Hayward So You Can Build	335 E. Gutierrez St.	SGN2022-00021	Final Approval with condition.
Nathan Woods Prof. Dog Trainer	3210 State St.	SGN2022-00023	Final Approval as submitted.
Mission Laundry	1911 De La Vina St.	SGN2022-00020	Final Approval with condition.
Deep Space Sparkle	1222 State St.	SGN2022-00019	Final Approval with condition.

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**

- 225 STATE ST**  
Assessor's Parcel Number: 033-042-024  
Zone: HRC-2/S-D-3  
Application Number: SGN2022-00014  
Owner: Kirshner / Leonard Real Estate I LLC  
James Maxwell, Representative Member  
Applicant: Dan Morris  
Business Name: SILVER AIR

(Proposal for one 18.47 square foot, externally illuminated wall sign, one 25.24 square foot, externally illuminated wall sign, and one 24.54 square foot, non-illuminated ground sign. Total proposed signage is 68.25 square feet. Total building frontage is 50.0 square feet. Applicant is requesting three exceptions: one to exceed the maximum allowable letter height, one to exceed the maximum allowable sign area, and one to place a sign above the roof line. The building is on the Historic Resource Inventory and is located in the El Pueblo Viejo Landmark District.)

**Second review. Project last reviewed on [March 22, 2022](#) and is returning to the Full Committee with a [memorandum](#) from the Architectural Historian.**

Actual time: 9:05 a.m.

Present: Dan Morris, Applicant; Jason Middleton, CEO Silver Air; and Nicole Hernandez, Architectural Historian

Staff comments: Ms. Reidel stated that the item was not heard by the Historic Landmarks Commission as requested by the Sign Committee at the previous hearing, as Nicole Hernandez, Architectural Historian, created a memorandum with an evaluation of the historic nature of the smokestack signage and direction to the Committee. The Committee has the option to refer the item to the Historic Landmarks Commission again if they feel a determination from the HLC is still needed.

Public comment opened at 9:08 a.m., and no one wished to speak.

Written correspondence from Virginia Rehling was read into the record.

Public comment closed at 9:09 a.m.

**Final Approval with the following conditions and findings:**

1. The signage on the smokestack is to be reduced to one vertical sign.
2. The Sign Committee supports the findings in the memorandum prepared by the Architectural Historian, and supports the continuation of lettering on the smokestack.
3. The proposed color shall be Pantone 423C.
4. The proposed lighting is consistent with the El Pueblo Viejo Guidelines and other approved lighting in the EPV District.
5. The Sign Committee makes the findings as stated in Sign Ordinance subsection 22.70.070 for the granting of an exception:
  - a. There are exceptional or extraordinary circumstances or conditions applicable to the property involved or to the intended use of the property because of the historic nature of the building, that do not apply generally to other properties in the vicinity.
  - b. The granting of the exception will not be materially detrimental to the public welfare or injurious to the properties or improvements in the vicinity.
  - c. The proposed sign is in conformance with the stated purpose and intent of the Sign Ordinance, as is consistent with the existing signage.

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

**(9:30AM) ITEM REFERRED FROM CONFORMING REVIEW**

2. [2621 DE LA VINA ST](#)
- |                           |                                    |
|---------------------------|------------------------------------|
| Assessor's Parcel Number: | 051-292-001                        |
| Zone:                     | C-G                                |
| Application Number:       | SGN2021-00098                      |
| Owner:                    | Jake Harbour                       |
| Applicant:                | Ronald Wilkinson                   |
| Business Name:            | SANTA BARBARA VASCULAR SPECIALISTS |

(Proposal for one 17.3 square foot, non-illuminated ground sign. Total proposed signage is 17.3 square feet. Total building frontage is 50.0 feet.)

**Second review. Project referred from Conforming Review on February 17, 2022, which is when the project was last reviewed.**

Actual time: 9:38 a.m.

Present: Ronald Wilkinson, Applicant; and Leanne Gravayne, Santa Barbara Vascular Specialists.

Public comment opened at 9:47 a.m., and as no one wished to speak and no written comment was submitted, it closed.

**Motion: Final Approval with conditions:**

1. Reduce the height of the sign to 72 inches or less from grade.
2. Illumination is not acceptable for this sign and should not be proposed in the future.

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

**\* THE COMMITTEE RECESSED FROM 9:58 TO 10:01 A.M. \***

**(9:50AM) DISCUSSION ITEM**

**3. BRACKET SUBCOMMITTEE**

Reference Number: SGN2019-00051

Staff: Heidi Reidel, Planning Technician II

(Discussion item regarding the creation of a list of pre-approved hanging sign brackets in the El Pueblo Viejo Landmark District.)

Actual time: 10:02 a.m.

Public comment opened at 10:03 a.m., and as no one wished to speak and no written comment was submitted, it closed.

**Motion: Approval of the amendments to the Draft El Pueblo Viejo Sign Bracket Standards with direction to staff to finalize the document and continue to the Historic Landmarks Commission.**

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

**\* MEETING ADJOURNED AT 10:36 A.M. \***