



City of Santa Barbara

SIGN COMMITTEE MINUTES AUGUST 9, 2022

9:00 A.M.
David Gebhard Public Meeting Room
630 Garden Street
SantaBarbaraCA.gov

COMMITTEE MEMBERS:

Ken Sorgman *Chair*
Jaime Limón *Vice Chair*

ALTERNATES:

Michael Drury (HLC)
David Black (ABR)

STAFF:

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

CALL TO ORDER

The meeting was called to order at 9:03 a.m. by Chair Sorgman.

ATTENDANCE

Members present: Sorgman, Limón, and Drury
Staff present: Will Russell, Assistant Planner and Goo

GENERAL BUSINESS

A. Public Comment:

No public comment.

B. Approval of Minutes:

Motion: Approve the minutes of the Sign Committee meeting of **July 26, 2022**, as amended.

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

C. Listing of approved Conforming Review signs from **July 26** through **August 9, 2022**:

Business Name	Address	Case Number	Action
L'Antica Pizzeria Da Michele	1031 State St	SGN2022-00040	Final Approval with conditions.

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

No announcements.

E. Subcommittee Reports:

No subcommittee reports.

(9:10 AM) CONTINUED ITEM: CONCEPT REVIEW**1. 26 W ANAPAMU ST**

Assessor's Parcel Number: 039-530-001
 Zone: C-G
 Application Number: SGN2022-00039
 Owner: Westmont College;
 Hugo Franco, Representative Member
 Applicant: Jose Martinez
 Business Name: WESTMONT DOWNTOWN

(Proposal for one 3.0 square foot hanging sign, one 11.1 square foot painted wall sign, and one 22.0 square foot painted wall sign. Total proposed signage is 36.1 square feet for a total of 37.1 square feet at the site. Total building frontage is 100.0 feet. The building is located in the El Pueblo Viejo Landmark District.)

Second review. Project last reviewed on July 26, 2022.

Actual time: 9:08 a.m.

Present: Jose Martinez, Applicant; and Hugo Franco, Representative Member for Westmont College

Public comment opened at 9:14 a.m., and as no one wished to speak and no written correspondence was submitted, it closed.

Motion: Final Approval with conditions:

1. Entrance Sign B is approvable at a reduced 4-inch maximum letter height, with a correspondingly larger 3-inch directional "entrance" wayfinding arrow to direct patrons to the main entrance.
2. Reposition main entrance Sign C at 12-inches minimum distance from the bottom of the second floor exterior windows and centered above the main entrance.
3. Sign C above the main entrance is approvable at a 10-inch maximum letter height.
4. The applicant may return for additional direction from the Committee, if needed.

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

(9:25 AM) CONTINUED ITEM: CONCEPT REVIEW**2. 1298 COAST VILLAGE RD**

Assessor's Parcel Number: 009-760-010
 Zone: C-1/S-D-3
 Application Number: SGN2022-00044
 Owner: Olive Oil & Gas L.P.;
 Scott Allen, Representative Member
 Applicant: Yung Truong
 Business Name: COTTAGE URGENT CARE

(Proposal for one 33.5 square foot, internally illuminated wall sign, and one 1.5 square foot, non-illuminated window sign. Total proposed signage is 35.0 square feet. Total building frontage is 51 feet.)

Second review. Project last reviewed on July 26, 2022.

Actual time: 9:35 a.m.

Present: Yung Truong, Applicant; and Scott Allen, Representative Member for Owner

Public comment opened at 9:40 a.m., and as no one wished to speak and no written correspondence was submitted, it closed.

Motion: Final Approval with conditions:

1. The Committee finds acceptable the revised reduction of the proposed wall sign at a 10-inch maximum letter height with a 2-foot maximum logo height.
2. The white portion of the logo of the wall sign shall match the background color of the building, and not be a bright white color.

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

(9:40 AM) NEW ITEM: CONCEPT REVIEW

3.

3845 STATE ST

Assessor's Parcel Number: 051-010-008

Zone: C-G/USS (C-2/SD-2)

Application Number: SGN2022-00051

Owner: Riviera Dairy Products;

Applicant: Laurence Babahekian

Business Name: FURNITURE GALLERY BY MATTRESS MIKE & MISS
DAISY'S CONSIGNMENT AND AUCTION HOUSE

(Proposal for one 123.7 square foot, backlit wall sign, one 45.0 square foot, backlit wall sign, two 24.0 square foot, internally illuminated wall signs, and one 32.2 square foot, backlit wall sign, for a total of 248.9 square feet at the site. Total building frontage is 275 feet. Applicant is requesting two exceptions: one to exceed the maximum allowable letter height and one to exceed the maximum allowable sign area.)

Actual time: 9:53 a.m.

Present: Laurence Babahekian, Applicant

Staff comments: Mr. Russell stated that there are actually three (3) exceptions being requested for this application: one to exceed the maximum allowable letter height, one to exceed the maximum allowable sign area, and one to exceed the allowable square footage.

Public comment opened at 10:00 a.m., and as no one wished to speak and no written correspondence was submitted, it closed.

Motion: Continue two weeks with comments:

1. Return with a reduced 30-inch maximum letter height option, and 24-inch maximum letter height option for Furniture Gallery Sign A.
2. Reposition Lazy Boy Studio Sign B to first floor level height.
3. Sign C and Sign D are not acceptable as canopy signs and should not require exceptions.
4. Return with Sign C and Sign D as wall signs to be located on to either side of the entrance door or over the entrance doors.

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

(9:55 AM) CONTINUED ITEM: CONCEPT REVIEW

4. [1960 CLIFF DR](#)
Assessor's Parcel Number: 035-141-009
Zone: C-R
Application Number: SGN2022-00036
Owner: Levon Investments LLC;
Peter Goodell, Representative Member
Applicant: Eric Compton
Business Name: US BANK

(Proposal for one 12.4 square foot, non-illuminated wall sign, and one 3.5 square foot, non-illuminated hanging sign. Total proposed signage is 15.9 square feet. Total building frontage is 45.0 feet. Applicant is requesting an exception to exceed the maximum allowable letter height.)

Second review. Project last reviewed on July 12, 2022.

Actual time: 10:36 a.m.

Present: Eric Compton, Applicant

Public comment opened at 10:41 a.m., and as no one wished to speak and no written correspondence was submitted, it closed.

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 because the business location is located in a mall with a considerable distance from the street, which does not apply generally to other properties in the vicinity.
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 as it conforms to the Sign Program for this application.

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

*** MEETING ADJOURNED AT 10:46 A.M. ***