



City of Santa Barbara

SIGN COMMITTEE

MINUTES

JUNE 11, 2024

9:00 A.M.

David Gebhard Public Meeting Room
630 Garden Street
SantaBarbaraCA.gov

COMMITTEE MEMBERS:

Ken Sorgman, *Chair*
Jaime Limón, *Vice Chair*
Jonathan Ziegler

ALTERNATES:

Michael Drury (HLC)
David Black (ABR)

STAFF:

Ellen Kokinda, Design Review Supervisor
Mary Ternovskaya, Planning Technician I
Kathleen Goo, Commission Secretary

CALL TO ORDER

The meeting was called to order at 9:02 a.m. by Chair Sorgman.

ATTENDANCE

Members present: Sorgman, Limón, and Ziegler

Staff present: Ternovskaya 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 28, 2024**, as amended.

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

C. Listing of approved Conforming Review signs from **May 29** through **June 11, 2024**:

Business Name	Address	Case Number	Action
The Bar Method	1101 Anacapa St. #150	SGN2024-00034	Final Approval as submitted.
Tilly Timm's	819 State St.	SGN2024-00037	Final Approval as submitted.
Santa Barbara Tires	822 N. Milpas St.	SGN2023-00056	Approval of Review After Final as submitted.

- D. Announcements, requests by applicants for continuances and withdrawals, future agenda items, and appeals:
1. Ms. Ternovskaya announced that the discussion item on Sign Ordinance Amendments will be on the next June 25, 2024 meeting agenda in order to allow staff additional time for further amendment preparation. A Staff Memo of discussion changes will be posted online with the following agenda prior to the June 25, 2024 meeting.
 2. Vice Chair Sorgman and Board Member Ziegler both announced they will be absent from the next June 25, 2024 meeting; therefore, Vice Chair Sorgman requested the discussion item on Sign Ordinance Amendments be postponed on the agenda until all Sign Committee members could be present. Staff confirmed they will reschedule the discussion item out further on the meeting calendar until all members are in attendance for the discussion, with the exact date to be confirmed later by staff with the Committee.
 3. Vice Chair Limon confirmed that he will be in attendance at the next June 25, 2024 meeting, so staff will contact Sign Alternates Mr. Drury from HLC, and Mr. Black from ABR so that the June 25, 2024 meeting has quorum.
 4. Chair Sorgman announced that there are 14 businesses without sign permits at La Cumbre Plaza, noting that the location has a current Sign Program, with tenants required to get City signage approval as well as location management approval to ensure equal treatment among businesses and signage consistency.
- E. Subcommittee Reports:
- No subcommittee reports.

(9:10AM) NEW ITEM: FINAL APPROVAL

1. [602 ANACAPA ST](#)
Assessor's Parcel Number: 031-151-017
Zone: M-C
Application Number: SGN2024-00038
Owner: Hutton Foundation
Applicant: Yuru Feng, The Cearnal Collective
Business Name: COMMUNIFY

(Proposal for one non-illuminated 48.7 square-foot ground sign. The total proposed sign area is 48.7 square-feet. The total building frontage is 207.6 feet. An exception is requested to exceed the maximum allowed height for ground signs by 7.5 feet.)

Final Approval is requested.

Actual time: 9:09 a.m.

Present: Yuru Feng and Brian Cearnal, Applicants

Staff comments: Ms. Ternovskaya clarified for the Committee that the City's Traffic Safety Engineer found the proposed signage does not interfere with sight lines or traffic safety.

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

Motion: **Final Approval with the condition that Staff verify prior to permit issuance that the proposed signage meets all Fire Department standards and that the signage heights are shown clearly on the plans, making the findings as stated in Sign Ordinance subsection 22.70.070 for the granting of an exception to exceed the maximum allowed height for ground signs by 7.5 feet:**

1. There are extraordinary circumstances or conditions applicable to the property involved or to the intended use of the property that does not apply generally to other properties in the vicinity. The access paseo is identifying access to the tenant and because the project has multiple entrances the proposal is appropriate along Anacapa Street.
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 the proposed signage is set back and at a reasonable height for pedestrians to access the business.

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

(9:30AM) CONTINUED ITEM: FINAL APPROVAL

2. [29 E CABRILLO BLVD](#)
- | | |
|---------------------------|----------------|
| Assessor's Parcel Number: | 033-112-006 |
| Zone: | HRC-2/SD-3 |
| Application Number: | SGN2023-00064 |
| Owner: | Ray Mahboob |
| Applicant: | Franco Rizzo |
| Business Name: | HAPPY CAT EATS |

(Proposal for one 12.4 square-foot and one 12.9 square-foot wall sign, with a 3 square-foot logo wall sign; no signs are illuminated. Total proposed signage is 28.3 square-feet. Total frontage is 60 feet. An exception is requested to exceed the maximum letter height by 6 inches and a portion of a sign over the roof line. The project resides in El Pueblo Viejo Landmark District.)

Final Approval is requested. Project was last reviewed by the Full Committee on January 9, 2024.

Actual time: 9:35 a.m.

Present: Franco Rizzo, Applicant

Staff comments: Ms. Ternovskaya clarified for the Committee the changes in sign dimensions and square footage changes for the overall total square footage.

Public comment opened at 9:51 a.m., and as no one wished to speak, and no written comment was submitted, it closed.

Motion: Continued two weeks with comments:

1. The proposed cat logo is acceptable at 2-feet in height.
2. For Wall Sign 2, reduce the sign letter height of “Happy Cat Eats” to 14”.
3. For Wall Sign 1, reduce the spacing between letters to approximately 6-inches or 8-inches, so that the space between the words scales-out and is proportionally positioned.
4. The Committee can support granting an exception for a 14” letter height for Wall Sign 2 because the parking lot in front of the building creates a large setback from the street.

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

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

DRAFT