



City of Santa Barbara

SIGN COMMITTEE

MINUTES

JULY 9, 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 9:00 a.m. by Chair Sorgman.

ATTENDANCE

Members present:

Sorgman, Limón, and Ziegler

Staff present:

Ted Hamilton-Rolle, Project Planner; Sebastian Herics, Assistant Planner; 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 **June 11, 2024** as submitted.

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

C. Listing of approved Conforming Review signs from **June 12** through **July 9, 2024**:

Business Name	Address	Case Number	Action
John Lambe Construction	133 E. Carrillo St.	SGN2024-00040	Final Approval as submitted.
Goodfellas Smoke & Vape	3328 State St.	SGN2024-00036	Final Approval as submitted.
Geosyntec	118 E. Carrillo St.	SGN2024-00039	Final Approval as submitted.
University Foot & Ankle Institute	12 E. Arrellaga St.	SGN2024-00027	Final Approval as submitted.

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

No announcements.

- E. Subcommittee Reports:

No subcommittee reports.

(9:10AM) DISCUSSION ITEM

1. SIGN ORDINANCE AMENDMENTS

Reference Number: SGN2024-00050

Staff: John Doimas, Assistant City Attorney

(Discussion item regarding proposed Sign Ordinance Amendments.)

Staff Report*

**Available for viewing online at SantaBarbaraCA.gov/PC*

Actual time: 9:06 a.m.

Present: John Doimas, Assistant City Attorney, City of Santa Barbara

Staff comments:

1. Staff explained proposed changes to definitions (such as those related to roof signs) and clarification of California State Law impacts (such as those related to gas station regulations).
2. Staff requests feedback from the Sign Committee regarding the proposed removal of the requirement within the ordinance for tenants in complexes to participate in Sign Programs. Sign Programs have been difficult for staff to manage, as it's often difficult to identify a unified identity for a complex and it's unclear who the burden falls on to apply for a Sign Program. Additionally, a lot of the Sign Programs are old and are out of date. Staff has also proposed clarification in the ordinance regarding Sign Programs and the interpretation of what constitutes commercial, industrial, or an office complex, which is sometimes difficult to determine since there is presently no zoning differentiation between these categories, and all are considered commercial.
3. Staff requests the Committee's feedback on allowing for the administrative approval of simple conforming signs if the Sign Committee Guidelines are amended to include administrative approval criteria.
4. Staff clarified that the focus of this revision is addressing legal issues and creating an enforceable sign ordinance. The Sign Committee Guidelines, ordinance definitions, and other aspects of the ordinance can be addressed at a later date with the feedback provided at today's hearing.

Public comment opened at 9:20 a.m., and as no one wished to speak, and no written comment was submitted, it closed.

Discussion held.

Committee comments:

1. Chair Sorgman expressed concerns regarding unpermitted electrical signage and safety. Mr. Doimas stated that the new Ordinance changes would also include and clarify safety provisions, citation and fine issuance, enforcement, and clear process on abandoned, unsafe, and unpermitted sign placement on City property for immediate removal.
2. Chair Sorgman stated that he would like to see clarification in the Sign Ordinance regarding neon-lit signage and placement in windows.
3. Vice Chair Limón expressed concerns regarding exempt noncommercial signs and the lack of restriction on the placement and location of the signage, such as roof placement or elsewhere on the property, or prohibitions on the mechanism of signage placement, such as pole signage, etc. Mr. Doimas stated that he could add provisions in the new Ordinance specifically regarding signage placement and location.
4. Vice Chair Limón suggested that the City Attorney' Office advocate for the removal of the exemption for open-house signs from the ordinance. Additionally, given modern technological advances, Vice Chair Limón suggested the creation of a database or type of universal locator to list and promote open houses occurring throughout the City as a potential solution. He also suggested including local realtors to agree with self-policing of temporary signage and placement, as it's difficult to enforce open-house signs due to their temporary nature. He suggested the use of date & timed photos be used with enforcement to justify and prove violations have occurred.
5. Murals were also discussed to determine the distinction between the artistic aspects of a mural and the commercial aspects of mural signage, which is chiefly determined by the purpose or intent or the commerciality of the signage, and who is supplying and funding the mural i.e., whether the main intention is the exchange/purchase of goods or services, or whether the intent is an artistic expression or message. The Arts Advisory Committee would be tasked with reviewing murals. The Arts Advisory Committee will decide whether proposed murals are considered commercial or art and whether the murals are appropriate for the El Pueblo Viejo Landmark District.
6. Vice Chair Limón also suggested that the City Attorney's Office review the existing Sign Committee Guidelines and sign bracket guidelines already reviewed by the Historic Landmark Commission.
7. Vice Chair Limón requested clarification on the definition of roof signs proposed in the new ordinance and would like for it to be clear that roof signs can only be approved through an exception request.
8. Vice Chair Limón also suggested clarification on temporary signs. Due to the lack of quick enforcement, temporary signs often become permanent. He likes the idea of giving the Sign Committee the discretion to grant 60-day or 90-day approval durations to temporary signs in order to avoid enforcement and citation issues prior to returning to the Committee for additional or final approvals.
9. Vice Chair Limón also suggested adding mandates regarding parking signage and ground signage, so the Committee has some discretionary review on signage details consistent with State Law, such as governing signage regulations for gas stations.
10. Vice Chair Limón is concerned with the removal of Sign Programs from the ordinance entirely. If they are to be removed, he would like to see the Sign Committee Guidelines revised with language that provides a basis for the Committee to ask for consistency within a complex. Signs within a complex could be reviewed in an incremental fashion as tenants change. An alternative to removing Sign Programs entirely would be to require Sign Programs only for complexes with a larger number of tenants, such as complexes with a dozen tenants. This way larger complexes/shopping centers will still have consistency in their signage. He would also like to see language in the Sign Committee Guidelines that clarify how office complexes are treated in comparison to commercial complexes.
11. Vice Chair Limón and Chair Sorgman are supportive of the proposed amendment to allow Administrative Approval of simple conforming signs if they meet certain criteria. They would like to see the Sign Committee Guidelines amended to list the criteria.

12. Vice Chair Limón requested that Mr. Doimas provide the Sign Committee with the final draft version of the Sign Ordinance for the Committee to review before the amendments go to the City Council.

(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 Mahoob
Applicant: Franco Rizzo
Business Name: HAPPY CAT EATS

(Proposal for one 8.2 square-foot wall sign, one 9.9 square-foot wall sign, and one 3 square-foot wall sign. No signs are illuminated. The total proposed signage is 21.1 square feet. The total frontage is 60 feet. An exception is requested to exceed the maximum allowable letter height of 10 inches by 4 inches and to have a portion of a sign over the roof line. The project is located in the El Pueblo Viejo Landmark District.)

Final Approval is requested. Third review. The project was last heard by the Full Committee on June 11, 2024.

Actual time: 10:11 a.m.

Present: Franco Rizzo, Applicant

Public comment opened at 10:13 a.m., and as no one wished to speak, and no written comment was submitted, it closed.

Motion: Final Approval as submitted with the following findings, as stated in Sign Ordinance subsection 22.70.070 for the granting of an exception to exceed the maximum allowable letter height of 10 inches by 4 inches (for a 14-inch maximum letter height) and for a portion of a sign over the roof line, as follows:

1. There are exceptional or extraordinary circumstances or conditions applicable to the property involved or to the intended use of the property that does not generally apply to other properties in the vicinity. The front parking lot creates a large setback between the building and the 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.

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

(9:50AM) NEW ITEM: FINAL APPROVAL

3. **636 STATE ST**
Assessor's Parcel Number: 037-132-001
Zone: M-C
Application Number: SGN2024-00023
Owner: Sofia Gallina Living Trust
Sofia Gallina, Trustee
Applicant: Amy Perez, Carter Permit Consulting
Business Name: VUORI

(Proposal for two 6 square-foot, externally-illuminated wall signs, and two 6 square-foot, non-illuminated projecting signs on existing brackets. The total proposed signage is 24 square-feet. The total building frontage is 24 feet. The applicant is requesting an exception to exceed the maximum allowable letter height of 10 inches by 4 inches. The property is on the Potential Historic Resource List and is located in the El Pueblo Viejo Landmark District.)

Final Approval is requested.

Actual time: 10:17 a.m.

Present: Lee Carter, Carter Permit Consulting; and Amy Perez, Applicant, Carter Permit Consulting

Public comment opened at 10:18 a.m., and as no one wished to speak, and no written comment was submitted, it closed.

Motion: Final Approval with conditions, with the following findings as stated in Sign Ordinance subsection 22.70.070 for the granting of an exception to exceed the maximum allowable letter height of 10 inches by 2 inches (for a 12-inch maximum letter height):

1. There are exceptional or extraordinary circumstances or conditions applicable to the property involved or to the intended use of the property which does not generally apply to other properties in the vicinity. Due to the long length of the building, additional signage is appropriate for this property.
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.
4. Condition that the project return to Conforming Review for approval of the following:
 - a. Reduce Wall Sign 1 and Wall Sign 2 to a maximum 12-inch letter height.
 - b. Provide some additional detailing or a border on the proposed hanging signs.
 - c. Sign lighting illumination levels shall be 3500K.
 - d. Provide a shade of black for all signs that is less stark.

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

(10:10AM) NEW ITEM: FINAL APPROVAL

4. **1111 COAST VILLAGE RD**
Assessor's Parcel Number: 009-291-002
Zone: C-1/SD-3
Application Number:
Owner: Pell Limited LP
Marc Winnikoff, Agent
Applicant: Eric Newman, Dave Signs
Business Name: MORGAN STANLEY

(Proposal for one illuminated 12.1 square-foot wall sign. The total proposed signage is 12.1 square-feet. The total building frontage is 36 feet. The applicant is requesting an exception to place a sign above a roof line.)

Final Approval is requested.

Actual time: 10:38 a.m.

Present: Eric Newman, Dave Signs

Public comment opened at 10:43 a.m., and as no one wished to speak, and no written comment was submitted, it closed.

Motion: Final Approval with conditions, with the following findings as stated in Sign Ordinance subsection 22.70.070 for the granting of the exception for the placement of a sign above the roof line:

1. There are exceptional or extraordinary circumstances or conditions applicable to the property involved or to the intended use of the property due to the setback and parking lot in front of the setback, which does not generally apply 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.
4. Condition that the applicant reduce the proposed sign to 10-inch maximum letter height with 2-inch to a 2.5 inch returns and an illumination level of 3500K.

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

*** MEETING ADJOURNED AT 10:55 A.M. ***