



# City of Santa Barbara

## SIGN COMMITTEE MINUTES AUGUST 29, 2017

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

### COMMITTEE MEMBERS:

Natalie Cope-Phillips, *Chair*  
Bob Cunningham, *Vice Chair*

### ALTERNATES:

Wm. Howard Wittausch (ABR)  
Michael Drury (HLC)

### STAFF:

Irma Unzueta, Design Review Supervisor  
Susan Gantz, Planning Technician  
Jennifer Sanchez, Commission Secretary

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## CALL TO ORDER

The meeting was called to order at 9:15 a.m. by Vice Chair Cunningham.

## ATTENDANCE

Members present: Cunningham and Drury  
Staff present: Gantz and Sanchez

## GENERAL BUSINESS

### A. Public Comment:

Virginia Rehling expressed concern about the lights on the signage for 1201 State Street, Benchmark Eatery, stating that they set a precedent for El Pueblo Viejo Landmark District.

### B. Approval of Minutes:

Staff comments: Ms. Gantz stated that at the August 15, 2017 meeting, the announcement of the Approval of Review After Final on Conforming review for 1201 State Street, Benchmark Eatery, on June 21, 2017 was inadvertently omitted, and the draft minutes have been corrected to include this announcement.

Motion: Approve the minutes of the Sign Committee meeting of **August 15, 2017**, as amended.

Action: Cunningham/Drury, 2/0/0. (Cope-Phillips absent.) Motion carried.

### C. Listing of approved Conforming Signs from **August 22** through **August 29, 2017**:

Scout Uncommon Goods	35 E. Ortega Street	Final Approval as submitted.
Smoke Shop	4020 Calle Real	Final Approval with conditions.
AmeriFlex	3700 State Street #310	Final Approval as submitted.

Fidelity National Title	3700 State Street #100	Final Approval as submitted.
Craft Ramen	436 State Street	Final Approval with conditions.
Alex's Salon	11 W. De La Guerra Street	Final Approval as submitted.

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

Ms. Gantz requested that Committee Member Drury attend the Sign Committee meeting on September 12, 2017 in Vice Chair Cunningham's absence.

- E. Subcommittee Reports:

No subcommittee reports.

### **AFTER FINAL HEARING**

- A. 35 STATE ST HRC-2/S-D-3 Zone**

Assessor's Parcel Number:	033-102-018
Application Number:	SGN2016-00042
Owner:	35 State Street Hotel Partners, LLC
Architect:	Melisa Turner
Designer:	Sign Source
Business Name:	Hotel Californian

(Proposal for a new Sign Program for Areas A, B, and C of the Hotel Californian development addressed at 35 State Street, 36 State Street, and 120 State Street, respectively. Various signs are proposed throughout the hotel complex for primary hotel and building identification, wayfinding, parking, and future retail tenants. Exceptions are requested for letter heights exceeding 10 inches on the primary identification sign. The project is located in El Pueblo Viejo Landmark District.)

**(Review After Final of changes to three signs on approved Sign Program including an additional .58 square foot of total signage, change of sign material, change of sign type, and change of specified illumination.)**

Actual time: 9:23 a.m.

Present: Dan Morris, Freedom Signs; and Greg Finefrock, Owner

Public comment opened at 9:28 a.m., and as no one wished to speak, it closed.

**Motion: Final Approval as submitted.**

Action: Cunningham/Drury, 2/0/0. (Cope-Phillips absent.) Motion carried.

**NEW ITEM****B. 35 STATE ST****HRC-2/S-D-3 Zone**

Assessor's Parcel Number: 033-102-018  
Application Number: SGN2017-00087  
Owner: 35 State Street Hotel Partners, LLC  
Applicant: Dan Morris  
Business Name: Finney's

(Proposal for two 6.1 square foot painted aluminum wall signs and a 5.8 square foot hanging wood sign with new wrought iron bracket. Both wall signs will be halo-lit. Total signage for this leasehold space will be 18 square feet. This building is on the City's Potential Historic Resources List: Californian Hotel Façade. The project is located in El Pueblo Viejo Landmark District.)

Actual time: 9:29 a.m.

Present: Dan Morris, Freedom Signs; and Greg Finefrock, Owner

Public comment opened at 9:34 a.m., and as no one wished to speak, it closed.

**Motion: Continued two weeks with comment:**

1. The applicant was directed to reduce the size of the lettering.

Action: Cunningham/Drury, 2/0/0. (Cope-Phillips absent.) Motion carried.

**NEW ITEM****C. 210 STATE ST****HRC-2/SD-3 Zone**

Assessor's Parcel Number: 033-051-015  
Application Number: SGN2017-00063  
Owner: State Street Mango, LLC  
Architect: Native Son Design Studio  
Business Name: Paradise Springs Winery

(Proposal for two new externally illuminated wall signs of 42.53 and 16.92 square feet, and a new 5.33 square foot non-illuminated ground sign. A total of 64.83 square feet of new signage is proposed for this leasehold space. The other leasehold space has 15.33 square feet of approved signage, which will remain unchanged. The project is located in El Pueblo Viejo Landmark District.)

Actual time: 9:48 a.m.

**Motion: Continued two weeks due to the applicant's absence.**

Action: Cunningham/Drury, 2/0/0. (Cope-Phillips absent.) Motion carried.

**NEW ITEM**

**D. 4000 LA COLINA RD**

**E-3/SD-2 Zone**

Assessor's Parcel Number:	057-020-015
Application Number:	SGN2017-00090
Owner:	Archdiocese LA ED/Welf Corp.
Applicant:	Juan Diaz
Business Name:	Bishop Garcia Diego High School

(Proposal for a 32 square foot metal and plastic, internally illuminated marquee pedestal sign. There will be 56 square feet of existing signage, which will remain unaltered. Total signage on site will be 88 square feet.)

Actual time: 9:36 a.m.

Present: Juan Diaz, Applicant, Bishop Garcia Diego High School

Public comment opened at 9:46 a.m., and as no one wished to speak, it closed.

**Motion: Final Approval with comments:**

1. Reduce the sign height to 6'-0".
2. It was suggested to use a brick base.

Action: Cunningham/Drury, 2/0/0. (Cope-Phillips absent.) Motion carried.

**\* MEETING ADJOURNED AT 9:53 A.M. \***