



City of Santa Barbara

SIGN COMMITTEE MINUTES OCTOBER 24, 2017

9:00 A.M.
David Gebhard Public Meeting Room
630 Garden Street
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
Marck Aguilar, Project Planner
Jennifer Sanchez, Commission Secretary

CALL TO ORDER

The meeting was called to order at 9:02 a.m. by Chair Cope-Phillips.

ATTENDANCE

Members present: Cope-Phillips and Cunningham
Staff present: Aguilar and Sanchez

GENERAL BUSINESS

A. Public Comment:

No public comment.

B. Approval of Minutes:

Motion: Approve the minutes of the Sign Committee meeting of **October 10, 2017**, as submitted.

Action: Cunningham/Cope-Phillips, 2/0/0. Motion carried.

C. Listing of approved Conforming Signs from **October 17** through **October 24, 2017**:

| | | |
|---------------------------|--------------------------|---------------------------------|
| Early California Antiques | 1331 State Street | Final Approval with conditions. |
| BMC | 624 Santa Barbara Street | Final Approval with conditions. |
| Petite Pediatrics | 510 W. Pueblo Street | Final Approval as submitted. |

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

Mr. Aguilar announced that recruitment has opened for Sign Committee representatives.

- E. Subcommittee Reports:

No subcommittee reports.

CONTINUED ITEM

A. 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 42.58 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 allowable signage is 65 square feet. The project is located in the El Pueblo Viejo Landmark District.)

(Fifth Concept Review.)

Actual time: 9:05 a.m.

Present: Kitts McCabe, Native Son Design Studio

Public comment opened at 9:11 a.m., and as no one wished to speak, it closed.

Motion: Final Approval as submitted with comments:

1. This approval is conditional upon the previously existing landscape being restored, or a new landscape plan being implemented, in conjunction with the application for the building improvements.
2. The lighting proposed as Exhibit A is acceptable.

Action: Cunningham/Cope-Phillips, 2/0/0. Motion carried.

CONCEPT REVIEW – CONTINUED**B. 440 HITCHCOCK WAY****RS-7.5/ACS/USS Zone**

Assessor's Parcel Number: 051-240-012
 Application Number: SGN2017-00094
 Owner: Mazda
 Applicant: Signcraft
 Business Name: Perry Ford

(Proposal to replace two existing 16.33 square foot illuminated wall signs with two new 18.83 square foot illuminated wall signs totaling 37.66 square feet. There will be 116.75 square feet of previously approved signage left unaltered, for a total of 154.41 square feet of signage overall. A Sign Exception is requested to exceed the allowable 90 square foot signage allotment.)

(Sign Exception requested.)

Actual time: 9:12 a.m.

Present: Mark Blackford, Signcraft

Public comment opened at 9:17 a.m., and as no one wished to speak, it closed.

Motion: Final Approval as submitted, with Sign Exception findings made 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 that do not apply generally to other properties in the vicinity. The proposed sign is not appreciably different from the sign that it is replacing.
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: Cunningham/Cope-Phillips, 2/0/0. Motion carried.

CONCEPT REVIEW – NEW**C. 101 S LA CUMBRE RD****C-G/USS Zone**

Assessor's Parcel Number: 051-022-027
 Owner: Avenue 26 Holdings, LLC
 Application Number: SGN2017-00104
 Applicant: Mall Signs & Service
 Business Name: AT&T

(Proposal to replace three existing 16.0 square foot internally illuminated logo signs with one of 25 square feet and two of 7.6 square feet each. Also proposed are a new 3.15 square foot internally illuminated canopy sign and one new .53 square foot entry door decal. Total signage for this building will be 43.88 square feet. The allowable signage is 89.25 square feet.)

Actual time: 9:18 a.m.

Present: Jeff Reich, Mall Signs & Service

Public comment opened at 9:33 a.m.

David Benton suggested that the halo-lit logos be back-lit.

Public comment closed at 9:34 a.m.

Motion: Continue two weeks with comments:

1. The proposed 12-inch logo letters are too large. Consider 8-inch or 10-inch options.
2. Face-lit letters are not acceptable; halo-lit was suggested.
3. The letters on the trellis element disrupt the architecture; study another location. Consider placing the letters on or within the globe.
4. The globe wall signs are to be halo lit. Reduce the proposed size of the globe to the existing size.

Action: Cunningham/Cope-Phillips, 2/0/0. Motion carried.

CONCEPT REVIEW – NEW

D. 1103 STATE ST A

C-G Zone

| | |
|---------------------------|-------------------------------|
| Assessor's Parcel Number: | 039-231-014 |
| Application Number: | SGN2017-00112 |
| Owner: | Ronald Gillio Revocable Trust |
| Applicant: | Benton Signs & Designs |
| Business Name: | Gillio Coins |

(Proposal for two new, non-illuminated wall signs of 2.54 square feet each and one new, non-illuminated projecting wood sign of 5.0 square feet. An existing projecting sign of 5.8 square feet would be retained. There would be an overall total of 15.8 square feet of signage at this tenant space. A Sign Exception is requested to exceed the allowable 11.25 square foot signage allotment.)

(Sign Exception requested.)

Actual time: 9:36 a.m.

Present: David Benton, Benton Signs & Designs

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

Motion: Continue two weeks to Conforming review with comments, and with Sign Exception findings made 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 that do not apply generally to other properties in the vicinity because there is dual tenancy in a small frontage, each deserving equal recognition in signage.
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. Return to Conforming Review with wall sign locations adjusted to provide more space between upper and lower lines. The upper line is to remain as depicted on the drawing. Provide separation with a horizontal space bar between the two, or by other means.
5. The Gillio bracket sign is to be relocated to the middle of the opening on the building.
6. Add callout dimensions between the signs to the drawings.

Action: Cunningham/Cope-Phillips, 2/0/0. Motion carried.

CONCEPT REVIEW – NEW

E. 3825 STATE ST E-149

C-G/USS Zone

| | |
|---------------------------|---------------------------------|
| Assessor's Parcel Number: | 051-010-014 |
| Application Number: | SGN2017-00115 |
| Owner: | Patricia S. Nettleship, Trustee |
| Applicant: | Benton Signs & Designs |
| Business Name: | Islands Restaurant |

(Proposal for two 28.75 square foot wall signs and one 4.125 square foot projecting sign on a new wrought iron bracket. All signage will be externally illuminated by LED pin lights. A total of 61.63 square feet of signage is proposed. A Sign Exception is requested to exceed the allowable signage is 25 square feet. There is an approved Sign Program for La Cumbre Plaza.)

(Sign Exception requested.)

Actual time: 9:50 a.m.

Present: David Benton, Benton Signs & Designs

Public comment opened at 9:54 a.m., and as no one wished to speak, it closed.

Motion: Final Approval as submitted, with Sign Exception findings made 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 that do not apply generally to other properties in the vicinity. The sign program that applies to the majority of the spaces in the complex creates difficulties for this particular site because of its configuration and frontage on the parking lot.
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: Cunningham/Cope-Phillips, 2/0/0. Motion carried.

*** MEETING ADJOURNED AT 9:56 A.M. ***