



City of Santa Barbara

SIGN COMMITTEE MINUTES NOVEMBER 7, 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 9:00 a.m. by Chair Cope Phillips.

ATTENDANCE

Members present: Cope Phillips (absent 9:03-9:08 a.m.) and Cunningham;
Julio Veyna (Item A)

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 24, 2017**, as submitted.

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

C. Listing of approved Conforming Signs from **October 31** through **November 7, 2017**:

NeuroField Inc.	1836 State Street	Final Approval as submitted.
Social Security Administration	122 W. Figueroa Street	Final Approval as submitted.
Visiting Nurses & Hospice Care	505 E. Montecito Street	Final Approval as submitted.
Gillio Coins	1103-A State Street	Final Approval as submitted.
Rabobank	2222 Bath Street	Final Approval as submitted.
Spitfire Aviation	300 Moffett Place	Final Approval as submitted.

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

Mr. Aguilar announced the following:

1. The application deadline for Sign Committee vacancies has passed, with no applications received. Staff will explore membership residency requirements. Until a full membership is established, staff will coordinate with alternates and backup alternates to meet the quorum requirement.
2. Tuesday morning Conforming Review, on Sign Committee meeting days, will now be held immediately after the meeting.
3. Item B, 101 S. La Cumbre Road, is continued two weeks at the applicant's request.

- 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: SGN2017-00087
Owner: 35 State Street Hotel Partners, LLC
Applicant: Dan Morris
Business Name: Finney's

(Proposal for two 7.75 square foot painted aluminum wall signs and a 5.83 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 21.33 square feet. The allowable signage is 40.00 square feet. This building is on the City's Potential Historic Resources List: Californian Hotel Facade.)

(Review After Final is requested for the sign backing due to installation changes.)

Actual time: 9:03 a.m.

Present: Dan Morris, Applicant, Freedom Signs; and Greg Finefrock, Owner, Finney's

Public comment opened at 9:08 a.m., and as no one wished to speak, it closed.

Motion: Approval of Review Final as submitted.

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

CONCEPT REVIEW - CONTINUED**B. 101 S LA CUMBRE RD****C-G/USS Zone**

Assessor's Parcel Number: 051-022-027
 Application Number: SGN2017-00104
 Owner: Avenue 26 Holdings, LLC
 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, in addition to 48.00 square feet of existing signage. The allowable signage is 89.25 square feet.)

(Second Concept Review.)

Item postponed two weeks at the applicant's request.

CONCEPT REVIEW - NEW**C. 21 E CARRILLO ST****C-G Zone**

Assessor's Parcel Number: 039-282-012
 Application Number: SGN2017-00113
 Owner: 17 East Carrillo Street, LLC
 Applicant: Michael LaValle
 Contractor: Dave Signs
 Business Name: Bank of the Sierra

(Proposal for one non-illuminated ground sign of 9.2 square feet and one non-illuminated wall sign of 2.8 square feet, totaling 12.0 square feet. The allowable signage is 54.00 square feet. This is a Structure of Merit: Mihran Studio Building.)

(Initial Sign Committee review; continued from Conforming Review.)

Actual time: 9:10 a.m.

Present: Michael LaValle, Applicant, Dave Signs

Staff comments: Mr. Aguilar stated that the proposal was originally reviewed on Conforming. The applicant was directed to mute the colors, but the client would like to retain the colors of the logo.

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

Motion: Continue two weeks with comment to return with a modified version of the sign, with a muted white background and dark gray lettering; proposed logo colors may remain.

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

CONCEPT REVIEW - NEW**D. 3925 STATE ST****C-G/USS Zone**

Assessor's Parcel Number: 051-010-021
Application Number: SGN2017-00118
Owner: GRI-Regency, LLC
Applicant: Benton Signs & Designs
Business Name: Five Points Shopping Center

(Concept review for an amendment to an approved sign program to allow additional signage for the Luna Grill at 3925 State Street. There is 21.22 square feet of existing signage, and an addition of 7.06 square feet of signage is being requested. The sign program allowable signage is 20.00 square feet, and the ordinance allowable signage is 25.00 square feet. A Sign Exception is requested to allow the signage for this tenant space to exceed the amount allowed.)

(Sign Exception requested.)

Actual time: 9:21 a.m.

Present: David Benton, Applicant, Benton Signs & Designs

Public comment opened at 9:26 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: this business location is not highly visible from the primary 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.
4. The sign program is amended to allow the third wall sign.
5. Staff is to verify that the maximum height of the signage letters does not exceed the maximum height of the adjacent tenant's (Blaze Pizza) wall signage letters.

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

*** MEETING ADJOURNED AT 9:32 A.M. ***