



# City of Santa Barbara

## SIGN COMMITTEE AGENDA NOVEMBER 20, 2018

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

### COMMITTEE MEMBERS:

Ken Sorgman *Chair*  
Jaime Limón *Vice Chair*

### ALTERNATES:

Bob Cunningham (ABR)  
Michael Drury (HLC)

### STAFF:

Irma Unzueta, Design Review Supervisor  
David Eng, Planning Technician  
Mia Martinez, Administrative Supervisor

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Items are reviewed in a sequential manner as listed on the agenda. The applicant's presence is required, and applicants are advised to arrive at the beginning of the meeting. If applicants are not present when the item is announced, the item will be moved to the end of the agenda if time allows. If an applicant is not present for the duration of the meeting, the item may be postponed indefinitely. If an applicant is unable to attend, notification must occur by 4:00 p.m. on the Thursday before the meeting to David Eng, Planning Technician, at (805) 564-5470, ext. 5541 or by email to [DEng@SantaBarbaraCA.gov](mailto:DEng@SantaBarbaraCA.gov). Otherwise, a postponement/rescheduling fee will apply.

**PUBLIC COMMENT:** The public is invited to comment on any item on the agenda. Speaker slips are available by the door and should be handed to staff before the agenda item begins. Due to time constraints, individual comments are typically limited to two minutes. Written comments are also welcome. Mail to Sign Secretary, P.O. Box 1990, Santa Barbara, CA 93102-1990 or email to [SignSecretary@SantaBarbaraCA.gov](mailto:SignSecretary@SantaBarbaraCA.gov).

**AGENDAS, MINUTES, REPORTS, & PUBLIC RECORD WRITINGS:** Documents relating to agenda items are available for review in the Community Development Department at 630 Garden Street, and agendas, minutes, and reports are also posted online at [SantaBarbaraCA.gov/Sign](http://SantaBarbaraCA.gov/Sign). Materials related to an item on this agenda submitted to the Sign Committee after distribution of the agenda packet are available for public inspection in the Community Development Department at 630 Garden Street during normal business hours. Letters received and reports that are a public record and relate to an agenda item are also available for public inspection at the meeting.

**PLANS & ADDITIONAL INFORMATION:** If you have any questions or wish to review the plans, contact David Eng, Planning Technician, at (805) 564-5470, ext. 5541 or email [DEng@SantaBarbaraCA.gov](mailto:DEng@SantaBarbaraCA.gov).

You may also contact City Planning staff at (805) 564-5578 for questions on case status or visit the Planning & Zoning counter at 630 Garden Street to review the most current plans proposed and other project documents. Office hours are 8:30 a.m. to 4:30 p.m., Monday through Thursday, and every other Friday (see [SantaBarbaraCA.gov/Calendar](http://SantaBarbaraCA.gov/Calendar) for closure dates).

**AMERICANS WITH DISABILITIES ACT:** If you need auxiliary aids or services or staff assistance to attend or participate in this meeting, contact the Sign Secretary at (805) 564-5470, ext. 5562. If possible, notification at least 48 hours prior to the meeting will usually enable the City to make reasonable arrangements. Specialized services, such as sign language interpretation or documents in Braille, may require additional lead time to arrange.

**APPEALS:** Decisions of the Sign Committee may be referred or appealed to the Architectural Board of Review (ABR) or the Historic Landmarks Commission (HLC). Subsequent decisions of the ABR or HLC may be appealed to City Council. For further information on appeals, contact Planning Division staff. Appeals must be in writing and

NOTE: Agenda schedule is subject to change as cancellations occur.

must be filed at the Community Development Department, 630 Garden Street within 10 calendar days of the meeting at which the Sign Committee took action or rendered its decision.

**NOTICE:** On Thursday, November 15, 2018, this Agenda was posted on the outdoor bulletin board at the Community Development Department, 630 Garden Street and online at [SantaBarbaraCA.gov/Sign](http://SantaBarbaraCA.gov/Sign).

## **GENERAL BUSINESS**

### A. Public Comment.

Any member of the public may address the Committee for up to two minutes on any subject within its jurisdiction that is not scheduled on this agenda for a public discussion.

### B. Approval of the minutes of the Sign Committee meeting of **November 6, 2018**.

### C. Listing of approved Conforming Signs from **November 13** through **November 20, 2018**.

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

### E. Subcommittee Reports.

## **CONCEPT REVIEW - CONTINUED**

### **1. 3891 STATE ST**

**C-G/USS Zone**

**(9:05)**

Assessor's Parcel Number:	051-022-035
Application Number:	SGN2018-00106
Owner:	Watabun USA Inc.
Business Name:	Target
Contractor:	Swain Sign, Inc.
Architect:	William Huntress

(Proposal for 66.6, 18, and 49 square foot internally illuminated wall signs, a new 30 square foot internally illuminated sign on an existing ground monument base, and a 4 square foot non-illuminated vinyl window sign. A total of 167.6 square feet of signage is proposed for the building. Sign Exceptions are requested for signage that exceeds the maximum 10-inch letter height allowed, signage that is located above the second floor, and for a total area of signage that exceeds the maximum allowed for the building. The linear building frontage is 192.00 feet. The allowable signage is 90.00 square feet.)

**(Second Concept Review. Action may be taken if sufficient information is provided. Exception findings required. Project was last reviewed on October 23, 2018.)**

**CONCEPT REVIEW - NEW****2. 3528 STATE ST**

C-G/USS Zone

**(9:35)** Assessor's Parcel Number: 053-313-014  
Application Number: SGN2018-00124  
Owner: Babai Trust  
Applicant: Dirk Langer  
(Proposal to modify existing sign program for 3526-3532 State St.)

**(Action may be taken if sufficient information is provided.)**

**CONCEPT REVIEW - NEW****3. 443 CORONA DEL MAR DR**

R-4/SD-3 Zone

**(9:55)** Assessor's Parcel Number: 017-322-016  
Application Number: SGN2018-00126  
Owner: G6 Hospitality Real Estate LLC  
Business Name: Motel 6  
Contractor: Swain Signs  
Designer: Vixxo Signs & Lighting

(Proposal to replace an existing an existing ground monument sign with a new 33.3 internally illuminated ground sign to be fabricated with wood, metal, and plastic. A 6 foot internally illuminated "welcome" sign is to remain. A total of 39.3 square feet of signage is proposed for the site. A sign exception is requested to allow a numeral on the sign to exceed the 12-inch maximum allowed letter height. The linear building frontage is 93.00 feet. The allowable signage is 75.00 square feet.)

**(Action may be taken if sufficient information is provided. Sign Exception findings required.)**