



# City of Santa Barbara

## SIGN COMMITTEE

### MINUTES

### MAY 8, 2018

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

**COMMITTEE MEMBERS:**  
Natalie Cope Phillips, *Chair*

**ALTERNATES:**  
Bob Cunningham (ABR)  
Michael Drury (HLC)

**STAFF:**  
Irma Unzueta, Design Review Supervisor  
David Eng, Planning Technician  
Krystal M. Vaughn, Commission Secretary

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### CALL TO ORDER

The meeting was called to order at 9:03 a.m. by Chair Cope Phillips.

### ATTENDANCE

Members present: Cope Phillips, Cunningham, and Drury  
Staff present: Eng; Reidel; and Vaughn

### GENERAL BUSINESS

A. Public Comment:

No public comment.

B. Approval of Minutes:

Motion: Approve the minutes of the Sign Committee meeting of **February 13, 2018**, as submitted.

Action: Cunningham/Drury, 3/0/0. Motion carried.

C. Listing of approved Conforming Review signs from **February 20** through **May 8, 2018**:

Analog Devices	911 Olive St	Final Approval as submitted.
Finney's	35 State St	Approval of Review After Final as submitted.
Estancia	3714 State St	Final Approval as submitted.
Santa Barbara Auto Camp	2717 De la Vina Street	Final Approval as submitted.
Creamistry	935 State St	Final Approval with conditions.
Foothill Pet Hospital	675 Cieneguitas Road	Final Approval as submitted.
Locavore Kitchen	21 W. Victoria St	Final Approval with conditions.

Bertling Law Group	15 W. Carrillo St	Final Approval with conditions.
Sullivan Goss Art Gallery	11 E. Anapamu Street	Final Approval as submitted.
GeoSolutions	201 S. Milpas Street	Final Approval as submitted.
Church The Light of the World	225 E. Haley St	Final Approval as submitted.
Verizon	636 State St	Final Approval as submitted.
Frankland's Crab & Co.	1295 Coast Village Rd	Final Approval with conditions.
Frequency Wine Company	831 Santa Barbara St	Final Approval as submitted.
FedEx Office	23 S. Hope Ave	Final Approval as submitted.
Mission Harbor	403 E. Montecito St	Final Approval as submitted.
Farmers Insurance	403 E. Montecito St	Final Approval as submitted.
Isla	36 State St	Final Approval as submitted.
Blackbird	36 State St	Final Approval as submitted.
Goat Tree	120 State St	Final Approval as submitted.
Santa Barbara Plastic Surgery Center	222 W. Pueblo St	Final Approval as submitted.
Haley Hotel	26 E. Haley St	Final Approval as submitted.
Honey	333 E. Haley St	Final Approval as submitted.
Melville Winery	120 State St	Final Approval as submitted.
American Riviera Bank	30 E. Figueroa St	Final Approval as submitted.

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

Mr. Eng announced that all three items on today's agenda are requesting exceptions.

- E. Subcommittee Reports:

No subcommittee reports.

### **CONCEPT REVIEW - NEW**

**1. 126 E HALEY ST**

M-C Zone

**(9:10)**

Assessor's Parcel Number: 031-271-026  
 Application Number: SGN2018-00040  
 Owner: Del Mar SB, LLC  
 Contractor: Freedom Signs  
 Business Name: Platform

(Proposal for a new Sign Program for an existing commercial-office complex comprising two buildings with frontages on Haley and Santa Barbara Streets. The proposal includes an 11.44 square foot group identity wall sign, a 28.64 square foot illuminated directory sign, and an allowance for up to 82.3 square feet of individual tenant signage. A Sign Exception is requested to allow the total amount of directory signage to exceed the maximum amount allowed on the site. The linear building frontage is 62.00 feet.

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

Actual time: 9:09 a.m.

Present: Dan Morris, Freedom Signs

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

**Motion: Final Approval as submitted, making the findings 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 requested amount of space for directory signage is needed to accommodate the number of tenants and the amount of area allowed by the City's Ordinance is insufficient. Also, the size of the signage is smaller than what previously existed.
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/Drury, 3/0/0. Motion carried.

## REVIEW AFTER FINAL

### **2. 1187 COAST VILLAGE RD**

C-1/SD-3 Zone

**(9:20)**

Assessor's Parcel Number:	009-291-008
Application Number:	SGN2017-00083
Owner:	H&R Investments
Designer:	EID
Business Name:	Coast Village Plaza
Contractor:	Signs By Ken

(Proposal for a new Sign Program for the two-story Coast Village Plaza shopping center. All existing signage will be replaced with new including tenant signs, four directory signs, four directional ground signs, new monument sign, and two dimensional letter signs. The monument sign and parking enter/exit signs at Coast Village Circle will be internally illuminated and the parking entrance sign at Coast Village Road will be externally illuminated. The linear building frontage is 225.00 feet.)

**(Review After Final is requested for an additional group identity sign on the north elevation, and for a reduction in size and revision in design of the tenant blade signs. Sign Exception findings are required to allow more than one group identify sign per frontage to identify the commercial complex.)**

Actual time: 9:18 a.m.

Present: Marie Schumacher and Kim Sichta, EID.

Public comment opened at 9:26 a.m., and as no one wished to speak, it closed.

**Motion: Final Approval as submitted, making the findings 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 plaza identify signage is required to appropriately identify the plaza and the businesses within the plaza; the additional identifying sign fits well within the fascia of the building
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: Drury/Cunningham, 3/0/0. Motion carried.

### **CONCEPT REVIEW - NEW**

#### **3. 6100 BECKNELL ROAD**

A-I-1/SP-6 Zone

**(9:30)**

Assessor's Parcel Number:	073-080-065
Application Number:	SGN2018-00024
Owner:	Direct Relief
Designer:	EID
Business Name:	Direct Relief

(Proposal for a new 71.8 square foot illuminated monument sign with 16" tall letters, a 23.6 square foot monument sign, a 64 square foot illuminated wall sign with 30" tall letters, and three 2.0 square foot directional ground signs with associated lighting. A total of 165.4 square feet of signage is proposed on the site. Three sign exceptions are requested to allow the total amount of signage to exceed the maximum allowed of 90 square feet and for two signs to exceed the maximum letter height of 12 inches tall. The linear building frontage is 618.00 feet. The allowable signage is 90.00 square feet.)

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

Actual time: 9:29 a.m.

Present: Marie Schumacher and Kim Sichta, EID.

Public comment opened at 9:57 a.m., and as no one wished to speak, it closed.

**Motion: Continue two weeks with comments:**

1. Applicant to prepare a mockup of the sign proposed for the western end of the south façade with letter heights to be a maximum of 24 inches. The applicant may also prepare additional mockups with alternative letter heights for consideration.
2. The applicant is not to proceed with the monument sign in the parking lot, but instead locate an identity sign at the building entrance in conjunction with the site address.
3. The committee is ready to approve the ground monument sign at the corner of Wallace Becknell Road and the directional signage within the parking lot with the condition that the latter have their sign posts painted "chateau brown."

Action: Cunningham/Drury, 3/0/0. Motion carried.

**\* MEETING ADJOURNED AT 10:02 A.M. \***