



City of Santa Barbara

SIGN COMMITTEE MINUTES JULY 3, 2018

9:00 A.M.
David Gebhard Public Meeting Room
630 Garden Street
SantaBarbaraCA.gov

COMMITTEE MEMBERS:
Natalie Cope Phillips, *Chair*
Jaime Limón
Ken Sorgman

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

STAFF:
Irma Unzueta, Design Review Supervisor
David Eng, Planning Technician
Heidi Reidel, Commission Secretary

CALL TO ORDER

The meeting was called to order at 8:59 a.m. by Chair Cope Phillips.

ATTENDANCE

Members present: Cope Phillips, Limón, and Drury
Staff present: Eng and Reidel

GENERAL BUSINESS

A. Public Comment:

No public comment.

B. Approval of Minutes:

Motion: Approve the minutes of the Sign Committee meeting of **June 19**, as submitted.
Action: Drury/Cope Phillips, 2/0/1. (Limón abstained.) Motion carried.

C. Listing of approved Conforming Review signs from **June 19** through **July 3**:

Supercuts	3609 State St.	Final Approval as submitted.
Summit Gasoline	8 S. Milpas St.	Final Approval with conditions.
Impact	223 E. De La Guerra St.	Final Approval as submitted.
Santa Barbara Plastic Surgery Center	222 W. Pueblo St.	Approval of Review After Final as submitted.

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

Mr. Eng welcomed Jaime Limón and Ken Sorgman as new appointed members of the Committee.

E. Subcommittee Reports:

No subcommittee reports.

CONCEPT REVIEW - NEW

1. 150 S LA CUMBRE RD

C-G/USS Zone

(9:05)

Assessor's Parcel Number: 051-032-002
 Application Number: SGN2018-00066
 Owner: Dansk Retail, Inc.
 Applicant: Insignia National Sign Network
 Business Name: Conserv Fuel

(Proposal to reface an existing 32 square foot ground monument sign with a new 6.82 square foot logo panel, color, and LED fuel pricing signage. The project also includes a 17.62 square foot illuminated wall sign on the mart building, and two 17.62 illuminated wall signs on the fascia of the gas station canopy. A total of 58.34 square feet of signage is proposed for review. The sign area for gas pricing signage is exempted from the maximum sign area allowed for the site. The linear building frontage is 59.70 feet. The allowable signage is 59.70 square feet.)

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

Actual time: 9:06 a.m.

Present: Joseph Arkeder, Insignia National Sign Network; and Brian Mercer, Dansk Retail, Inc.

Public comment opened at 9:15 a.m., and as no one wished to speak, it closed.

Motion: Final Approval with condition, and with Sign Exception findings made as stated in Sign Ordinance subsection 22.70.070 for the granting of an exception:

1. Reduce the letter height of "Conserve" on the canopy signage to 10 inches, with the logo mark and word "Fuel" scaled down proportionally.
2. There are exceptional or extraordinary circumstances or conditions applicable to the property involved or to the intended use of the property because of the amount of signage required for a gas station and the limited amount of building frontage, that do not apply generally to other properties in the vicinity.
3. The granting of the exception will not be materially detrimental to the public welfare or injurious to the properties or improvements in the vicinity.
4. The proposed sign is in conformance with the stated purpose and intent of the Sign Ordinance.

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

CONCEPT REVIEW - NEW**2. 521 FIRESTONE RD**

A-F/SD-3 Zone

(9:28)

Assessor's Parcel Number: 073-252-0BL
Application Number: SGN2018-00054
Applicant: DCM
Business Name: Flightline Restaurant and Lounge

(Proposal to reface a an existing 30 square foot illuminated ground monument sign with a new business name and artwork on a translucent digital print. The proposal also includes a 42.75 square foot wall sign with halo-lit letters to be installed on the fascia above the main entry. A total of 72.75 square feet of signage is proposed for the site. The linear building frontage is 120.00 feet. The allowable signage is 90.00 square feet.)

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

Actual time: 9:26 a.m.

Present: Daniel Dominguez, DCM Graphics

Public comment opened at 9:35 a.m., and as no one wished to speak, it closed.

Motion: Final Approval with the condition that:

1. The brown gradient effect on the monument sign design shall be replicated on the wall sign.

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

CONCEPT REVIEW - CONTINUED**3. 1266 - 1280 COAST VILLAGE RD**

C-1/SD-3 Zone

(9:40)

Assessor's Parcel Number: 009-230-035
Application Number: SGN2018-00055
Owner: Martin W. Foreman Trustee
Applicant: DCM

(Proposal to revise an existing sign program for a multi-tenant commercial property. The linear building frontage is 104.00 feet.)

(Action may be taken if sufficient information is provided. Project was last reviewed on June 19, 2018.)

Actual time: 9:47 a.m.

Present: Daniel Dominguez, DCM Graphics

Public comment opened at 9:53 a.m., and as no one wished to speak, it closed.

Motion: Continue two weeks with comments:

1. The Sign Committee does not support uniform maximum letter heights for each tenant space as the wall area at above each space varies.

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

CONCEPT REVIEW - NEW

4. 35, 36, 120 STATE ST HRC-2/SD-3 Zone
(9:52) Assessor's Parcel Number: 033-102-018, 033-111-013, 033-081-013
Application Number: SGN2018-00069
Owner: 35 State Street Hotel Partners
Architect: Sherry & Associates
Business Name: Hotel Californian

(Proposal to revise the sign program for the Hotel Californian complex, specifically for Suite B of "Area C." The project is located in the El Pueblo Viejo Landmark District.)

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

Actual time: 10:05 a.m.

Present: Dawn Sherry and Brian Launder, Sherry and Associates.

Public comment opened at 10:15 a.m., and as no one wished to speak, it closed.

Motion: Continue two weeks with comments:

1. Provide plans showing the sizes and locations of allowable signage, illustrating these on a block elevation and using enlarged scaled drawings as necessary to show dimensions and distance from architectural features (eg. cornices, arches, etc.)
2. Other sign specifications can be left open and up to the tenant, subject to review and approval by the Sign Committee.

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

*** MEETING ADJOURNED AT 10:25 A.M. ***