



# City of Santa Barbara

## SIGN COMMITTEE MINUTES JULY 31, 2018

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

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## CALL TO ORDER

The meeting was called to order at 9:00 a.m. by Chair Cope Phillips.

## ATTENDANCE

Members present: Cope Phillips, Limón, Sorgman, 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 **July 17, 2018**, as amended.

Action: Drury/Cope Phillips, 3/0/1. (Limón abstained.) Motion carried.

### C. Listing of approved Conforming Review signs from **July 17** through **July 31, 2018**:

Ambiance	1266 Coast Village Rd	Final Approval as submitted.
McConnell's Fine Ice Creams	120 State St	Final Approval with condition.
Secure Pro/Observables	117 N Milpas St	Final Approval as submitted.

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

1. As Chair Cope Philips is resigning from the Sign Committee, Mr. Eng and Ms. Unzueta thanked Chair Cope Philips for her almost 14 years of service on the Sign Committee and for her contributions to maintaining Santa Barbara's aesthetic character. Mr. Eng also congratulated Chair Cope Philips on the impending arrival of her new baby.
2. Committee Member Limón mentioned that a new chair and Conforming Signs reviewer will need to be selected. He also suggested that someone should fill the role of a vice-chair. Staff advised that these roles will be voted on at the next Full Committee meeting.

E. Subcommittee Reports:

No subcommittee reports.

### **CONCEPT REVIEW – NEW**

**1. 116 SANTA BARBARA ST**

**OC/SD-3 Zone**

**(9:10)**

Assessor's Parcel Number: 017-022-004  
 Application Number: SGN2018-00071  
 Owner: Goodman Reed Holdings, LLC  
 Architect: Kevin Moore Architect

(Proposal for a new sign program for the Waterline commercial complex. The proposal will allow for a 12.1 square foot halo lit wall sign for the complex and up to 101.45 square feet of combined signage for six tenant spaces. Sign Exceptions are requested for signage that exceeds the maximum area allowed for the individual tenant spaces, two of which do not have any street or parking lot frontage.)

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

Actual time: 9:10 a.m.

Present: Kevin Moore, Architect

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

Straw vote: How many Committee members can support a sign dimension of four feet as proposed? 1/3 Failed

Straw vote: How many Committee members can support the sign being a maximum of three and a half feet? 4/0 Passed

**Motion: Continue two weeks to Full Committee with comments:**

1. The complex sign's letter height shall not exceed ten inches.
2. The complex sign color shall be Sherman Williams Peppercorn Off-black SW7674.  
Individual tenant signs are to have a maximum depth (width) of 3.5 feet, with their respective heights to be reduced proportionally.
3. The frame of the projecting sign is to include a finished edge on the opening with an approximate half inch flat bar.

4. The sign frames are to be painted Sherman Williams Peppercorn Off-black SW7674.
5. No lighting on the projecting signs are approved at this time.
6. Applicant is to note the multiple addresses and parcel numbers on sign program plans.
7. The metal background material of each projecting sign shall be painted.
8. The Sign Committee can support a sign exception to allow tenant signage to exceed the maximum allowed under a sign program, making the following findings:
  - a. There are exceptional or extraordinary circumstances or conditions applicable to the property involved or to the intended use of the property because tenant spaces have limited or no frontage that otherwise restricts the amount of signage appropriate for the businesses, which does not apply generally to other properties in the vicinity.
  - b. The granting of the exception will not be materially detrimental to the public welfare or injurious to the properties or improvements in the vicinity.
  - c. The proposed sign is in conformance with the stated purpose and intent of the Sign Ordinance.

Action: Cope Phillips/Drury, 4/0/0. Motion carried.

## **CONCEPT REVIEW – NEW**

### **2. 633 E CABRILLO BLVD**

**HRC-1/SP-1/SD-3 Zone**

**(9:30)**

Assessor's Parcel Number:	017-680-013
Application Number:	SGN2018-00038
Owner:	Fess Parker Doubletree Hotel
Applicant:	Ideation Design Group
Contractor:	Vogue Sign Company

(At an existing hotel, proposal for an 88.35 square foot painted aluminum wall sign, and new branding on five existing ground monument signs of 7.32, 7.2, 10.54, 23.56, and 23.56 square feet. The proposal includes 61.56 square feet of accessory signage. A total of 222.21 square feet of signage is proposed for the site, all of which will be non-illuminated. Sign Exceptions are requested to allow the sign at the porte cochere to exceed the maximum allowed letter height of 10 inches and for the total amount of signage on the site to exceed the maximum allowed of 90 square feet. The allowable signage is 90.00 square feet. The project is located in the El Pueblo Viejo Landmark District.)

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

Actual time: 9:53 a.m.

Present: Carl Schaffer, Ideation Design Group; and Neil Poisson, General Manager, Hilton Santa Barbara Beachfront Resort.

Public comment opened at 10:06 a.m., and as no one wished to speak, it closed.

**Motion: Final Approval with conditions and findings:**

1. On all of the monument signs, the new sign letters shall be centered horizontally and installed at the height (slightly above center) equal to the location of the existing "P" on existing Fess Parker signs.
2. The Committee can support a Sign Exception for Sign "A" at the porte cochere on the condition that additional decorative enhancements complementary to Santa Barbara style be proposed to be painted on the wall and vetted at Conforming Review.
3. Sign "J" in the application is eliminated from the scope of work.
4. The maximum height of the porte cochere Sign "A" shall be 28 inches high.
5. The applicant shall provide a color chip for the file.
6. There are exceptional or extraordinary circumstances or conditions applicable to the property involved or to the intended use of the property because this is a large hotel property with the need for the amount and size of signage, which does not apply generally to other properties in the vicinity.
7. The granting of the exception will not be materially detrimental to the public welfare or injurious to the properties or improvements in the vicinity.
8. The proposed sign is in conformance with the stated purpose and intent of the Sign Ordinance.

Action: Limón /Drury, 4/0/0. Motion carried.

**\* MEETING ADJOURNED AT 10:31 A.M. \***