



# City of Santa Barbara

## SIGN COMMITTEE MINUTES SEPTEMBER 11, 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  
Heidi Reidel, Commission Secretary

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## CALL TO ORDER

The meeting was called to order at 9:00 a.m. by Vice Chair Limón.

## ATTENDANCE

Members present: Limón and Cunningham

Staff present: Eng; Mia Martinez, Administrative Supervisor; and Krystal Vaughn, Senior Commission Secretary

## GENERAL BUSINESS

### A. Public Comment:

No public comment.

### B. Approval of Minutes:

Approval of the minutes of **August 14, 2018** was continued to the next Sign Committee meeting of September 25, 2018.

### C. Listing of approved Conforming Review signs from **August 14** through **September 11, 2018**:

Lighthouse Coffee	1819 Cliff Dr	Final Approval as submitted.
Thai Massage	3204 State St	Final Approval as submitted.
World of Halloween	701 State St	Final Approval as submitted.
Chevron/Pump.Eat.Drink	401 W Montecito St	Final Approval as submitted.
Urban Grow	611 E Gutierrez St	Final Approval with conditions.
7-Eleven	700 State St	Final Approval as submitted.
Serenity House	930 Miramonte Dr	Final Approval with conditions.
State Gallery	1219 State St	Final Approval as submitted.

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

No announcements.

- E. Subcommittee Reports:

No subcommittee reports.

### **CONCEPT REVIEW – NEW**

**1. 2980 STATE ST**

**C-G/USS Zone**

**(9:10)** Assessor's Parcel Number: 053-351-025  
Application Number: SGN2018-00013  
Owner: John Miller Petersen  
Applicant: Michael LaValle  
Designer: Dave's Signs  
Business Name: Verizon

(Proposal for two 6.6 square foot externally illuminated wall signs and two 20 square foot internally illuminated monument signs. A total of 53.2 square feet of signage is proposed on the site. The allowable signage is 65.00 square feet.)

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

Actual time: 9:03 a.m.

Present: Michael LaValle, Dave's Signs

Public comment opened at 9:11 a.m., and as no one wished to speak, it closed.

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

1. Reduce the height of the lettering on the ground monument sign to be no more than 10 inches tall, while being proportional to the size of the size of the gray background.
2. Reduce the proposed lettering of the interior court sign to be less than 9.5 inches in height.
3. Submit updated drawings with sign dimensions accurately labeled.

Action: Cunningham/Limón, 2/0/0. Motion carried.

**CONCEPT REVIEW – NEW****2. 634 SANTA BARBARA ST****M-C Zone****(9:20)**

Assessor's Parcel Number: 031-152-001  
Application Number: SGN2018-00047  
Owner: 634 Santa Barbara Street  
Applicant: Wasantha Mohottige  
Business Name: Sol Wave Water

(Proposal for a 6.6 square foot wood wall sign and a 3.2 square foot vinyl window sign and an outdoor vending machine with 4 square feet of signage. A total of 28.8 square feet of signage is proposed for the site. An exception is requested to allow a water vending machine to be located on the exterior within El Pueblo Viejo Landmark District. The allowable signage is 42.00 square feet. The project is located in the El Pueblo Viejo Landmark District.)

**(Action may be taken if sufficient information is provided. Vending machine exception findings required.)**

Actual time: 9:19 a.m.

Present: Steve Nipper, Business Owner; and Wasantha Mohottige, Applicant.

Public comment opened at 9:19 a.m., and as no one wished to speak, it closed.

**Motion: Final Approval with the condition that:**

1. The proposed signage is to not be lit in any way.
2. The Committee makes the findings as stated in Sign Ordinance subsection 22.70.070 for the granting of an exception:
  - a. There are exceptional or extraordinary circumstances or conditions applicable to the property involved or to the intended use of the property because it is a corner lot that do 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 as the vending machine will be adequately screened.
  - c. The proposed sign is in conformance with the stated purpose and intent of the Sign Ordinance.

Action: Cunningham/Limón, 2/0/0. Motion carried.

**CONCEPT REVIEW – NEW****3. 3940 STATE ST****C-G/USS Zone**

**(9:35)** Assessor's Parcel Number: 057-233-029  
Application Number: SGN2018-00019  
Owner: Franchise Realty Interstate Corp  
Business Name: McDonald's  
Contractor: Superior Signs

(Proposal to install one 8.16 square foot illuminated channel letter "McDonald's" roof sign, three 1.14 square foot illuminated channel letter arch logo signs, and two 3 square foot non-illuminated sign with freestanding cut out letters above an entryway. An existing 23.13 square foot ground monument sign will be retained on the site. A total of 40.71 square feet of new signage is proposed for the site. A sign exception is requested to allow a roof sign on the south elevation. The allowable signage is 60.00 square feet.)

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

Actual time: 9:30 a.m.

Present: Chris Janocha, Superior Signs

Public comment opened at 9:30 a.m., and as no one wished to speak, it closed.

**Motion: Continue indefinitely to Conforming for final approval with comments:**

1. The proposed illuminated channel letters are to be halo lit and the returns are not to exceed three inches in depth.
2. Submit updated plans with accurate color renderings of the building elevations.
3. The Committee makes the findings as stated in Sign Ordinance subsection 22.70.070 for the granting of an exception:
  - a. There are exceptional or extraordinary circumstances or conditions applicable to the property involved or to the intended use of the property because alternate placement of the sign is impractical due to the location of a roof eave below a parapet on the front facade, and do 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: Cunningham/Limón, 2/0/0. Motion carried.

**CONCEPT REVIEW – NEW****4. CITYWIDE****ROW Zone****(9:50)**

Assessor's Parcel Number: 000-000-ROW  
Application Number: SGN2018-00065  
Owner: City of Santa Barbara

(Proposal to add new regulatory signage on sidewalks in commercial areas and public parking lots and structures to educate the public and enforce the City's Outdoor Smoking Ordinance. The project includes the El Pueblo Viejo Landmark District.)

**(Action may be taken if sufficient information is provided. This proposal was previously reviewed at two concept hearings on June 27, 2018 and September 5, 2018, where the Historic Landmarks Commission provided comments on those signs to be located within El Pueblo Viejo Landmark District.)**

Actual time: 9:49 a.m.

Present: Nina Johnson, Senior Assistant to the City Administrator, City of Santa Barbara

Public comment opened at 10:05 a.m., and as no one wished to speak, it closed.

**Motion: Continue indefinitely with comments:**

1. Provide a table with a summary, for each type of sign, including the large die-cut signs, that lists the proposed quantities and locations.
2. Consider scheduling the install of all signs in conjunction with the painting of the poles so as to paint the sign brackets the same color as the poles.

Action: Limón/Cunningham, 2/0/0. Motion carried.

**\* MEETING ADJOURNED AT 10:19 A.M. \***