



# City of Santa Barbara

## SIGN COMMITTEE MINUTES OCTOBER 23, 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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## CALL TO ORDER

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

## ATTENDANCE

Members present: Sorgman, Limón, and Drury  
Staff present: Eng and Martinez

## GENERAL BUSINESS

### A. Public Comment:

Paulina Conn discussed various signs in the City that are not in compliance with El Pueblo Viejo Guidelines.

### B. Approval of Minutes:

Motion: Approve the minutes of the Sign Committee meeting of **October 9, 2018**, as submitted.

Action: Drury 1/2/0. (Limón and Sorgman abstained). Motion carried.

### C. Listing of approved Conforming Review signs from **October 16** through **October 23, 2018**:

Farmers & Merchants Bank	33 E. Carrillo St	Final Approval as submitted.
Drake Forest Apt Homes	316 W. Micheltorena St	Final Approval as submitted.
Evolution Lending	401 N. Milpas St	Final Approval as submitted.

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

Mr. Eng announced that 700 State Street for 7-11 signage was appealed and reviewed by the Historic Landmarks Commission. The appeal was denied, upholding the Sign Committee approval with the conditions that the lower brackets holding up the sign are a minimum of 3/4 inch square, and the frosted glass and the multi-colored stripe, indicated on the drawings, are to be removed. Mr. Eng will forward the revised application to the Sign Committee for review.

E. Subcommittee Reports:

No subcommittee reports.

**CONCEPT REVIEW - NEW**

**1. 8 S MILPAS ST**

**C-G Zone**

**(9:10)**

Assessor's Parcel Number: 017-165-012  
 Application Number: SGN2018-00107  
 Owner: Canoga Terrace, LLC  
 Applicant: Ron Campbell  
 Business Name: Summit Gasoline

(Proposal for a new water vending machine on the north elevation of an existing gas station building.)

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

Actual time: 9:10 a.m.

Present: Ron Campbell, Applicant

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

**Motion: Project Design Approval and continued two weeks to Conforming with conditions and findings:**

1. The Committee found that although the vending machine shape is quirky in nature it is adequately screened and the visual impact is softened.
2. Change the current blue color to a lighter shade of blue; consider using a light blue or white color similar to #168 from Sherwin Williams color guide.

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

\* The Item was reopened at 11:28 a.m. \*

**Amended**

**Motion: Project Design Approval and Final Approval 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 because the equipment does not come in any other color than what is proposed, that do not apply generally to other properties in the vicinity.

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.
4. The Committee found that although the vending machine shape is quirky in nature it is adequately screened and the visual impact is softened.

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

## **CONCEPT REVIEW - CONTINUED**

### **2. 1201 ANACAPA ST**

**C-G Zone**

**(9:25)**

Assessor's Parcel Number: 039-183-035  
 Application Number: SGN2018-00108  
 Owner: 1201 Anacapa Partners  
 Contractor: Vogue Sign Company  
 Business Name: Cafe Ana

(Proposal for two 6.25 illuminated blade signs on existing wrought iron brackets, one 1.8 square foot non-illuminated metal wall sign, and one 3.7 square foot non-illuminated painted wall sign. A total of 18 square feet of signage is proposed for the business. The linear building frontage is 46.00 feet. The allowable signage is 46.00 square feet. The project is located in the El Pueblo Viejo Landmark District.)

**(Action may be taken if sufficient information is provided. Project was referred to the Full Committee from Conforming Review on October 17, 2018.)**

Actual time: 9:30 a.m.

Present: Jack Woodrow, Vogue Signs; Catherine Guzman, Owner; and Julian Sanders, Owner

Public comment opened at 9:36 a.m.

Virginia Rehling expressed support for the signage but requested that it not be lit; any lighting needs to comply with the El Pueblo Viejo Lighting Guidelines.

Public comment closed at 9:38 a.m.

**Motion: Project Design Approval with conditions and continue two weeks with comments:**

1. Return with pictures of nearby businesses with similar approved signs.
2. Add embellishment to sign and soften the white color.
3. The size and location is acceptable as proposed.

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

**CONCEPT REVIEW - NEW****3. 1036 STATE ST****C-G Zone****(9:35)**

Assessor's Parcel Number: 039-282-001  
 Application Number: SGN2018-00103  
 Owner: Levon Investments  
 Contractor: Vogue Sign Company  
 Business Name: Bank of the West - BNP Paribas USA  
 Designer: MC Sign Company

(Proposal for two 17.9 square foot non-illuminated painted aluminum wall signs. A total of 35.8 square feet of signage is requested for this tenant space. The linear building frontage is 64.00 feet. The allowable signage is 64.00 square feet. The project is located in the El Pueblo Viejo Landmark District.)

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

Actual time: 9:55 a.m.

Present: Jack Woodrow, Vogue Signs

Public comment opened at 10:08 a.m., and as no one wished to speak, it closed.

**Motion: Continue indefinitely with comments:**

1. The size and font is acceptable as proposed.
2. The black color needs to be softened; consider the use of a green-black or yellow-black.
3. Use of acrylic material is not acceptable; implement a matte finish on sign surfaces
4. There is no need for a trim cap because the sign is not illuminated.

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

**CONCEPT REVIEW - NEW****4. 3780 STATE ST****C-R/USS Zone****(9:45)**

Assessor's Parcel Number: 053-300-026  
 Application Number: SGN2018-00104  
 Owner: Rodeo Holdings, LLC  
 Contractor: Vogue Sign Company  
 Business Name: Bank of the West - BNP Paribas USA  
 Designer: MC Sign Company

(Proposal for two 17.9 square foot non-illuminated painted aluminum wall signs and a 13.5 square foot internally illuminated ground monument sign. A total of 49.3 square feet of signage is proposed for the business. The linear building frontage is 135.00 feet. The allowable signage is 90.00 square feet.)

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

Actual time: 10:09 a.m.

Present: Jack Woodrow, Vogue Signs

Public comment opened at 10:13 a.m., and as no one wished to speak, it closed.

**Motion: Project Design Approval and Final Approval as submitted.**

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

**CONCEPT REVIEW - NEW**

**5. 305 E HALEY ST**

**M-C Zone**

**(9:55)**

Assessor's Parcel Number:	031-211-019
Application Number:	SGN2018-00101
Owner:	Price Living Trust
Agent:	Betsy Harris
Contractor:	Freedom Signs

(Proposal for a new sign program for a commercial complex allowing for halo lit wall signs and tenant names on two wood ground monument signs. The linear building frontage is 261.00 feet.)

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

Actual time: 10:14 a.m.

Present: Dan Morris, Freedom Signs

Public comment opened at 10:23 a.m., and as no one wished to speak, it closed.

**Motion: Project Design Approval and Final Approval with the comment that sign C1 and D1 should be consistent.**

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

**CONCEPT REVIEW - NEW****6. 3891 STATE ST****C-G/USS Zone**

**(10:10)** Assessor's Parcel Number: 051-022-035  
 Application Number: SGN2018-00106  
 Owner: Watabun USA, Inc.  
 Architect: William Huntress  
 Business Name: Target  
 Contractor: Swain Sign, Inc.

(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.)

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

Actual time: 10:25 a.m.

Present: Bill Huntress, Target; Jessica Jimenez, Swain Sign, Inc.; and James Tubbleman, Federal Heat Sign

Public comment opened at 10:49 a.m., and as no one wished to speak, it closed.

**Motion: Continue four weeks with the comments:**

1. Provide alternative design options and locations.
2. The Committee is receptive to the exception requests.
3. Revise the 7-foot diameter logo which is not acceptable which is unacceptable in size.

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

**CONCEPT REVIEW - NEW****7. STATE ST (DOWNTOWN)****Various Zones**

**(10:40)** Assessor's Parcel Number: Various  
 Application Number: SGN2018-00105  
 Owner: City of Santa Barbara

(Proposal for a City program to allow temporary signage for short-term pop-up businesses occupying vacant storefronts on State Street between Cabrillo Boulevard and Sola Street, and on Coast Village Road. The project is located in the El Pueblo Viejo Landmark District.)

**(Comments only.)**

Actual time: 10:54 a.m.

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

Public comment opened at 11:00 a.m., and as no one wished to speak, it closed.

Committee comments:

1. Committee Member Limón; temporary signage is okay if it is temporary, similar to a real estate sign. When pop-up signs go up, then realtor signs should come down. Agrees that we need to have parameters set. Consider sending signs to weekly conforming signs for approval via City Program at no fee. Consider an approval by Counsel for length of temporary pop up signs. Temporary signs should not conflict with existing Sign Guidelines. Pop-up retailers should respect signage limits and guidelines, stay within the parameters, and do not deviate from program.
2. Committee Member Drury; questions who would review the temporary signs and suggest sending to weekly Conforming.
3. Committee Member Sorgman; Suggest three to four inches depending on the name of the business. Smaller sign used for store hours suggest two inch lettering. Accepting of using guidelines for templates to be used by PIP Printing. Stipulate that prohibited signage, such as A-frame signs are not allowed on the sidewalks.

**\* MEETING ADJOURNED AT 11:33 A.M. \***