



City of Santa Barbara

SIGN COMMITTEE MINUTES NOVEMBER 6, 2018

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

CALL TO ORDER

The meeting was called to order at 9:02 a.m. by Chair Sorgman.

ATTENDANCE

Members present: Sorgman, Limón, and Hausz
Staff present: Eng and Heidi Reidel, Commission Secretary

GENERAL BUSINESS

A. Public Comment:

No public comment.

B. Approval of Minutes:

Motion: Approve the minutes of the Sign Committee meeting of **October 23, 2018**, as amended.

Action: Sorgman/Limón, 2/0/1. (Hausz abstained.) Motion carried.

C. Listing of approved Conforming Review signs from **October 31** through **November 6, 2018**:

Institution Ale	516 State St	Final Approval with condition.
Fr. Virgil Cordano Center	4020 Calle Real	Final Approval as submitted.
Santa Barbara Artwork	28 E Victoria St	Final Approval with conditions.
Vegan Green	3613 State St	Final Approval as submitted.
Farmers Insurance	1 W. Calle Crespis	Final Approval as submitted.

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

Mr. Eng announced that Item 6, 3891 State Street, regarding the Target Store signage will not be heard today, but will be heard at the next Sign Committee meeting on November 20, 2018.

- E. Subcommittee Reports:

No subcommittee reports.

CONCEPT REVIEW – CONTINUED

1. STATE ST (DOWNTOWN)		Various Zones
<u>(9:10)</u>	Assessor's Parcel Number:	Various
	Application Number:	SGN2018-00105
	Owner:	City of Santa Barbara

(Proposal for a program to allow temporary signage for short-term start-up businesses occupying vacant storefronts on State Street between Cabrillo Boulevard and Sola Street. A Sign Exemption is requested to allow temporary signage to be installed for more than the maximum of 30 consecutive days in a row and for more than 60 days in a year.)

(Action may be taken if sufficient information is provided. Exception findings required. Project was last reviewed on October 23, 2018.)

Actual time: 9:07 a.m.

Present: Nina Johnson, Assistant to the City Administrator, City of Santa Barbara; Laurence Babahekian, PIP Printing Marketing Signs

Public comment opened at 9:37 a.m.

Virginia Rehling stated that she would like to see the project go to the Historic Landmarks Commission, to which Commissioner Hausz responded as a member of the HLC, that such a review was not warranted.

Public comment closed at 9:38 a.m.

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 intended use of the properties as short-term start-up businesses 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. Revise the template information to eliminate information regarding restricting the leasing to clear vinyl adhesive to comply with the ordinance.

5. The program is applicable to El Pueblo Viejo.
Action: Limón/Hausz, 3/0/0. Motion carried.

CONCEPT REVIEW – CONTINUED

2. 30 W FIGUEROA ST

C-G Zone

(9:30) Assessor's Parcel Number: 039-231-020
Application Number: SGN2018-00115
Owner: 30 Fig, LLC
Applicant: Laurence Babahekian
Business Name: Bildsten Architecture and Planning

(Proposal for a new 11.87 square foot non-illuminated metal wall sign. A total of 11.87 square feet of signage is proposed. The allowable signage is 20.00 square feet.)

(Action may be taken if sufficient information is provided. Project was referred from Conforming Review on October 31, 2018.)

Actual time: 9:40 a.m.

Present: Laurence Babahekian, PIP Printing Marketing Signs

Public comment opened at 9:48 a.m., and as no one wished to speak, it closed.

Motion: Final Approval as submitted with exception that the letter heights for all signage not exceed 8 inches.

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

CONCEPT REVIEW – CONTINUED

3. 1201 ANACAPA ST

C-G Zone

(9:45) 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 project is located in the El Pueblo Viejo Landmark District.)

(Action may be taken if sufficient information is provided. Project was last reviewed on October 23, 2018.)

Actual time: 9:49 a.m.

Present: Katherine Guzman, Co-Owner, Café Ana; Julian Sanders, Co-owner, Café Ana; and Jack Woodruff, Contractor, Vogue Sign Company

Public comment opened at 10:00 a.m.

Correspondence from Virginia Rehling with concerns regarding the illumination of this sign was acknowledged.

Public comment closed at 10:00 a.m.

Motion: Final Approval with the condition that the final proposed signage plans be submitted to staff with the white color specified.

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

CONCEPT REVIEW – NEW

4. 1298 COAST VILLAGE RD

C-1/SD-3 Zone

(10:00)

Assessor's Parcel Number: 009-230-043
Application Number: SGN2018-00119
Owner: Olive Oil & Gas L P
Contractor: Vogue Sign Company
Business Name: 1292-1298 Coast Village Road

(Proposal for a new sign program for a four-unit commercial complex.)

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

Actual time: 10:01 a.m.

Present: Jack Woodruff, Contractor, Vogue Sign Company

Public comment opened at 10:11 a.m., and as no one wished to speak, it closed.

Motion: Final Approval with the condition that the maximum depth of the reverse halo lit letters be 2 inches thick and letter height be a maximum of 12 inches.

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

CONCEPT REVIEW – NEW**5. 1404 DE LA VINA ST****R-MH Zone****(10:20)**

Assessor's Parcel Number: 039-062-011
Application Number: SGN2018-00114
Owner: Johnson Carl D
Contractor: Benton Signs & Designs
Business Name: Upham Hotel

(This is a City Landmark: Upham Hotel and Annex. Proposal to permit "as-built" face changes on a 37.5 square foot externally illuminated ground sign, and a 6.13 square foot "as-built" and externally illuminated hanging sign. An existing 8.5 square foot non-illuminated wood hanging sign to remain unaltered. A total of 52.13 square feet of signage is proposed for the site. The allowable signage is 90.00 square feet.)

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

Actual time: 10:14 a.m.

Present: David Benton, Contractor, Benton Signs & Designs

Public comment opened at 10:30 a.m., and as no one wished to speak, it closed.

Motion: Continue indefinitely with comments:

1. The Committee cannot find the monument sign as proposed acceptable, as the graphic elements of the two businesses within the same sign space compete and are not harmonious with the historic landmark building; another solution needs to be sought.
2. On sign B, consider repainting the sign to be consistent with the current logo style of the restaurant.
3. Propose lighting that is appropriate to the ordinances and the landmark building.

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

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

(10:40) Assessor's Parcel Number: 051-022-035
Application Number: SGN2018-00106
Owner: Watabun U S A Inc
Architect: William Huntress
Contractor: Swain Sign, Inc.
Business Name: Target

(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 allowable signage is 90.00 square feet.)

(Action may be taken if sufficient information is provided. Exception findings required. Project was last reviewed on October 23, 2018.)

Item postponed.

*** MEETING ADJOURNED AT 10:32 A.M. ***