



City of Santa Barbara

SIGN COMMITTEE MINUTES NOVEMBER 20, 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 9:03 a.m. by Chair Sorgman.

ATTENDANCE

Members present: Sorgman, Limón, and Cunningham
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 **November 6, 2018**, as submitted.

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

C. Listing of approved Conforming Review signs from **November 13** through **November 20, 2018**:

Hideaway	420 W. Montecito St.	Final Approval as submitted.
CVS	2973 State St	Final Approval with conditions.
California Retina Consultants	525 W. Micheltorena 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 - CONTINUED

1. 3891 STATE ST

C-G/USS Zone

(9:05)

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

(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.)

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

Actual time: 9:05 a.m.

Present: James Tubbleman, Federal Heath Signs; William Huntress, Architect, Target; and Jessica Jiménez, Swain Sign, Inc

Public comment opened at 9:24 a.m., and as no one wished to speak, it closed.

Motion: Final Approval with the following conditions:

1. Reduce the letter height on the monument sign to be a maximum of 12 inches while reducing the size of the bullseye logo proportionately.
2. Remove the word "galleria" on the monument sign with the suggestion to replace it with the building address.
3. All other signs are approved with the condition that they be halo lit with channel depths as shallow as possible.
4. The following Sign Exception findings have been made for maximum letter height, maximum sign area, and location of signage above the second floor:
 - a. There are exceptional or extraordinary circumstances or conditions applicable to the property involved, or to the intended use of the property,

that do not apply generally to other properties in the vicinity due to the large size and scale of the building.

- 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.

5. Remove any sign graphics shown hanging behind the windows on the plans.

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

CONCEPT REVIEW - NEW

2. 3528 STATE ST

C-G/USS Zone

(9:35)

Assessor's Parcel Number: 053-313-014
 Application Number: SGN2018-00124
 Owner: Babai Trust
 Applicant: Dirk Langer

(Proposal to modify existing sign program for 3526-3532 State St.)

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

Actual time: 9:28 a.m.

Present: Dirk Langer, Applicant

Public comment opened at 9:33 a.m., and as no one wished to speak, it closed.

Motion: Continued indefinitely to Conforming Signs with comments:

1. There is support from the Sign Committee to accept the revised sign program to allow hanging wall signs.
2. The sign program can be flexible with respect to allowed colors.
3. Revise the sign program for future tenants' signage to transition to non-face lit signs.
4. Size signage as appropriate for the hanging sign; letter height may have to be reduced from the 12 inch maximum letter height.
5. Additional window signage is allowed for Tenant A because the existing tree canopy obscures the allowed wall signage, a condition that does not apply to other signs on the property.
6. The Sign Committee supports the granting of a Sign Exception at Conforming Review to accommodate additional window signage for Tenant A.

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

CONCEPT REVIEW - NEW**3. 443 CORONA DEL MAR DR****R-4/SD-3 Zone****(9:55)**

Assessor's Parcel Number: 017-322-016
 Application Number: SGN2018-00126
 Owner: G6 Hospitality Real Estate LLC
 Business Name: Motel 6
 Contractor: Swain Signs
 Designer: Vixxo Signs & Lighting

(Proposal to replace an existing an existing ground monument sign with a new 33.3 internally illuminated ground sign to be fabricated with wood, metal, and plastic. A 6 foot internally illuminated "welcome" sign is to remain. A total of 39.3 square feet of signage is proposed for the site. A sign exception is requested to allow a numeral on the sign to exceed the 12-inch maximum allowed letter height. The linear building frontage is 93.00 feet. The allowable signage is 75.00 square feet.)

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

Actual time: 9:47 a.m.

Present: Jessica Jiménez, Swain Sign, Inc; and Jesus Moro, Field Agent, Swain Sign, Inc;

Public comment opened at 9:51 a.m., and as no one wished to speak, it closed.

Motion: Continue indefinitely with conditions:

1. The design of the sign grating shall match that used on the building or vice versa.
2. Wood grain material to be "knot wood" metal as specified on ABR plans for the building.

Action: Cunningham/Limón, 0/0/0. Motion failed.

Amended

Motion: Continue indefinitely to Conforming Signs with comments:

1. The design of the sign grating shall match that used on the on building or vice versa.
2. Wood grain material be "knot wood" metal as specified on ABR plans for the building
3. There are exceptional or extraordinary circumstances or conditions applicable to the property involved or to the intended use of the property because the number 6 on the monument sign will be smaller than what currently exists and is more consistent with the area, that do not apply generally to other properties in the vicinity.
4. The granting of the exception will not be materially detrimental to the public welfare or injurious to the properties or improvements in the vicinity.
5. The proposed sign is in conformance with the stated purpose and intent of the Sign Ordinance.

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

*** MEETING ADJOURNED AT 10:13 A.M. ***