



City of Santa Barbara

SIGN COMMITTEE MINUTES JUNE 18, 2019

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
Susan Gantz, Assistant Planner
William Russell, Planning Technician I
Heidi Reidel, Commission Secretary

CALL TO ORDER

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

ATTENDANCE

Members present: Sorgman, Limón (until 10:48 a.m.), and Drury
Staff present: Gantz, Russell, and Mary Ternovskaya, Commission Secretary

GENERAL BUSINESS

A. Public Comment:

No public comment.

B. Approval of Minutes:

Motion: Approve the minutes of the Sign Committee meeting of **June 4, 2019**, as submitted.

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

C. Listing of approved Conforming Review signs from **June 11, 2019**:

Business Name	Address	Action
SB Kitchens	635 N. Milpas Street	Final Approval with conditions.
Celadon House	1224 State Street	Final Approval as submitted.

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

Mr. Russell announced that Item 3, 801 Chapala Street, was postponed indefinitely at the applicant's request.

E. Subcommittee Reports:

No subcommittee reports.

(9:10AM) REVIEW AFTER FINAL APPROVAL

1. **1225 COAST VILLAGE RD**
Assessor's Parcel Number: 009-291-034
Zone: C-1/SD-3
Application Number: SGN2016-00001
Owner: Coast Village Investments, LP
Architect: Rex Ruskauff, Applicant
Business Name: Olive Mill Plaza

(Sign Program for Olive Mill Plaza, a commercial, retail, and office center comprising four separate buildings on four parcels.)

Review After Final to the approved Sign Program last reviewed July 7, 2016. Applicant is requesting to include two signs for Suite K of a larger size and internal or external illumination for all ground level bladesigns.

Actual time: 9:03 a.m.

Present: Rex Ruskauff, Applicant

Public comment opened at 9:06 p.m., and as no one wished to speak, it closed.

Motion: Continue indefinitely with the comment that the final consideration for internal and external illumination shall be delayed until the applicant provides examples.

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

(9:25AM) REVIEW AFTER FINAL APPROVAL

- 2. 1906 CLIFF DR**
Assessor's Parcel Number: 035-141-009
Zone: C-R
Application Number: SGN1999-00170
Owner: Levon Investments LLC
Applicant: Kevin Buckley
Business Name: Mesa Shopping Center

(Proposal for a revised Sign Program for the Mesa Shopping Center. The new program will consist of internally illuminated channel letters.)

Review After Final to the approved Sign Program last reviewed February 25, 2000. Applicant is requesting to include a new leasehold space and allow a change to the size, letter height, and materials of the signs for this new space at 2018 Cliff Drive.

Actual time: 9:21 a.m.

Present: Kevin Buckley, Applicant

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

Motion: Conceptually, the sign proposal for the new tenant space is acceptable with the condition that no future tenant signs be accepted or approved until the property owner submits a new updated tabulation of the existing sign program identifying tenant spaces, sign sizes, and tenant names.

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

(9:40AM) NEW ITEM: CONCEPT REVIEW

- 3. 801 CHAPALA ST**
Assessor's Parcel Number: 037-042-025
Zone: C-G
Application Number: SGN2019-00058
Owner: Luria and Dunn, LLC
Applicant: Ed Lukas
Business Name: COMPASS

(Proposal for two LED gooseneck luminaires to be installed above an existing wall sign, which will remain unchanged. No new signage will be reviewed.)

Item postponed indefinitely at the applicant's request.

(10:00AM) NEW ITEM: CONCEPT REVIEW**4. 2234 DE LA VINA ST**

Assessor's Parcel Number: 025-183-001
Zone: R-MH
Application Number: SGN2019-00049
Owner: Jack and Nuha Haddad Family Trust
Applicant: Johnny Garcia
Business Name: SINCLAIR

(Proposal to reface an existing 22.03 sf internally-illuminated monument sign, new upper and lower signs on both sides of four fuel dispensers totaling 116.5 sf, and signage on four trash cans totaling 14.6 sf. Total signage on site will be 153.15 sf. An Exception is requested to exceed the maximum allowable square footage. This application addresses violations identified in enforcement case ENF2019-00302. Building street frontage is 42 feet.)

Actual time: 9:36 a.m.

Present: Johnny Garcia, Applicant

Public comment opened at 9:39 p.m., and as no one wished to speak, it closed.

Straw vote: How many Committee members can support either the removal of the logo or the removal of the painted background on the logo? 2/1 Passed.

*** THE COMMITTEE RECESSED FROM 10:06 TO 10:19 A.M. ***

Motion: Continue indefinitely with comments:

1. Reduce the quantity of redundancy signage by either removing the logo signage from all the trash receptacles, removing the green gradient background on the fuel dispensers and only keeping the logo, or removing the logo from the fuel dispensers and only keeping the green gradient background.
2. It would be difficult to make the findings as stated in Sign Ordinance subsection 22.70.070 for the granting of an exception.

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

(10:15AM) DISCUSSION HEARING**5. REVISED SIGN COMMITTEE SUBMITTAL PACKET**

Staff: William Russell

(Continued discussion of Kevin Buckley's proposal for revising the City's Sign Application Submittal Packet.)

Actual time: 10:26 a.m.

Present: Kevin Buckley, Applicant

Discussion Held.

- For Sign Committee submittal packets, the vicinity map should be changed to be optional.
- The proposed 6.2.1 Site Plan will be revised to not include directional arrows for photos.
- Remove third digit numbering convention to be two digit numbering convention on sign imagery provided.
- Proposed Sign Committee Submittal Packet order:
 - Intro information
 - Submittals page
 - Site plan
 - Site elevations
 - Sign specs or scaled drawings
 - Mounting details
 - Site photos
 - Color submittals/ factsheet
- Revise counter intake checklist based on the revised Sign Committee submittal packet order.

*** MEETING ADJOURNED AT 11:22 A.M. ***