



City of Santa Barbara

SIGN COMMITTEE MINUTES AUGUST 27, 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
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, and Drury
Staff present: Russell and Reidel

GENERAL BUSINESS

A. Public Comment:

No public comment.

B. Approval of Minutes:

Motion: Approve the minutes of the Sign Committee meeting of **August 13, 2019**, as amended.

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

C. Listing of approved Conforming Review signs from **August 20** through **August 27, 2019**:

Business Name	Address	Action
Estetica Mia	3311 State Street	Final Approval as submitted.
Invoca	419 State Street	Final Approval as submitted.
Compass	801 Chapala Street	Final Approval as submitted.

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

Mr. Russell announced the following:

1. The annual recruitment for city advisory members is now in progress.
 - The resignation deadline for current advisory group members who are not at the end of their term is Friday, September 13, 2019.
 - The applicant deadline for new appointments is Tuesday, September 24, 2019 at 5:00 p.m.
 - Interviews by City Council will take place on
 - Tuesday, October 8, 2019 at 4:00 p.m.,
 - Tuesday, October 15, 2019, and
 - Tuesday, October 22, 2019.
 - New advisory group members will be appointed on Tuesday, November 12, 2019.
 - General information about each advisory group and the Application for Appointment, list of vacancies, vacancy notices and recruitment schedule may be obtained by visiting santabarbaraca.gov/Government/Boards_and_Commissions, or by contacting the City Clerk's Office.
2. There is a new public comment procedure in place where public comment slips and accompanying speaker documents will be deposited in the box near the secretary desk for distribution by staff to the Committee. There is also now a podium where public speakers may stand when providing comments to the Committee. Members of the public may come forward to reference locations on plans and maps if invited to do so by the Committee.

E. Subcommittee Reports:

No subcommittee reports.

(9:10AM) NEW ITEM: CONCEPT REVIEW

1. **1840 CLIFF DR**
 Assessor's Parcel Number: 035-150-001
 Zone: C-R
 Application Number: SGN2019-00103
 Owner: Rutherford Marian E/Robert W Trustees
 (For) Rutherford Rev Intervivos Tr
 Applicant: Richard Payatt
 Business Name: Taco Bell

(Proposal to replace existing two wall signs and two logos. Total signage requested is 41.70 square feet. Total street frontage is 92 feet.)

Actual time: 9:10 a.m.

Present: Richard Payatt, Owner, Taco Bell

Public comment opened at 9:13 a.m., and as no one wished to speak, it closed.

Straw vote: How many Committee members can support the smaller sign? 2/1 Passed

Motion: Final Approval with the condition that the logo sign be reduced to 2 feet 8 inches in width and 2 feet 5 inches in height.

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

(9:20AM) NEW ITEM: CONCEPT REVIEW**2. 116 CASTILLO ST**

Assessor's Parcel Number: 033-061-011
Zone: HRC-1/SD-3
Application Number: SGN2019-00101
Owner: Tides Lodging Limited Partnership
Applicant: Michael Lavallee
Business Name: Days Inn

(Proposal for a new back lit blade sign, 7 square feet and a new back lit ground sign, 22.16 square feet. Total signage on site is 29.16 square feet. Total street frontage is 170 feet.)

Actual time: 9:26 a.m.

Present: Dave Tilsner, Dave's Signs

Public comment opened at 9:34 a.m., and as no one wished to speak, it closed.

Motion: Final Approval with the following conditions and comment:

1. The height of the monument sign should be measured from the sidewalk rather than the base of the monument sign.
2. The "No Vacancy" sign should be changed to red per the El Pueblo Viejo ordinance.
3. The Committee compliments the quality of the blade signs.

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

(9:30AM) CONTINUED ITEM: CONCEPT REVIEW**3. 24 E MASON ST**

Assessor's Parcel Number: 033-112-001
Zone: OC/SD-3
Application Number: SGN2019-00062
Owner: Sanchez Family GST Exempt Trust FBO
Theodore A Sanchez
Applicant: Kevin Buckley
Business Name: Wheel Fun Rentals

(Proposal to permit as built wall signs and permit new signage. The applicant is trying to permit existing 35.0 square footage of signage and permit new 21.66 square footage of signage. Total requested signage is 56.93 square feet. Total street frontage is 68 feet.)

Second Review. Last reviewed by Full Sign Committee on August 13, 2019.

Actual time: 9:37 a.m.

Present: Kevin Buckley, Applicant

Public comment opened at 9:40 a.m., and as no one wished to speak, it closed.

Motion: Final Approval with the comment that the Committee appreciates the reduction.
Action: Drury/Limón, 3/0/0. Motion carried.

(9:40AM) CONTINUED ITEM: CONCEPT REVIEW

4. 1235 COAST VILLAGE RD
Assessor's Parcel Number: 009-291-035
Zone: C-1/SD-3
Application Number: SGN2018-00121
Owner: Coast Village Investments, LP
Applicant: Justin Booth-Ortega
Business Name: Silverhorn

(Proposal for a new internally illuminated blade sign, 5.6 square feet, and a new window sign, non-illuminated, 4.7 square feet. Total signage on site is 10.5 square feet. Total street frontage is 26 feet.)

Item was last heard on November 14, 2018 and was halted to make changes to the Sign Program. No appealable action will be taken.

Actual time: 9:43 a.m.

Present: Dave Tilsner, Dave's Signs; Rex Ruskauff, Architect

Staff comments: Mr. Russell stated that the Sign Permit for Silverhorn was halted on November 14, 2018 to make changes to the approved Sign Program for Olive Mill Plaza. The Sign program for Olive Mill was reintroduced on June 18, 2019, and both programs are being heard today to address how signs can be illuminated for the plaza. The Committee cannot take appealable action today and should give feedback on blade sign elimination, but may take appealable action at the next hearing for this item.

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

Committee comments:

1. The Committee supports the changes to the Sign Program for lit signage.
2. Soft backlit signage with preferred LED 3500 option.

(9:55AM) CONTINUED ITEM: CONCEPT REVIEW**5. 1130 STATE ST**

Assessor's Parcel Number: 039-232-020
Zone: C-G
Application Number: SGN2019-00071
Owner: County of Santa Barbara
Applicant: Trish Allen
Business Name: Santa Barbara Museum of Art

(Proposal to change existing sign program to include additional ground signage, exhibit template signage and a store front blade sign. The applicant is requesting exceptions to the sign ordinance to exceed the maximum allowable signage and banner signs. The applicant is requesting to increase the signage of the previously approved 198.3 square footage of signage and increase it by 228.8 square feet with a new grand total of 525.3 square feet. Exception findings will need to be made. Total street frontage is 220 feet.)

Second Review. Last reviewed by Full Sign Committee on August 13, 2019.

Actual time: 9:54 a.m.

Present: Trish Allen, Applicant, SEPPS; Jennifer Bressler, Hunt Design

Public comment opened at 10:02 a.m., and as no one wished to speak, it closed.

Motion: Final Approval with conditions to return to Conforming Review, and with Sign Exception findings made as stated in Sign Ordinance subsection 22.70.070 for the granting of an exception:

1. The Committee thanked the applicant for the changes made to the Sign Program.
2. Sign D, the raised wall sign, is deemed acceptable given its limited impacts to the setting and that the Urban Historian was consulted and stated that it would not have a negative impact to the resource.
3. Change the hanging blade sign to have a heavier scroll.
4. The directional sign at the rear should be a painted sign.
5. 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 public museum building needing high visibility and additional signage. These do not apply generally to other properties in the vicinity.
6. 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 this is consistent with historic signage for the building, including the flags.
7. The proposed signage is in conformance with the stated purpose and intent of the Sign Ordinance.

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

*** MEETING ADJOURNED AT 10:34 A.M. ***