



City of Santa Barbara

SIGN COMMITTEE MINUTES NOVEMBER 5, 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 9:04 a.m. by Chair Sorgman.

ATTENDANCE

Members present: Sorgman, Limón, and Cunningham (at 9:14 a.m., absent 9:57 – 10:06 a.m., until 10:13 a.m.)

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 **October 22, 2019**, as amended.

Action: Limón/Sorgman, 2/0/0 (Cunningham absent). Motion carried.

C. Listing of approved Conforming Review signs from **October 29** through **November 5, 2019**:

Business Name	Address	Action
La Cumbre Center for Creative Arts	110 S. Hope Ave.	Final Approval as submitted.
La Cumbre Center for Creative Arts	110 S. Hope Ave.	Final Approval as submitted.
La Cumbre Center for Creative Arts	110 S. Hope Ave.	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.

(9:10AM) NEW ITEM: CONCEPT REVIEW

1. **17 S MILPAS ST**
Assessor's Parcel Number: 017-171-024
Zone: C-R
Application Number: SGN2019-00127
Owner: S & P Investments
Applicant: Paul Poirier
Business Name: Santa Barbara Plaza

(Proposal to reface externally/internally illuminated ground sign for Santa Barbara Plaza, applicant is requesting 36.4 square feet of signage. Total street frontage is 324 feet.)

Actual time: 9:06 a.m.

Present: Paul Poirier, Applicant, Paul Poirier + Associates Architects; and Randy Potel, S & P Investments

Public comment opened at 9:09 a.m., and as no one wished to speak, it closed.

Motion: Final Approval as submitted with the recommendation that applicant offset the letters one half inch.

Action: Limón/Sorgman, 2/0/0 (Cunningham absent). Motion carried.

(9:25AM) CONTINUED ITEM: CONCEPT REVIEW

2. **528 ANACAPA ST**
Assessor's Parcel Number: 031-201-029
Zone: M-C
Application Number: SGN2019-00121
Owner: Santa Barbara Rentals LP (AZ)
Applicant: Scott Parker
Business Name: F45

(Proposal for two wall signs, one ground sign, and vinyl window signs and stripes. Total proposed signage is 92.6 square feet. Applicant is requesting an exception to exceed the allowed maximum square footage. Total street frontage is 66 feet.)

Second Review. Last reviewed by the Full Sign Committee on October 8, 2019

Actual time: 9:13 a.m.

Present: Scott Parker, Applicant; and Tiago Magalhaes, F45

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

Motion: Final Approval and continued to Conforming for Review After Final with the following findings and conditions:

1. Approval of the seventeen and one half inch wall sign on the Anacapa Street side. Making the findings as stated in Sign Ordinance subsection 22.70.070 for the granting of an exception:
 - 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.
 - 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.
2. Racing stripes are only approved on the Cota Street side and should be removed from the Anacapa Street side of the building.
3. Reduce the Cota Street side signage to keep total signage in compliance with the allowed square footage per the ordinance.
4. Return to staff with the updated sign application project statistics forms to verify that signage is below the allowable amount and conforms to the proposed reductions.

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

(9:45AM) NEW ITEM: CONCEPT REVIEW

3. 11 W GUTIERREZ ST

Assessor's Parcel Number: 037-252-011
Zone: M-C
Application Number: SGN2019-00136
Owner: City of Santa Barbara
Applicant: Dan Morris
Business Name: Sevilla Square

(Proposal for a non-illuminated 66.5 square feet of signage for Sevilla Square. Applicant is requesting an exception to allow for offsite signage. Total street frontage is 200 feet.)

RECUSAL: To avoid any actual or perceived conflict of interest, Committee Member Cunningham recused himself from hearing this item, as he has a professional relationship with the owner.

Actual time: 9:57 a.m.

Present: Dan Morris, Applicant, Freedom Signs; Albert DiPadova, Director, Sevilla Square Merchant Association; and Nina Johnson, Senior Assistant to the City Administrator, City of Santa Barbara

Public comment opened at 9:59 a.m., and as no one wished to speak, it closed.

Motion: Final Approval as submitted with the comment that an exception is not needed.

Action: Limón/Sorgman, 2/0/0 (Cunningham absent). Motion carried.

(10:00AM) CONTINUED ITEM: CONCEPT REVIEW

4. 7 E ANAPAMU ST

Assessor's Parcel Number: 039-183-041
Zone: C-G
Application Number: SGN2019-00119
Owner: 7 Anapamu LLC (CA)
Applicant: Francesca Rizzo
Business Name: La Cocina

(Proposal to permit two signs. One as-built 14.42 square foot blade sign and one bracket mounted 2.14 square foot blade sign. Total proposed signage is 16.56 square feet. Total street frontage is 44 feet.)

Second Review. Last reviewed by the Full Sign Committee on October 8, 2019.

Actual time: 10:06 a.m.

Present: Francesca Rizzo, Applicant, Goleta Signs

Public comment opened at 10:09 a.m., and as no one wished to speak, it closed.

Motion: Continue one week to Conforming with comments:

1. Reduce the larger letters on the directional sign to a maximum of four inches and reduce the smaller letters proportionally.
2. Relocate Sign B to the location by the staircase at the State Street end of the wall.

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

(10:15AM) NEW ITEM: CONCEPT REVIEW

5. 200 STEARNS WHARF

Assessor's Parcel Number: 033-120-022
Zone: HC/SD-3
Application Number: SGN2019-00137
Owner: City of Santa Barbara
Applicant: Heidi Jones
Business Name: Stearns Wharf Museum of Natural History

(Proposal for seven replacement interpretive signs and one new interpretive sign on Stearns Wharf, non-illuminated. Total of 32.8 square feet of signage requested.)

Actual time: 10:13 a.m.

Present: Heidi Jones, Agent, Suzanne Elledge Planning and Permitting Services; Frank Hein, Director of Exhibits, Santa Barbara Museum of Natural History; and Juan Minera, Graphic Designer, Santa Barbara Museum of Natural History

Public comment opened at 10:19 a.m., and as no one wished to speak, it closed.

Motion: **Final Approval as submitted.**

Action: Limón/Sorgman, 2/0/0 (Cunningham absent). Motion carried.

*** MEETING ADJOURNED AT 10:25 A.M. ***