



# City of Santa Barbara

## SIGN COMMITTEE

### MINUTES

#### MAY 22, 2018

9:00 A.M.  
David Gebhard Public Meeting Room  
630 Garden Street  
[SantaBarbaraCA.gov](http://SantaBarbaraCA.gov)

**COMMITTEE MEMBERS:**  
Natalie Cope Phillips, *Chair*

**ALTERNATES:**  
Bob Cunningham (ABR)  
Michael Drury (HLC)

**STAFF:**  
Irma Unzueta, Design Review Supervisor  
David Eng, Planning Technician  
Heidi Reidel, Commission Secretary

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### CALL TO ORDER

The meeting was called to order at 9:03 a.m. by Chair Cope Phillips.

### ATTENDANCE

Members present: Cope Phillips, Cunningham, and Drury (at: 9:05 a.m.)  
Staff present: Eng and Reidel

### GENERAL BUSINESS

A. Public Comment:

No public comment.

B. Approval of Minutes:

Motion: Approve the minutes of the Sign Committee meeting of **May 8, 2018**, as submitted.  
Action: Cunningham/Cope Phillips, 2/0/0. (Drury absent.) Motion carried.

C. Listing of approved Conforming Review signs from **May 15, 2018** through **May 22, 2018**:

Logic Monitor	820 State St	Final Approval as submitted.
ParadICE Hawaiian Shave Ice	11 W. De La Guerra Pl	Final Approval as submitted
Seana B. Thomas	17 W. Carrillo St	Final Approval with conditions.
Sunshine Cafe	3514 State St	Final Approval as submitted.
Club Pilates	3951 State St	Final Approval with conditions.

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

Mr. Eng announced that there are four applications for the Sign Committee vacancies and the appointments will take place mid-June.

E. Subcommittee Reports:

No subcommittee reports.

**CONCEPT REVIEW – NEW**

**1. 1935 STATE ST**

C-G Zone

**(9:10)**

Assessor's Parcel Number: 025-371-007  
Application Number: SGN2018-00039  
Owner: Icon Oil Company, Inc.  
Engineer: Ahmed Ghaderi  
Business Name: Arco

(Proposal to reface and remove content from an existing 27 square foot ground monument sign and for new signage and graphics on 114 square feet of gas dispenser skirts and valances. A total of 141 square feet of signage is proposed for the site. A Sign Exception is requested to exceed the maximum of 52 square feet allowed. The allowable signage is 52.00 square feet. The project is located in the El Pueblo Viejo Landmark District.)

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

Actual time: 9:05 a.m.

Present: Amhed Ghaderi, A&S Engineering

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

**RECUSAL:** To avoid any actual or perceived conflict of interest, Mr. Cunningham recused himself.

**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 property involved or to the intended use of the property because of the signage required for its use as gas station, 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.

Action: Drury/Cope Phillips, 2/0/0. (Cunningham absent.) Motion carried.

**CONCEPT REVIEW – NEW****2. 1282 COAST VILLAGE RD**

C-1/SD-3 Zone

**(9:20)**

Assessor's Parcel Number: 009-230-038  
Application Number: SGN2018-00023  
Owner: Masasso Enterprises, LP  
Applicant: Fluoresco Services  
Business Name: CVS Pharmacy

(Proposal for two new 9.4 square foot internally illuminated wall signs and a new 3 square foot painted aluminum door sign. A total of 21.8 square feet of signage is proposed for the building. The allowable signage is 88.00 square feet.)

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

Actual time: 9:11 a.m.

Present: Lyndsee Veltree, Fluoresco Services

Public comment opened at 9:14 a.m., and as no one wished to speak, it closed.

**Motion: Final Approval with condition:**

1. The illuminated wall signage shall be reverse channel with white halo lighting, 3-inch returns, and a 1-inch stand-off.

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

**CONCEPT REVIEW – NEW****3. 1851 CLIFF DR**

C-P/R-2/SD-3 Zone

**(9:30)**

Assessor's Parcel Number: 045-013-002  
Application Number: SGN2018-00022  
Owner: Shoreline Plaza Corp  
Applicant: Fluoresco Services  
Business Name: CVS Pharmacy

(Proposal for three 9.4 square feet internally illuminated signs, a new 3 square foot painted aluminum door sign, and a 1.9 square foot informational wall plaque. A total of 33.1 square feet of signage is proposed for the building. The allowable signage is 65.00 square feet.)

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

Actual time: 9:18 a.m.

Present: Lyndsee Veltree, Fluoresco Services

Public comment opened at 9:20 a.m., and as no one wished to speak, it closed.

**Motion: Final Approval with condition:**

1. The illuminated wall signage shall be reverse channel with white halo lighting, 3-inch returns, and a 1-inch stand-off.

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

**\* THE COMMITTEE RECESSED FROM 9:21 TO 9:35 A.M. \***

**CONCEPT REVIEW – CONTINUED****4. 6100 BECKNELL ROAD**

A-I-1/SP-6 Zone

**(9:40)**

Assessor's Parcel Number: 073-080-065  
 Application Number: SGN2018-00024  
 Owner: Direct Relief  
 Designer: EID  
 Business Name: Direct Relief

(Proposal for a new 71.8 square foot illuminated monument sign with 16" tall letters, a 23.6 square foot monument sign, a 64 square foot illuminated wall sign with 30" tall letters, and three 2.0 square foot directional ground signs with associated lighting. A total of 165.4 square feet of signage is proposed on the site. Three sign exceptions are requested to allow the total amount of signage to exceed the maximum allowed of 90 square feet and for two signs to exceed the maximum letter height of 12" tall. The allowable signage is 90.00 square feet.)

**(Second Concept Review. Action may be taken if sufficient information is provided. Sign Exception findings required. Project was last reviewed on May 8, 2018.)**

Actual time: 9:36 a.m.

Present: Marie Schumacher and Kim Sichta, EID.

Public comment opened at 9:43 a.m., and as no one wished to speak, it closed.

**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 property involved or to the intended use of the property because of the size and distance of the building from the street, 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.

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

**\* MEETING ADJOURNED AT 9:47 A.M. \***