



City of Santa Barbara

Planning Division

SIGN COMMITTEE CONSENT MINUTES

Applications within the Historic Landmarks Commission Purview

Wednesday, June 15, 2016

David Gebhard Public Meeting Room: 630 Garden Street

10:15 A.M.

COMMITTEE MEMBERS:

NATALIE COPE, *Chair*
BOB CUNNINGHAM, *Vice-Chair*
CRAIG SHALLANBERGER (HLC)
WM. HOWARD WITTAUSCH (ABR)

ALTERNATES:

SCOTT HOPKINS (ABR)
MICHAEL DRURY (HLC)

STAFF:

JAIME LIMÓN, Senior Planner
DAVID ENG, Planning Technician
JENNIFER SANCHEZ, Commission Secretary

Website: www.SantaBarbaraCa.gov

ATTENDANCE:

Representatives present: Natalie Cope (Item B), Michael Drury, and Howard Wittausch (Item A)
Staff present: David Eng

GENERAL BUSINESS:

A. Public Comment:

No public comment.

B. Approval of previous meeting minutes.

Motion: Approval of the minutes of the Sign Committee meeting of March 23, 2016, as submitted.

Action: Cope/Drury, 2/0/0. Motion carried.

Motion: Approval of the minutes of the Sign Committee meeting of June 1, 2016, as submitted.

Action: Wittausch/Drury, 2/0/0. Motion carried.

C. Announcements, requests by applicants for continuances and withdrawals, and future agenda items.

No announcements.

CONTINUED ITEM**A. 35, 36, & 120 STATE ST****HRC-2/S-D-3 Zone**

Assessor's Parcel Number: 033-102-018, 033-111-013, 033-081-013
 Application Number: SGN2016-00042
 Owner: 35 State Street Hotel Partners, LLC
 Architect: Melisa Turner
 Designer: Sign Source
 Business Name: Hotel Californian

(Proposal for a new Sign Program for Areas A, B, and C of the Hotel Californian development addressed at 35 State Street, 36 State Street, and 120 State Street, respectively. Various signs are proposed throughout hotel complex for primary hotel and building identification, wayfinding, parking, and future retail tenants. Exceptions are requested for letter heights exceeding 10 inches on the primary identification sign.)

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

Motion: Final Approval with conditions:

1. The primary hotel sign (S1/01) is acceptable with a star logo height of 25," "Hotel" lettering at 7" tall, and "Californian" letter height at 15/14" tall.
2. Directional arrows are acceptable for wayfinding signage in all areas of the property. However, one member of the Sign Committee expressed a strong preference for pointing hands on pedestrian-oriented wayfinding signage facing public right-of-ways.
3. As an advisory, consider potential shadow effects on wall signage mounted too proud of wall surfaces.
4. Provide an updated sign program plan set to City staff responding to the latest conditions and comments.
5. Exception findings are made for sign letters exceeding 10" in height in the El Pueblo Viejo Landmark District: 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 generally apply 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 signage is in conformance with the purpose and intent of the Sign Ordinance as stated in Santa Barbara Municipal Code Section 22.70.010.B; and d) The signage is oriented towards the street (as opposed to pedestrian areas) and serves as the primary form of identification for vehicular traffic.

Action: Wittausch/Drury, 2/0/0. Motion carried.

NEW ITEM**B. 122, 202, 212, & 222 W CABRILLO BLVD; 21 W MASON ST HRC-1/SD-3 Zone**

Assessor's Parcel Number: 033-092-006, 033-092-008, 033-092-009,
033-092-015, 033-101-012

Application Number: SGN2016-00058

Owner: Heiner Family, LLC

Applicant: Clear Sign and Design, Inc.

Business Name: Hotel Milo

(Proposal for a new wayfinding sign program for six buildings of the Hotel Milo complex located over five parcels. Existing identification signage will be retained. An exception is requested for a wayfinding pole sign exceeding six feet in height.)

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

Motion: Continued indefinitely to Conforming Review with comments:

1. On wayfinding signs Type A, increase the thickness of the top bracket beam to be at least the thickness of the bottom sign border.
2. On directional signs Type B, increase the thickness of the sign bottom.
3. On wayfinding sign Type B, reduce the height of the sign so that the bottom does not exceed 8' in height and locate the pole into the existing hedge as much as possible.
4. Consider the use of signs mounted parallel to the alley in place of wayfinding sign Type B.
5. Exception findings are made for 1) a pole sign and 2) a sign exceeding 6' in height: 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 generally apply 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 signage is in conformance with the purpose and intent of the Sign Ordinance as stated in Santa Barbara Municipal Code Section 22.70.010.B; and d) The sign is acceptable due to its location in an alleyway not visible from public streets and its function as an internal wayfinding sign.

Action: Cope/Drury, 2/0/0. Motion carried.