



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Wednesday, February 27, 2008 **David Gebhard Public Meeting Room: 630 Garden Street** **9:00 A.M.**

COMMITTEE MEMBERS: NATALIE COPE, Chair – Present
 JENNIFER ROSE, Vice-Chair – Present
 BOB CUNNINGHAM – Absent
 STEVE HAUSZ (HLC) – Present until 9:54 a.m.
 PAUL ZINK (ABR) – Present

ALTERNATES: LOUISE BOUCHER (HLC) – Absent
 CLAY AURELL (ABR) – Absent

CITY COUNCIL LIAISON: GRANT HOUSE – Absent

STAFF: DANNY KATO, Senior Planner/Signs Design Review Supervisor – Present until 9:25 a.m.
 LARRY CASSIDY, Building Inspector/Plan Check Supervisor – Present until 9:25 a.m.
 DEBBIE HUGHEY, Planning Technician II – Present
 GABRIELA FELICIANO, Commission Secretary – Present

Website: www.SantaBarbaraCa.gov

**** SIGN COMMITTEE SUBMITTAL CHECKLIST ****

The Sign Committee will take action when the following are submitted:

- A. Color and material samples referenced to where they will appear on sign. All to be made out on 8 1/2" x 11" white paper or board or foldable to same. All plastic material shall have a matte finish unless otherwise specified.
- B. Photographs of the project site, adjacent buildings surrounding the site, and all existing signs on site must be submitted on 8 1/2" x 11" white paper or board.
- C. Drawing of sign and site plan to an acceptable scale in an 8 1/2" x 11" format - foldable to same. Acceptable scales for signs are: 3/4", 1", 1-1/2", 3" = 1'0". For site plans: 1" = 20', 10'; 1/8" = 1'0". Where ground signs are proposed a landscape plan is required. A color rendering of sign is also required.
- D. Drawing of building elevations or portion thereof showing where signs are to be located at 1/4" scale.

Complete sign lighting plans indicating the type, placement, and wattage of the fixture. Where no sign lighting is submitted, it will be assumed that no lighting is planned, and any lighting erected will be considered to be in violation of the Sign Ordinance. Electrical signs require a separate electrical permit.

All submittal materials must remain with the application.

Items will be dropped from the Agenda unless applicant attends the scheduled meeting. **If the applicant is unable to attend the scheduled meeting, notification must be communicated by 4:00 P.M. on the day before the meeting to Debbie Hughey, Planning Technician II, at the City of Santa Barbara Planning Division, (805) 564-5470; otherwise a postponement/rescheduling fee will be charged.**

No application will be reviewed by the Sign Committee until any illegal signs are removed or brought into compliance with the Sign Ordinance.

PLEASE BE ADVISED

- Additional tenancies or alternate sign configurations may necessitate the reduction of previously approved signage.
- Approximate time the project will be reviewed is listed to the left of each item. It is suggested that applicants arrive a few minutes early. Agenda schedule is subject to change as cancellations occur.
- **AMERICANS WITH DISABILITIES ACT:** In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Planning Division at (805) 564-5470. Notification at least 48 hours prior to the meeting will enable the City to make reasonable arrangements.
- **AGENDAS, MINUTES and REPORTS:** Copies of all documents relating to agenda items are available for review at 630 Garden St. and agendas and minutes are posted online at www.SantaBarbaraCa.gov. If you have any questions or wish to review the plans, please contact the Planning Technician at (805) 564-5470 between the hours of 8:30 a.m. to 4:00 p.m., Monday through Thursday, and every other Friday.

NOTICE:

That on Thursday, February 21, 2008, at 4:00 P.M., this agenda was duly posted on the indoor and outdoor bulletin boards at the Community Development Department, 630 Garden Street, and online at www.SantaBarbaraCa.gov/sign.

GENERAL BUSINESS (9:03):**A. Public Comments:**

Any member of the public may address the Sign Committee for up to two minutes on any subject within their jurisdiction that is not scheduled for a public discussion before the Committee on that day. The total time for this item is ten minutes.

No public comment.

B. Approval of the minutes of the Sign Committee meeting of February 13, 2008.

The approval of the previous meeting's minutes was tabled to a later time.

Motion: To untable the approval of the previous meeting's minutes.

Action: Hausz/Rose, 4/0/0. (Cunningham absent.) Motion carried.

Motion: Approval of the minutes of the Sign Committee meeting of February 13, 2008, as submitted.

Action: Rose/Zink, 4/0/0. (Cunningham absent.) Motion carried.

C. Listing of approved Conforming Signs.

The signs approved on Conforming Sign Review on February 20 is listed below:

1. 201 Paseo Nuevo, Nine West. Final approval as submitted.

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

1. Ms. Hughey made the following announcements:

- a) Intake appointments are starting next week. (This is a new process.)

- b) Kragen Auto at 436 N. Milpas Street is now an enforcement case for the unpermitted lights and signage.
- c) Marcel Hemp at 531 State Street is now an enforcement case because a sign and bracket were installed without approval from the Sign Committee and a building permit was not issued.
- d) Rockin' Yogurt at 620 State Street has not resubmitted for review by the Historic Landmarks Commission.
- e) Stateside Restaurant at 1114 State Street submitted an application for as-built signage.
- f) Item 5, 401 S. Hope Avenue, on today's agenda was postponed two weeks per the applicant's request.

E. Possible Ordinance Violations.

- 1. Ms. Rose reported Whiskey Richards at 435 State Street has unpermitted signage that was previously reported as a violation.
- 2. Mr. Zink reported the gas station located at 115 South La Cumbre Road has a banner.
- 3. Mr. Zink reported Chili Town at 730 N. Milpas Street now has an awning facing the side street that has not been reviewed/approved by the Architectural Board of Review.

F. **DISCUSSION ITEM**

(9:04)

This item was discussed out of order.

Present: Larry Cassidy, Building Inspector/Plan Check Supervisor
Danny Kato, Senior Planner/Signs Design Review Supervisor

A discussion about the Building Inspectors' "Sign Inspection Check List" was held.

Mr. Cassidy commented that some of the items listed on the Check List were open to interpretation and requested clarification. The Committee members clarified the items in question.

Ms. Cope stated that simple drawings will not be accepted by the Committee and scaled drawings are now being strictly requested from the applicants to assure inspectors are provided with accurate information for their inspection. Mr. Hausz explained that inspectors should assure that what was installed is per the plans although inspectors are not expected to differentiate between plant species in the landscape. Mr. Cassidy mentioned that the plans should replicate the Committee's intent and should relate needed information for the inspectors.

A brief review of certain aspects of the inspection process was given by Mr. Cassidy.

Mr. Zink requested that information as to what type of signage is not permitted in the City be given to business owners when they apply for a business license. Mr. Kato agreed to look into it.

Staff and the Committee agreed to meet again a year from now for an update.

CONCEPT REVIEW – NEW

1. 18 BATH ST

R-4/SD-3 Zone

(9:31) Assessor's Parcel Number: 033-092-014
Application Number: SGN2008-00019
Owner: Kazali Trust
Applicant: Signs By Ken
Business Name: Casa Del Mar Inn

(Modify existing ground sign. The linear building frontage is 111 feet. The allowable signage is 65 square feet.)

Present: Ken Sorgman, Signs By Ken
Yun Kim, Business Owner

Motion: Final approval with the following conditions: 1) The blue square at the top of the sign shall not exceed 12 to 14 inches in width. 2) The center illuminated portion shall be 8 to 10 inches wide. 3) Use a warm color of LED.

Action: Zink/Hausz, 4/0/0. (Cunningham absent.) Motion carried.

CONCEPT REVIEW – NEW

2. 3327 STATE

C-L/C-P/SD-2 Zone

(9:41) Assessor's Parcel Number: 051-100-001
Application Number: SGN2008-00020
Owner: James Deloreto
Applicant: Signs By Ken
Business Name: Federal Drug

(Proposal for one set of halo lit letters sign. The linear building frontage is 40 feet. The allowable signage is 20 square feet.)

Present: Ken Sorgman, Signs By Ken

Motion: Final approval with the condition that the lettering shall be centered between the top of the arch and the bottom of the star.

Action: Zink/Rose, 4/0/0. (Cunningham absent.) Motion carried.

CONCEPT REVIEW – NEW**3. 3621 STATE ST**

C-P/SD-2 Zone

(9:45) Assessor's Parcel Number: 051-051-004
 Application Number: SGN2008-00016
 Owner: Drucilla Cooper, Trustee
 Applicant: Benton Signs
 Business Name: Cigar Empire III

(Proposal for a face change to an existing 25 square foot sign that extends above the roofline of the building. There is an active sign enforcement case for this business and the applicant is proposing to remove the "as-built" sign and replace it with a new sign. The linear building frontage is 19 feet. The allowable signage is 19 square feet.)

(An exception is requested to allow the sign to exceed the maximum allowable square footage.)

Present: David Benton, Benton Signs

Motion: Final approval with the condition that neon “Cigar” and “Open” signs in the window shall be removed.

Action: Hausz/Zink, 4/0/0. (Cunningham absent.) Motion carried.

CONCEPT REVIEW – CONTINUED**4. 900 CHAPALA ST**

C-2 Zone

(9:50) Assessor's Parcel Number: 039-321-019
 Application Number: SGN2008-00010
 Owner: Howard Com Property Trust 3-14-90
 Applicant: Dave's Signs
 Business Name: Charles Schwab

(Proposal for two 13.95 square foot wall signs on the west and south elevations to replace existing Charles Schwab backlit channel letters with new backlit channel letters updating to current Charles Schwab identity. The linear building frontage is 95 feet. The allowable signage is 65 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Tom Carr, Dave's Signs

Motion: Continued indefinitely to Conforming Review with the following comments:
1) Provide a complete application and a revised exception letter for the option that gives a total letter height of 12 inches. **2)** The material color is to be painted with a bronze finish on steel. **3) Findings:** The exception request is appropriate because the majority of the letters will be under 10 inches in height and appropriate to the scale of the architecture.

Action: Zink/Hausz, 4/0/0. (Cunningham absent.) Motion carried.

**** THE COMMITTEE RECESSED FROM 9:54 A.M. TO 10:06 A.M. ****

CONCEPT REVIEW – CONTINUED**5. 401 S HOPE AVE** E-3/P-D/SP-4/SD-2 Zone

Assessor's Parcel Number: 051-240-018
 Application Number: SGN2008-00004
 Owner: Cutter Properties, Ltd.
 Applicant: Mike Ramsey
 Business Name: Smart

(Proposal for four new signs totaling 63.87 square feet for the Cutter Dealership. There are 9 existing signs totaling 183.07 square feet that are to remain. The linear building frontage is 33.9 feet. The allowable signage is 33.9 square feet.)

(An exception is requested for more signage than allowed.)

This item was postponed two weeks per applicant's request.

CONCEPT REVIEW – CONTINUED**6. 1155 COAST VILLAGE RD D** C-1/SD-3 Zone**(10:06)**

Assessor's Parcel Number: 009-291-006
 Application Number: SGN2008-00011
 Owner: Costa Villa Associates, LP
 Applicant: Gary Jensen
 Contractor: Benton Sign Company
 Business Name: Costa Villa

(Proposal for a new sign program for the Costa Villa commercial center.)

Present: David Benton, Benton Signs
 Gary Jensen, Architect
 Michael Chenoweth, Property Manager

Motion: Final approval of the Sign Program with the condition that Exhibit A1 on the site plan shall show a call out of the directory.

Action: Rose/Zink, 3/0/0. (Cunningham/Hausz absent.) Motion carried.

CONCEPT REVIEW – CONTINUED**7. 128 S SALINAS ST** C-P Zone**(10:21)**

Assessor's Parcel Number: 017-232-001
 Application Number: SGN2008-00001
 Owner: Winters Family Corporation
 Applicant: Sign-A-Rama, Goleta
 Business Name: Fairway Market

(Proposal for replacement of existing signage with one 13.3 square foot light box sign. Letters are being changed from Fairway Market to Fairway Liquor & Market. The linear building frontage is 24.5 feet. The allowable signage is 24.5 square feet.)

Present: Wasantha Mohottige, Sign-A-Rama

Motion: Continued two weeks with the following comments: 1) Provide photographs showing the removal of the temporary banner. 2) The lighting should be more residential. It is currently too high powered. 3) Provide a color chip. 4) All conduit from previous signage should be removed and all conduit for the new signage should be hidden.

Action: Rose/Zink, 3/0/0. (Cunningham/Hausz absent.) Motion carried.

Committee comment: Future final approval of the sign will be with the condition that the white on the sign shall be an off-white color to match the building.

CONCEPT REVIEW – CONTINUED

8. 404 WILLIAM MOFFETT PL

A-F/SD-3 Zone

(10:35) Assessor's Parcel Number: 073-450-003
Application Number: SGN2008-00012
Owner: City of Santa Barbara
Applicant: Sign-A-Rama, Goleta
Business Name: Atlantic Air

(Proposal for one 27.9 square foot wall sign and one 27 square foot monument sign. The linear building frontage is 123 feet. The allowable signage is 90 square feet.)

(An exception is requested for 16" letters instead of 12" for the wall sign.)

Present: Wasantha Mohottige, Sign-A-Rama

Motion: Continued two weeks with the following comment: 1) Some Committee members feel that the location of the wall sign is not approvable with the existing palm tree. The palm tree is out of the Committee's purview and should be reviewed by the ABR. 2) Some Committee members cannot find a reason for an exception exceeding the 12 inch maximum letter height allowed for the wall sign. 3) The applicant is encouraged to divide the sign application package into two submittals: a) The building sign. b) The monument sign. 4) The applicant is to verify with the Transportation Department the location of the monument sign before returning to the Committee. 5) Provide photographs of the existing sign cabinet. 6) Provide a photo montage with dimensions of the proposed sign cabinet. 7) Only the letters and the street address for the sign cabinet should be illuminated. 8) The blue background of the monument sign should be opaque.

Action: Zink/Cope, 3/0/0. (Cunningham/Hausz absent.) Motion carried.

G. Adjournment.

Motion: Motion to adjourn.

Action: Rose/Zink, 3/0/0. (Cunningham/Hausz absent.) Motion carried.

**** MEETING ADJOURNED AT 10:53 A.M. ****