

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 gain access to, comment at, or participate in this meeting, please contact the Planning Division at 805-564-5470. If possible, notification at least 48 hours prior to the meeting will enable the City to make reasonable arrangements in most cases.

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 Materials related to an item on this agenda submitted to the Sign Committee after distribution of the agenda packet are available for public inspection in the Community Development Department located at 630 Garden St., during normal business hours. 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.

APPEALS: Decisions of the Sign Committee may be appealed to the Architectural Board of Review or the Historic Landmarks Commission depending on the appropriate jurisdiction. For further information on appeals, contact the Planning Staff. Appeals must be in writing and must be filed at the Planning/Zoning Counter within ten (10) calendar days of the meeting at which the Sign Committee took action or rendered its decision.

POSTING: That on Thursday, September 11, 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 (10:00):**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 comments.

B. Approval of the minutes of the Sign Committee meeting of September 4, 2008.

Motion: **To continue two weeks approval of the minutes of the Sign Committee meeting of September 4, 2008.**

Action: Cope/Rose, 3/0/0. (Aurell, Hausz, Zink, Rose and Cunningham absent).

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from Sept. 11th to Sept. 18th, 2008 are listed below:

1. Retroville, 521 State Street – Final approval with conditions.
2. Milpas Nail & Spa, 336 Milpas Street – Final approval with conditions.

3. Santa Barbara Valet, 27 E. Gutierrez Street A – Final approval as submitted.
4. Cesar's Place, 712 N. Milpas Street – Final approval as submitted.
5. Schley Look Guthrie & Locker, LLP, 311 Carrillo Street – Final approval as submitted.

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

Ms. De La Torre announcements:

1. Committee members Steve Hausz, Paul Zink, and Bob Cunningham will be absent from today's meeting.
2. Item #7, 1131 State Street was continued two weeks at the applicant's request to the October 2nd meeting.

E. Possible Ordinance Violations and enforcement updates.

Ms. De La Torre announced the following enforcement cases:

1. Of the 125 complaints received by the Sign Committee, warnings were sent, and all received were either addressed or abated.
2. 1906 Cliff Drive, McDonald's – a site investigation was completed and an enforcement case is in process.

CONCEPT REVIEW – NEW

1. 18 E COTA ST

C-M Zone

Assessor's Parcel Number: 037-173-003
 Application Number: SGN2008-00142
 Owner: Howe Family Corporation et al.
 Contractor: Betsy Harris
 Applicant: Freedom Signs
 Business Name: Cafe Luck

(Proposal for four new signs: one 1.94 square foot hand painted wall sign; two 2 square foot hand painted window signs (each); and one 1.31 square foot hand painted window sign, for a total of 7.25 square feet. The linear building frontage is 42 feet. The allowable signage is 42 square feet.)

(10:14)

Present: Dan Morris, Freedom Signs; and Dawn Sherry, Architect.

Motion: Final Approval with the condition that the Committee would accept the enlargement of the C and L lettering to 12-inches, with all other letters to be proportionally enlarged.

Action: Rose/Pujo, 3/0/0. (Aurell, Hausz, Zink and Cunningham absent).

CONCEPT REVIEW – CONTINUED**2. 129 N MILPAS ST**

C-2/M-1 Zone

Assessor's Parcel Number: 017-083-009
Application Number: SGN2008-00139
Owner: Steve Melkonian
Applicant: DCM Graphics
Business Name: El Bajio

(Proposal for two new wooden wall signs: a 7 square foot wall sign with painted letters and a 16.25 square foot sign with painted letters, for a total of 23.25 square feet. The linear building frontage is 25 feet. The allowable signage is 25 square feet.)

(10:23)

Present: Jerry Fair, Applicant.

Motion: **Continued one week to Conforming Review Calendar with the following comments:**
1) Plans updated to show reduction to 10-inch lettering for wall Sign A. 2) Applicant to call out on plans that existing light fixtures and conduits are to be removed.

Action: Cope/Pujo, 3/0/0. (Aurell, Hausz, Zink and Cunningham absent).

CONCEPT REVIEW – CONTINUED**3. 132 N MILPAS ST**

C-2 Zone

Assessor's Parcel Number: 017-091-019
Application Number: SGN2008-00132
Owner: Joe and Beatryce Butler, Family Revocable Trust
Applicant: Jerry Fair
Business Name: Auto Insurance

(Proposal for two "as built" wooden wall signs: [Sign A] is 8 square feet; [Sign B] is 2.7 square feet, for a total of 10.7 square feet. This application is to abate ENF2008-00795. The linear building frontage is 13 feet. The allowable signage is 13 square feet.)

(10:28)

Present: Jerry Fair, Applicant.

Motion: **Final Approval with the condition for Staff to confirm that the exterior vinyl window signage and lighting are to be removed.**

Action: Cope/Rose, 3/0/0. (Aurell, Hausz, Zink and Cunningham absent).

CONCEPT REVIEW – NEW**4. 27 1/2 E VICTORIA ST**

C-2 Zone

Assessor's Parcel Number: 039-133-010
 Application Number: SGN2008-00125
 Owner: Colin J. W. and Susanne, Trustees
 Applicant: Henry Franco
 Business Name: M.O.B.S Barbershop

(Proposal for 5 new signs: [Sign A] is a 3.75 square foot awning sign with painted letters; [Sign B] is a 0.47 square foot vinyl window sign; [Sign C] is a 0.11 vinyl window sign; [Sign D] is a 0.59 square foot wall sign made of granite with painted letters; [Sign E] is a 0.11 square foot wall sign made of wood with vinyl letters, for a total of 5.03 square feet. The linear building frontage is 8.6 feet. The allowable signage is 8.6 square feet. The project is located in the El Pueblo Viejo Landmark District.)

Staff announced that the application has a pending enforcement case ENF2008-00703 for prohibited roof sign and unpermitted awnings and window signs.

(10:32)

Present: Henry Franco, Owner.

Motion: **Final Approval as submitted.**

Action: Rose/Pujo, 3/0/1. (Aurell abstained/Hausz, Zink and Cunningham absent).

CONCEPT REVIEW – NEW**5. 1309 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-131-010
 Application Number: SGN2008-00141
 Applicant: Richele Mailand
 Business Name: Evolutions Medical Spa

(Proposal for new 29.32 square foot oval wooden hanging sign. The linear building frontage is 28 feet. The allowable signage is 28 square feet. The project is located in the El Pueblo Viejo Landmark District.)

(10:38)

Present: Richele Mailand, Evolutions Medical Spa.

Motion: **Continued two weeks with the following comments: 1) Applicant to study placing the oval sign in the display case to the right of the entrance. 2) Applicant to place another painted sign on the window glass above the door.**

Action: Pujo/Rose, 4/0/0. (Hausz, Zink and Cunningham absent).

CONCEPT REVIEW – NEW**6. 118 N MILPAS ST**

C-2 Zone

Assessor's Parcel Number: 017-091-016

Application Number: SGN2008-00130

Applicant: Fred Gonzales

Business Name: Joyeria Latina Americana Jewlery

(Proposal for six "as built" signs: one 3.8 square foot wooden wall sign; two 1.6 square foot painted window signs; one 1.8 square foot wood sign; one 4.4 square foot wood sign; one .85 square foot "painted on" wall sign, for a total of 14.01 square feet. This application is to abate ENF2008-00377. The linear building frontage is 28 feet. The allowable signage is 28 square feet.)

(10:51)

Present: Fred Gonzales, Applicant.

Motion: **Continued two weeks with the following comments:** 1) Sign A (wall sign over door): **a)** To be reduced and raised as shown on plans; and **b)** Material of sign board needs to be of rigid material and weather-proof, and not of cardboard or plywood. 2) Sign B1 and B2 (glass painted window signs) are acceptable as submitted. 3) Sign C signage (C1, C2, and C3 - wall signage displaying services) are to be removed. 4) All signage to be within the 1½ square foot maximum dimensions, with store hours only in English and Spanish languages, and located to the right or left of the door.

Action: Cope/Rose, 4/0/0. (Hausz, Zink and Cunningham absent).

CONCEPT REVIEW – CONTINUED**7. 1131 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-231-037

Application Number: SGN2008-00124

Contractor: Swain Signs

Applicant: Luke Tillery

Business Name: Peet's Coffee & Tea

(Proposal for six new signs: [Sign A) and [Sign D) are 7.6 square feet (each) aluminum wall signs with internally illuminated reverse channel letters; [Sign C) and [Sign F) are 3.8 square feet (each) window signs made of flat aluminum panels that are internally illuminated (fluorescent lamps); [Sign B) and [Sign E) are 2.1 square feet (each) double-sided aluminum blade signs, for a total of 27 square feet in overall signage. The linear building frontage is 21.4 feet. The allowable signage is 21.4 square feet. The project is located in the El Pueblo Viejo Landmark District.)

Continued two weeks at the applicant's request.

CONCEPT REVIEW – CONTINUED**8. 121 S HOPE F123**

C-2/SD-2 Zone

Assessor's Parcel Number: 051-010-014
Application Number: SGN2008-00126
Applicant: R&R Custom Signs
Business Name: Louis Vuitton

(Proposal for 3 new wall signs: [Sign A) is a 6.28 square foot back-lit LED reverse channel pin-mounted aluminum wall sign located on interior mall facade; [Sign B) and [Sign C) are 6.25 square feet (each) backlit aluminum and acrylic wall signs, for a total of 18.78 square feet. There is an approved "La Cumbre Plaza Tenant Design Criteria" in place. The linear building frontage is 30 feet. The allowable signage is 30 square feet.)

(11:12/12:40)

Present: Applicant not present.

Ms. Brooke reported to the Committee on the status of the existing construction barrier and that long-term solutions for these barriers will be addressed with the mall manager in the future.

Motion: To table review of the item until the end of the meeting.

Action: Rose/Cope, 4/0/0. (Hausz, Zink and Cunningham absent).

Motion: To re-open the item for review and action.

Action: Rose/Pujo, 4/0/0. (Hausz, Zink and Cunningham absent).

Motion: Continued two weeks with the following comments: 1) Applicant to return in-person to present the proposed project to the Committee. 2) The letter logo is inappropriate on the fascia location, and needs to be reduced in size and relocated. 3) The size of the logo should not exceed 12-inches in height and is inappropriate on the fascia as shown. 4) At the appropriate size and location, a back-lit illuminated sign would be approvable. 5) All required information regarding material, lighting, letter size, all call-out information and dimension needs to be shown and detailed on the submitted plans.

Action: Cope/Pujo, 4/0/0. (Hausz, Zink and Cunningham absent).

CONCEPT REVIEW – NEW**9. 651 PASEO NUEVO**

C-2 Zone

Assessor's Parcel Number: 037-400-002
Application Number: SGN2008-00136
Business Name: Paseo Nuevo Mall

(Proposal to relocate an existing 99.75 square foot identification wall sign for Paseo Nuevo Mall.)

(11:22)

Present: Glen Morris, Applicant.

Motion: Final Approval as submitted.

Action: Rose/Pujo, 4/0/0. (Hausz, Zink and Cunningham absent).

CONCEPT REVIEW – CONTINUED**10. 320 W PUEBLO ST**

C-O Zone

Assessor's Parcel Number: 025-102-001
Application Number: SGN2005-00044
Agent: Suzanne Elledge Permit Processing
Business Name: Santa Barbara Cottage Hospital

(Proposal for a hospital campus-wide sign program which includes: identity, directional and building identifiers.)

Requires Sign Program approval, and approval of lighting and landscaping around signage.

(11:25)

Present: Scott Allen, Director for Cottage Hospital; and Joseph Stoddard, Designer; and Afshin Fathollahi, Vice-President Support Services.

Applicant directed to study the Outdoor Lighting Guideline posted on the City website.

Motion: **Continued two weeks with the following comments:** 1) Applicant to prepare a sign program. 2) Committee finds at this time the proposed signage color, shape, and size acceptable, and applicant is directed to minimize signage wherever practical and possible. 3) Applicant to prepare lighting for the monument signs and landscaping details with photographs, elevations, etc., in proximity of all requested signage and for the purposes of hiding exterior lighting to be shown on the plans. 4) Exterior lighting to comply with Sign Ordinance requirements to be addressed more in depth and detail, and in color photos. 5) Applicant to work with the Public Works Transportation Division on issues for safe vehicular visibility regarding all requested signage.

Action: Pujo/Aurell, 4/0/0. (Hausz, Zink and Cunningham absent).

Committee comments: Staff to provide applicant with example of previously approved sign program such as the Santa Barbara Airport project. Staff to assign adequate time for review of the proposed project before the Committee, when the proposed project returns for review.

**** MEETING ADJOURNED AT 1:00 P.M. ****