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City of Santa Barbara Planning Division

SIGN COMMITTEE SPECIAL MEETING MINUTES

PLEASE NOTE: THE SPECIAL MEETING DAY OF THURSDAY

THURSDAY, April 02, 2009 David Gebhard Public Meeting Room: 630 Garden Street 8:30 A.M.

COMMITTEE MEMBERS: NATALIE COPE, *Chair* - PRESENT
BOB CUNNINGHAM, *Vice-Chair* - ABSENT
JOSHUA PEMBERTON – PRESENT @ 8:52 A.M.
DAWN SHERRY (ABR) – PRESENT UNTIL 10:22 A.M.
LOUISE BOUCHER (HLC) - ABSENT

ALTERNATES: ALEX PUJO (HLC) - PRESENT CLAY AURELL (ABR) - ABSENT

CITY COUNCIL LIAISON: GRANT HOUSE - ABSENT DALE FRANCISCO (ALTERNATE) - ABSENT

STAFF: RENEE BROOKE, Senior Planner - PRESENT
ELVA de la TORRE, Planning Technician - ABSENT
KATHLEEN GOO, 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 Elva de la Torre, Planning Technician, 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 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 Friday, March 27, 2009, 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 (8:30):**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 comments.

B. Approval of the minutes of the Sign Committee meeting of **March 17, 2009.**

Motion: **Approval of the minutes of the Sign Committee meeting of March 17, 2009, with corrections.**

Action: Sherry/Cope, 2/0/1. (Pujo abstained, Boucher/Cunningham/Pemberton absent). Motion carried.

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from **March 17th thru March 25, 2009** are listed below:

1. Bank of America Home Loans, 801 Chapala Street – Final Approval as submitted.
2. Baskin Robbins, 3611 1/2 State Street – Final Approval with conditions.

3. Red Mango, 3967 State Street – Final Approval as submitted.
4. The Fund for Santa Barbara, 26 W Anapamu Street – Final Approval as submitted.
5. Techease, 511 E. Gutierrez – Final Approval as submitted.
6. Bank of America Home Loans, 21 E. Victoria Street – Final Approval as submitted.
7. Chase, 1302 State Street – Temporary Signage Approval as submitted.
8. Chase, 3768 State Street – Temporary Signage Approval as submitted.

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

Ms. Brooke made the following announcements:

- 1) Committee members **Boucher and Cunningham** will be absent from the meeting.
- 2) Committee member **Sherry** will be stepping down from agenda Item #1, 742 State Street.
- 3) Agenda Item #4, 601 E Anapamu Street has been continued indefinitely at the applicant's request.

E. Possible Ordinance Violations and enforcement updates.

None.

Motion: To table Item #1, 742 State Street due to lack of quorum.

Action: Sherry/Cope, 3/0/0. Motion carried.

Motion: To un-table #1, 742 State Street.

Action: Cope/Pemberton, 4/0/0. Motion carried.

CONCEPT REVIEW – NEW

1. **742 STATE ST**

C-2 Zone

Assessor's Parcel Number: 037-092-001
Application Number: SGN2009-00037
Owner: Atlantico, Inc.
Business Name: Pinkberry
Architect: Dawn Sherry

(Proposal for three new signs: one 4.27 square foot projecting sign made of copper; two wall signs, 4.37 square feet each, made of individual pin-mounted letters and two 0.79 square foot logos, for a total of 14.59 square feet. The location is listed on the California Inventory of Historic Resources and is on the List of Potential Structures of Merit and Landmarks: 4G Phase I Survey Name: La Placita Building, aka: McKay-Bothin Building. The linear building frontage is 37 feet. The allowable signage is 37 square feet. The project is located in the El Pueblo Viejo Landmark District (EPV).)

(9:02)

Present: Dawn Sherry, Architect.

Public comment opened at 9:09 a.m.

Kellam de Forest, opposed, commented that the requested signage design is too modern for the district, and should follow EPV Guidelines and the Sign Program for the neighborhood; suggested the applicant follow a more Spanish design for the signage.

Public comment closed at 9:11 a.m.

Motion: **Final Approval with the condition requiring the bronze signage to have a matte finish.**

Action: Cope/Pujo, 4/0/0. (Sherry stepped down, Boucher/Cunningham absent) Motion carried.

CONCEPT REVIEW – NEW

2. **928 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-133-011
Application Number: SGN2009-00036
Owner: Llewellyn Goodfield Jr., Trustee
Business Name: Apple Inc.
Architect: Cearnal Andrulaitis

(Proposal for a new 19.5 square foot flag to hang on an existing pole. The site is listed on the Potential Historic Structures list: 4G Phase I Survey, Rogers Furniture Building, Pier 1 Store. The linear building frontage is 57 feet. The allowable signage is 57 square feet. The project is located in the El Pueblo Viejo Landmark District (EPV).)

An exception is requested and findings are required for the proposal of a flag that exceeds 8 square feet.

(8:46)

Present: Kary Johnson, Designer.

Staff stated that the agenda was slightly incorrect in that the reason for the exception is due to the flag pole being attached to the building. Staff clarified that there is a Sign Ordinance exception for flags in SBMC Section 22.70.030.B.17, which allows for a maximum flag dimension to be 8 feet, and is not the reason why this application needs the exception. The requested exception concerns the existing pole being attached to the building.

Public comment opened at 8:57 a.m.

Kellam de Forest, opposed, requested clarification on the flag exception.

Public comment closed at 8:59 a.m.

Motion: **Final Approval as submitted with findings made on the flag exception with the condition that clarification be made on how the flag pole is attached to the building.**

Action: Cope/Pujo, 4/0/0. (Boucher/Cunningham absent) Motion carried.

CONCEPT REVIEW – NEW**3. 1610 STATE ST**

C-2 Zone

Assessor's Parcel Number: 027-182-018
Application Number: SGN2009-00038
Owner: Howard Hawkes, LLC
Business Name: Financial Credit Network
Architect: Freedom Signs

(Proposal for one 2.5 square foot redwood hanging sign. The linear building frontage is 20 feet. The allowable signage is 10 square feet. The project is located in the El Pueblo Viejo Landmark District (EPV).)

(9:18)

Present: Dan Morris, Freedom Signs.

Motion: Final Approval as submitted.

Action: Pemberton/Sherry, 4/0/0. (Boucher/Cunningham absent) Motion carried.

**** THE FOLLOWING AGENDA ITEM WAS CONTINUED INDEFINITELY AT THE APPLICANT'S REQUEST. ****

CONCEPT REVIEW – NEW**4. 601 E ANAPAMU ST**

R-3 Zone

Assessor's Parcel Number: 029-142-019
Application Number: SGN2009-00039
Owner: H&R Investments, LP
Business Name: Villa Flores Apartments
Architect: Benton Signs

(Proposal for a main identifier and three way-finding ground signs for a seven building apartment complex: one 20 square foot sign made of wood and stone; two 5 square feet (each) wood signs and one 8.66 square foot wood sign, for a total of 38.66 square feet. The linear building frontage is 300 feet. The allowable signage is 24 square feet.)

An exception is requested and findings are required for the three additional signs for the apartment complex that exceeds the maximum of one allowed by the Sign Ordinance.

Motion: Continued indefinitely at the applicant's request.

Action: Cope/Sherry, 3/0/0. (Boucher/Cunningham/Pemberton absent) Motion carried.

CONCEPT REVIEW – NEW**5. 3768 STATE ST**

C-P/SD-2 Zone

Assessor's Parcel Number: 053-300-034
Application Number: SGN2009-00042
Owner: Gwen Griffin Santa Barbara, LLC
Business Name: Chase
Architect: Bill Hellman

(Proposal for four signs: one 27.70 square foot ground sign; two 7.0 square foot wall signs, made of individual channel letters internally illuminated with neon tubing; one 1.75 square foot ATM sign internally illuminated with fluorescent lighting, for a total of 43.45 square feet. The linear building frontage is 100 feet. The allowable signage is 65 square feet.)

An exception was requested for exceeding the maximum allowable square footage of signage by 166.64 square feet. The applicant has since revised the proposal and is now in compliance with the maximum allowable square footage.

(9:19)

Present: Dustin Hanson, Chase; and Teresa Widner, NW Sign Industries.

Ms. Brooke stated that there were no clear Ordinance regulations regarding ATMs or their required lighting; however, the Outdoor Lighting and Street Light Design Guidelines, Building and Site Lighting section had reference to ATM lighting to assist in review of this item.

Motion: Continued two weeks to Full Committee with comments:

- 1) Reduce the width (thickness) of the cabinet on the monument sign.
- 2) Utilize reverse pan-channel lettering or reduce the letter size on the wall sign.
- 3) Relocate the proposed "Chase" signage to the existing "Washington Mutual" signage location, and dimension wall sign lettering to scale to fit the signage location on the building.
- 4) No signage is to be allowed on the facia of the building.
- 5) Provide scaled drawings of the wall signage and lettering.

Action: Pujo/Pemberton, 4/0/0. (Boucher/Cunningham absent) Motion carried.

CONCEPT REVIEW – NEW**6. 1302 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-133-011
Application Number: SGN2009-00041
Owner: Washington Mutual
Business Name: Chase
Architect: Bill Hellman

(Proposal for six signs: three 4.75 square foot wall signs made of individual Halo-lit letters; one 2.0 square foot awning sign; two 1.75 square foot (each) ATM signs, internally illuminated with fluorescent u-lamps, for a total of 19.75 square feet. The linear building frontage is 100 feet. The allowable signage is 65 square feet. The project is located in the El Pueblo Viejo Landmark District (EPV).

An exception is requested and findings are required for an internally illuminated ATM sign located in the EPV district which prohibits internally illuminated signs.

(9:59)

Present: Dustin Hanson, Chase; and Teresa Widner, NW Sign Industries.
Public comment opened at 10:03 a.m.

Kellam de Forest, opposed, commented that past signage was too institutional in appearance, that all signage should be required to reflect the signage of the EPV district, and the requested signage is too blue in color.

Public comment closed at 10:05 a.m.

Staff clarified that the requested ground signage is considered a pole sign which is prohibited.

Motion: Continued two weeks to Full Committee with comments:

- 1) The Committee does not support the internally illuminated wall signage. Applicant to return with alternative signage that is more traditional.
- 2) Internally illuminated signage is not allowed (due to the EPV location and the proximity to the major landmark of the Arlington Theatre).
- 3) The pole signs can be no taller than 6 feet in height.
- 4) The pole color is to be of a bronzed traditional material and color.
- 5) Signage on the east elevation to be located either on the wall or awning; not both.
- 6) Study the traditional EPV materials for all signage.
- 7) The surround of the ATM machines is to be as small as practical, and the blue outline is to be removed.
- 8) Use muted colors for letters and ATM awning.

Action: Pujo/Pemberton, 3/0/0. (Boucher/Cunningham/Sherry absent) Motion carried.

**** MEETING ADJOURNED AT 10:42 A.M. ****