



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Tuesday, April 28 2009

David Gebhard Public Meeting Room: 630 Garden Street

8:32 A.M.

COMMITTEE MEMBERS:

NATALIE COPE, *Chair* - PRESENT
BOB CUNNINGHAM, *Vice-Chair* - PRESENT
JOSHUA PEMBERTON – PRESENT @ 8:49 A.M.
DAWN SHERRY (ABR) – PRESENT @ 8:33 A.M.
LOUISE BOUCHER (HLC) - PRESENT

ALTERNATES:

ALEX PUJO (HLC) - ABSENT CLAY AURELL (ABR) - ABSENT

CITY COUNCIL LIAISON:

GRANT HOUSE - ABSENT DALE FRANCISCO (ALTERNATE) - ABSENT

STAFF:

RENEE BROOKE, Senior Planner – PRESENT UNTIL 9:04 A.M.
ELVA de la TORRE, Planning Technician - PRESENT
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 Thursday, April 23, 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 comments.

B. Approval of the minutes of the Sign Committee meeting of April 14, 2009.

Motion: **Approval of the minutes of the Sign Committee meeting of April 14, 2009, without corrections.**

Action: Boucher/Cunningham, 3/0/1. (Cunningham abstained, Pemberton/Sherry absent).
Motion carried.

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from April 16th through April 23rd, 2009 are listed below:

1. Chase, 3768 State Street – Final Approval as submitted.
2. SAS Comfort Shoes, 3419 State Street – Final Approval as submitted.

D. Announcements, requests by applicants for continuances and withdrawals, and future agenda items.
Ms. de la Torre announced the budget discussion item on the agenda.

E. Possible Ordinance Violations and Enforcement Updates.

Committee member **Cunningham** reported the following potential Sign Ordinance violations:

1. 717 State Street, "Rugs & More": liquidation banner sign violations.
2. 15 S. Hope Street, "AGA John Oriental Rugs": over-large banner sign violation.
3. 901 State Street "Forever 21" (formerly "Anthropology" store): Seven (7) "Coming Soon" banner sign violations.

Motion: To re-open General Business - Possible Ordinance Violations and Enforcement Updates.

Action: Cunningham/Boucher. Motion carried.

Committee **Cunningham** reported an additional potential Sign Ordinance violation:

4. 504 N. Milpas Street, "Cyber-Copy": possible un-permitted or more window signage than approved.

DISCUSSION ITEM

(8:34)

PROPOSED FINANCIAL PLAN AND OPERATING BUDGET FOR FISCAL YEAR 2010.

Present: Bettie Weiss, City Planner.

A fiscal budget handout was presented and a discussion was held.

Questions from Committee members:

Boucher: The Board and Commission stipend from the City is not offered to Sign Committee members, but its potential loss for other Board and Commission members is not unexpected.

Sherry: Some Committee members were of the opinion that the stipend hardly matters and does not really factor in given the present tax situation, but the dinner budget seems more important. Could the stipend be transferred to the dinner budget? The Committee members suggested that some could even pitch-in to provide staff with "snack money" to buy food to help alleviate budget costs and still provide food for evening meetings.

Cunningham: Can the City take a city-wide pay cut to save employee jobs? Are there other such options proposed in order to prevent job losses and save positions?

The Committee stated that they regret that they will be losing Ms. De La Torre as Sign Committee Planning Technician, due to the City's budget cuts. She has been a dedicated, competent, exemplary employee, and a tremendous support for the Sign Committee.

Ms. Brooke reported that remaining City staff will have to stretch to cover empty positions and do their best to cope with all the ramifications of the serious budget situation.

Ms. Brooke clarified the sign violation process for the Committee, and explained that the enforcement process may sometimes seem time-consuming, but staff must be thorough in order to ensure legal enforcement of Sign Ordinance violations.

CONCEPT REVIEW – NEW**1. 621 STATE ST**

C-M Zone

Assessor's Parcel Number: 037-131-021
 Application Number: SGN2009-00063
 Owner: Pierce Partners
 Business Name: Yogurtland
 Applicant: Warren Due

(Proposal for a 4.5 square foot blade sign and wrought iron bracket. This site is listed both on the California Inventory of Historic Resources and the City's Potential Historic Structures/Sites. The linear building frontage is 18 feet. The allowable signage is 18 square feet. The project is located in the **El Pueblo Viejo Landmark District.**)

(9:11)

Present: Warren Due, Applicant.

Motion: Continued one week to Conforming Sign Review with comments:

- 1) Return with specifications on a blade sign bracket that more closely resembles the Levi store blade sign bracket (more in keeping with the El Pueblo Viejo Landmark District).
- 2) Instead of the proposed brighter pink color for the blade sign border, Applicant to return with a more muted carnation pink border color similar to the Frazee "Gift" color #CL1393M; and instead of the proposed stark white background color, utilize a more muted off-white background color similar to the Frazee "Vanilla Yogurt" color #CLW1013W. The proposed green color for the blade sign is acceptable.

Action: Cunningham/Boucher, 5/0/0. Motion carried.

CONCEPT REVIEW – NEW**2. 21 W ORTEGA ST**

C-M Zone

Assessor's Parcel Number: 037-131-022
 Application Number: SGN2009-00062
 Owner: Garrett and Joann Van Wyk
 Business Name: Lucia Loves Luigi
 Applicant: Benton Signs

(Proposal for a 5 square foot double-sided projecting sign to hang on a wrought iron bracket, and two window 4.95 square feet (each) vinyl window signs, for a total of 14.9 square feet. The site is listed on the City's Potential Historic Structures list: Mission Building. The linear building frontage is 21.5 feet. The allowable signage is 21.5 square feet. The project is located in the **El Pueblo Viejo Landmark District.**)

Motion: Continued indefinitely due to the applicant's absence.

Action: Sherry/Cope, 5/0/0. Motion carried.

CONCEPT REVIEW – NEW**3. 714 STATE ST**

C-2 Zone

Assessor's Parcel Number: 037-092-019
Application Number: SGN2009-00065
Owner: 710 State St Partners
Business Name: Chino's Rock & Tacos
Applicant: Signs By Ken

(Proposal for one 9.9 square foot wooden projecting sign and wrought iron bracket, and a 2.2 square foot wall sign made of individual flush mounted letters, for a total of 12.1 square feet. The location is listed on the City's Potential Historic Structures list as the Tomlinson Building. The linear building frontage is 22 feet. The allowable signage is 22 square feet. The project is located in the **El Pueblo Viejo Landmark District**.)

(9:29)

Point-of-Order: Staff requested the applicant submit a Master Application to the Historic Landmarks Commission for a revision.

Present: Ken Sorgman, Signs By Ken; and Javier Kadina, Owner.

Motion: Continued one week to Conforming Sign Review with comments:

- 1) Applicant to reduce the size of the projecting sign by 10% or greater.
- 2) Return with more accurate drawings of the proposed projecting sign bracket, and restudy to give the upper scroll work of the bracket a more structural feel.

Action: Cunningham/Boucher, 5/0/0. Motion carried.

CONCEPT REVIEW – NEW**4. 3222 STATE ST**

C-2/SD-2 Zone

Assessor's Parcel Number: 053-332-031
Application Number: SGN2009-00048
Owner: Anthony and Yani Osehan, Trustees
Business Name: Agave Inn
Applicant: Freedom Signs

(Proposal for one 21.3 square foot ground sign with a neon "vacancy" sign and exterior lighting, to replace a 16 square foot wall sign. The linear building frontage is 40 feet. The allowable signage is 40 square feet.)

(9:38)

Present: Dan Morris, Freedom Signs; and Yani Osehan, Agent.

Motion: Final Approval as submitted.

Action: Cunningham/Cope, 4/1/0. (Boucher opposed) Motion carried.

CONCEPT REVIEW – CONTINUED**5. 134 S MILPAS ST**

C-2/SD-3 Zone

Assessor's Parcel Number: 017-203-013
Application Number: SGN2009-00045
Owner: Aled M. Abdullatif
Applicant: DCM Graphics
Business Name: Stop & Shop Gas 2

(Proposal for two signs: one 13.5 square-foot MDO wall sign, and a face change to an 11.25 square-foot portion of an existing internally illuminated ground sign. The linear building frontage is 45 feet. The allowable signage is 45 square feet.)

(9:51)

Present: Alex Marshall, DCM Graphics.

Motion: Continued indefinitely to Conforming Sign Review with comments:

- 1) Reduce the monument sign lettering with the largest sign letter not to exceed a maximum 8-inches in height, with other lettering reduced proportionately.
- 2) The stop sign shape and color is to be reviewed and approved by the Transportation Division.
- 3) It is understood that gas dispenser signage is not part of this application.

Action: Boucher/Cunningham, 4/0/1. (Sherry abstained) Motion carried.

CONCEPT REVIEW – NEW**6. 1 W ORTEGA ST**

C-M Zone

Assessor's Parcel Number: 037-131-023
Application Number: SGN2009-00066
Owner: Fithian LLC
Business Name: Cali Green
Applicant: Santa Barbara Signs & Graphics

(Proposal for a 7.92 square foot projecting sign and wrought iron bracket, located on a building designated as a Structure of Merit: Fithian Building. The linear building frontage is 25 feet. The allowable signage is 25 square feet. The project is located in the **El Pueblo Viejo Landmark District**.)

(9:57)

Present: Fred Barbaria, Santa Barbara Signs & Graphics.

Motion: Final Approval with conditions that the off-white background color is to be the Frazee "Acamena" color Frazee #CLW1013W, and the green color of the state logo is to be a muted green color similar to what was shown on the color rendering (Frazee "Horticulture"). Any window signage proposed must be resubmitted or signage lettering reduced to a 2-inch maximum.

Action: Boucher/Cunningham, 5/0/0. Motion carried.

**** MEETING ADJOURNED AT 10:09 A.M. ****