



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Tuesday, May 12, 2009

David Gebhard Public Meeting Room: 630 Garden Street

8:30 A.M.

COMMITTEE MEMBERS:

NATALIE COPE, *Chair* - PRESENT
BOB CUNNINGHAM, *Vice-Chair* - PRESENT
JOSHUA PEMBERTON - ABSENT
DAWN SHERRY (ABR) – PRESENT
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 - ABSENT
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 Friday, May 8, 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 28, 2009.**

Motion: **Approval of the minutes of the Sign Committee meeting of April 28, 2009, with corrections.**

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

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from **April 30th** to **May 7th**, 2009 are listed below:

1. Yogurtland, 621 State Street – Final Approval as submitted.
2. Forever21, 901 State Street – Final Approval as submitted.
3. Chase Bank, 1302 State Street – Final Approval as submitted.
4. Chino's Rock & Tacos, 714 State Street – Final Approval as submitted.

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

A Committee attendance poll was taken for the **May 26th** Sign Committee meeting after the **Memorial Day Holiday**.

Results of the attendance poll taken for the **May 26th** Sign Committee meeting after the **Memorial Day Holiday**; there should be a quorum for that meeting, as indicated below:

Cunningham – will be present.

Cope – will be present.

Sherry – will be present.

Boucher, will be present.

Pemberton – (absent).

E. Possible Ordinance Violations and enforcement updates.

Committee member Cunningham reported the following violations:

1. Forever21, 901 State Street – temporary signage to be removed.
2. Chase Bank, 1302 State Street – temporary signage to be removed.

Committee member Boucher reported the following violation:

1. Live Culture (yogurt shop), 11 W. De La Guerra Street (Paseo Nuevo Mall): several large sign and banner violations.

CONCEPT REVIEW – NEW

1. **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 vinyl window signs each 4.95 square feet, 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 El Pueblo **Viejo Landmark District**.)

(8:41)

Present: David Benton, Benton Signs.

Motion: **Final Approval as submitted.**

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

CONCEPT REVIEW – NEW**2. 436 E GUTIERREZ ST**

M-1 Zone

Assessor's Parcel Number: 031-343-009
 Application Number: SGN2009-00068
 Owner: Laguna Industrial Partners
 Business Name: Car Quest
 Applicant: Bruce Rokos

(Proposal for eleven signs: one 21.8 square foot wall sign, made of individual flush mounted letters and a logo; one 13.23 square foot vinyl window sign (blue background and logo); one 3.7 square foot panel to be located on a existing directory; one 6.8 vinyl logo (for directional sign); and seven 1.25 square foot (each) vinyl window signs (logos), for a total of 54.28 square feet. The linear building frontage is 90 feet. The allowable signage is 65 square feet.)

(8:45)

Present: Bruce Rokos, Sign Specific, Inc.

Point-of-Order: Staff requested the Applicant clarify the blue background on the window glass logos that were removed and replaced with blue vinyl security panels. Staff informed the Committee that precedent was set by a previous submittal by Benton Signs where shading on an upper window portion was determined to constitute as signage and was therefore included into the project's square footage.

Motion: Continued indefinitely to Conforming Sign Review with the comments:

- 1) All window logo panel and signage are to be removed from the application.
- 2) The lettering panel of the directory signage is acceptable.

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

Staff Notes: Applicant to ask the Owner if they will want to submit an exception letter for the color panels.

CONCEPT REVIEW – NEW**3. 236 N MILPAS ST**

C-2 Zone

Assessor's Parcel Number: 017-051-001
 Application Number: SGN2009-00069
 Owner: Dario Pini
 Business Name: Playa Motors
 Applicant: Tia Roosendalh

(Proposal for two signs: one 19 square foot acrylic face for an existing monument sign, and one 5.3 square foot window sign, for a total of 24.3 square feet. The linear building frontage is 60 feet. The allowable signage is 65 square feet.)

Motion: To table Item #3, 236 N. Milpas Street, due to the Applicant's absence.

Action: Sherry/Cunningham, 4/0/0. Motion carried.

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

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

CONCEPT REVIEW – NEW**4. 718 STATE ST**

C-2 Zone

Assessor's Parcel Number: 037-092-021
 Application Number: SGN2009-00071
 Owner: 710 State St Partners
 Business Name: California Crisp Cafe
 Applicant: Signs By Ken

(Proposal for two signs: one 8.65 square foot projecting sign to hang on a new bracket, and one 5.0 square foot wall sign made of individual flush mounted letters, for a total of 13.65 square feet. The site is listed on the **Potential Historic Structures List: 4G Phase I survey Name: Brentner & Company Bicycle Shop, Pure Gold**. The linear building frontage is 22.5 feet. The allowable signage is 22.5 square feet. The project is located in El Pueblo **Viejo Landmark District**.)

(9:14)

Present: Ken Sorgman, Signs By Ken.

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

1. Provide an accurate drawing of the front elevation.
2. Provide the sizes and exact location of the proposed lettering around the arch with dimensions on the drawing.

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

CONCEPT REVIEW – NEW**5. 523 N MILPAS ST**

C-2 Zone

Assessor's Parcel Number: 031-233-023
 Application Number: SGN2009-00073
 Owner: Rolland and Barbara Ann Fitzgerald Trust
 Business Name: Prestige Auto Repair & Tire
 Applicant: Alex Marshall

(Proposal for four signs: one 24.5 square foot panel reface of an existing previously approved monument sign; and three wall signs each 12 square foot made of MDO, for a total of 60.5 square feet. The linear building frontage is 65 feet. The allowable signage is 65 square feet.)

(9:21)

Present: Alex Marshall, DCM Graphics; and Rolland Fitzgerald, Owner.

Staff clarified that according to the Haley/Milpas Street Signage Guidelines illuminated signage is discouraged, but not prohibited.

Motion: Continued two weeks to Full Committee with comments:

- 1) Eliminate the (redundant) wall Sign D facing Milpas Street (does not relate to entry).
- 2) Restudy the design, style and graphics of the panel signage to be more readable as the transition color of the sign background makes it difficult to read and should be reconsidered.
- 3) Reduce the font of "Auto Repair and Tire Service" lettering by 10% on all requested signage.

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

CONCEPT REVIEW – NEW**6. 3016 DE LA VINA ST**

C-2/SD-2 Zone

Assessor's Parcel Number: 051-121-011
Application Number: SGN2009-00044
Owner: Putz Survivor's Trust
Business Name: Oxford Academics
Applicant: Alex Marshall

(Proposal for a 20 square foot internally illuminated (fluorescent) ground sign, and a 2 square foot awning sign, for a total of 22 square feet. The linear building frontage is 26 feet. The allowable signage is 26 square feet.)

(9:41)

Present: Alex Marshall, DCM Graphics; and Rolland Fitzgerald, Owner.

Staff clarified that the application has been approved by the Transportation Division.

Motion: Final Approval with conditions:

- 1) The cabinet of the ground signage is to be painted a matte black or the brown color of the sign.
- 2) Lettering on the awning sign and the cabinet signage are to match in color, style and design.
- 3) Approval is contingent upon approval by the City Transportation Division.

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

**** MEETING ADJOURNED AT 10:01 A.M. ****