



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Tuesday, June 23, 2009

David Gebhard Public Meeting Room: 630 Garden Street

8:34 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 – PRESENT UNTIL 8:45 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 at least 15 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. Please check our website under City Calendar to verify closure dates.

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, June 18, 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: (Allotted time: 2 mins. each. Total time: 10 mins.)
Any member of the public may address the Sign Committee on any subject within their jurisdiction not scheduled for a public discussion before the Committee on that day: No comments.
- B. Approval of the minutes of the Sign Committee meeting of **June 9, 2009**.
Motion: **Approval of the minutes of the Sign Committee meeting of June 9, 2009, as submitted.**
Action: Boucher/Cunningham, 4/0/0. (Pemberton absent). Motion carried.
- C. Listing of Approved Conforming Sign Review from **June 11th to June 18th, 2009**, as listed below:
1. McDonald's, 1906 Cliff Street– Final Approval as submitted.
 2. So Good Collections, 717 State Street – Final Approval as submitted.
 3. CVS Pharmacy, 1109 State Street – Final approval as submitted.
 4. America's IRA Centers, 3419 State Street – Final approval as submitted.
 5. The Mesa Center (Sign Program Amendment), 1906 Cliff Drive – Final approval as submitted.
 6. Wells Fargo Bank, 3804 State Street – Final approval as submitted.

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

Ms. de la Torre announced that the second agenda item #2, 834 State Street was continued indefinitely at the applicant's request.

Ms. de la Torre announced that Committee member Pemberton will be absent from the meeting.

Ms. Brooke announced that due to the approval of a City employee furlough; Ms. Del la Torre's Planning Technician position was saved from the budget cuts, and will remain at least until further review of the budget later this year.

E. Possible Ordinance Violations and enforcement updates.

During the Discussion item following:

Committee member Boucher reported unpermitted signage, and banner and sidewalk ROW violations at 120 W. Canon Perdido Street, "Timbuktu" store.

DISCUSSION ITEM

(8:35) UPDATE ON BANNER AND REAL ESTATE SIGNS.

Staff: Renee Brooke, Senior Planner/Zoning Supervisor.

Discussion held.

Ms. Brooke announced that banner signage hanging in open bay doors shall be treated the same as those hanging behind windows, even though the language of the Sign Ordinance specifically refers to windows. City staff will make every effort to be very strict in the enforcement of "For Lease" signs and banners per the Sign Ordinance. Potential amendments to the Sign Ordinance will be revisited once staff assignments are clarified and can be accommodated into staff's workload.

Committee comments:

1. The Committee members will try to be careful regarding all future reported Sign Ordinance violations referring to open bay doors and window signage.

CONCEPT REVIEW – NEW

1. **3761 STATE ST**

C-P/SD-2 Zone

Assessor's Parcel Number: 051-040-053
 Application Number: SGN2009-00086
 Owner: Regency Centers, LP
 Business Name: Whole Foods Market

(Proposal for a 43.6 square foot flush mounted wall sign made of internally lit individual letters. There are three existing ground signs at this location that will remain unaltered and are not part of this application. The linear building frontage is 326 feet. The allowable signage is 90 square feet.)

An exception is requested and findings are required for 20-inch letter height which exceeds the maximum 12-inch height allowed the SBMC Sec.22.70.030.D.16.

(8:45)

Present: Tim Pits and Tony Rector, Agents for Whole Foods Market.

Motion: Continued two weeks to Full Committee with comments:

- 1) Return with a halo-lit alternative to the proposed 20-inch lettering for the wall sign.
- 2) Clarify the font height of the monument sign.
- 3) Return with accurate drawings and renderings for all proposed signage.
- 4) The monument signs are acceptable as presented, provided the proposed letter height does not exceed the maximum 12-inch height required by the Sign Ordinance.

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

Staff notes: The Committee could not accept the wall signage as proposed with the 20-inch lettering over the maximum 12-inch height limit required by the Sign Ordinance. One member found acceptable an exception request for possible wall signage with reduced halo-lit lettering of 15-inches in height.

CONCEPT REVIEW – NEW

2. **834 STATE ST**

C-2 Zone

Assessor's Parcel Number: 037-052-021
Application Number: SGN2009-00094
Owner: First States Properties 80
Applicant: Steve Hausz
Business Name: Bank of America

(Proposal for two signs and replacement of one existing sign: one 3.0 square foot projecting sign with a new bracket; one 5.6 square foot painted wall sign, and replacement of a tile wall sign with a 10.2 square foot halo-lit individual lettered sign, for a total of 18.8 square feet. The linear building frontage is 125 feet. The allowable signage is 90 square feet.)

Continued indefinitely at the applicant's request.

**** MEETING ADJOURNED AT 9:07 A.M. ****