



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Tuesday, July 07, 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 - PRESENT
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 Thursday, July 02, 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 **June 23, 2009.**

Motion: **Approval of the minutes of the Sign Committee meeting of June 23, 2009, as submitted.**

Action: Boucher/Cunningham, 5/0/0. (Pemberton abstained). Motion carried.

C. Listing of Approved Conforming Signs.

No Conforming Sign items were reviewed on **June 25, 2009.**

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

Ms. de la Torre confirmed that Committee member Sherry will cover the Conforming Review for Thursday, July 23rd, and a quorum of at least three Committee members will be present for the Tuesday, November 24th meeting, with alternates ready to step-in, if deemed necessary.

E. Possible Ordinance Violations and enforcement updates.

Committee member Cunningham reported that Santa Barbara Bank and Trust at 931 Anacapa Street had several banner violations; one "Celebrate America," one white on black, and another with the bank name "Santa Barbara Bank and Trust".

Committee member Boucher reported a blinking ATM sign violation at 1035 State Street, Business First Bank.

CONCEPT REVIEW – NEW

1. **123 W GUTIERREZ ST** C-2 Zone

Assessor's Parcel Number: 037-245-015
 Application Number: SGN2009-00095
 Owner: Family Service Agency Santa Barbara
 Applicant: Santa Barbara Signs and Graphics
 Business Name: Family Service Agency

(Proposal for a 9.14 square foot projecting sign made of a sandblasted cedar panel, to hang on a new steel bracket. The linear building frontage is 72.5 feet. The allowable signage is 65 square feet.)

(8:36)

Present: Fred Barbaria, Santa Barbara Signs and Graphics.

Motion: Final Approval as submitted.

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

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.)

(8:40)

Present: Steve Hausz, Applicant; and John Fielder, Senior Project Manager for Jones Land LaSalle Americas, Inc. and for Bank of America.

Motion: Continued indefinitely to Full Committee with comments:

- 1) The proposed parking lot Sign B is acceptable.
- 2) The proposed Sign A2 scheme at the State Street elevation with bronze lettering and white halo-lit lighting is acceptable.
- 3) Return with a blade sign proposal located to the right of the architectural arch that will not compete with the lantern located above the arch, and a simplified version of the sign and bracket.
- 4) Applicant to reduce the profile of the halo-lit illuminated bronze letters of the wall sign to the amount most practical.
- 5) The signs above the ATM and in the alcove are acceptable with the relocation of the blade sign to the State Street location, as they are not readily visible to the public.
- 6) Paint the signage above the ATM and in the alcove a bronze color so there is no conflict between the blue and red colors.

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

CONCEPT REVIEW – CONTINUED3. **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 three signs: one 24.5 square foot pin-mounted wall sign made of halo-lit individual letters and the reface of two existing ground signs; one at 26.2 square feet and one at 25 square feet, for a total of 75.7 square feet. The linear building frontage is 326 feet. The allowable signage is 90 square feet.)

An exception is requested and findings are required for 15-inch letter height which exceeds the maximum 12-inch height allowed by SBMC Sec.22.70.030.D.16.

(9:05)

Present: Tony Rector, Representative for Whole Foods Market.

Motion: Final Approval with conditions:

- 1) Wall signage is to have 14-inch halo-lit lettering (reverse pan channel).
- 2) The signage color is approved as submitted.
- 3) The monument signage is approved as submitted.
- 4) An exception is granted for the 14-inch letter height for the wall signage, which exceeds the maximum 12-inch height allowed by SBMC Sec.22.70.030.D.16 due to the distance away from the street, and findings are made as follows: Findings: 1) There are exceptional or extraordinary circumstances or conditions applicable to the property involved, or to the intended use of the property, that do not apply generally to other properties in the vicinity; 2) The granting of the exception will not be materially detrimental to the public welfare or injurious to the properties or improvements in the vicinity; and 3) The proposed sign is in conformance with the stated purpose and intent of the Sign Ordinance.

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

**** MEETING ADJOURNED AT 9:17 A.M. ****