



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

**Tuesday, November 10, 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](http://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 scheduled meeting. If the applicant is unable to attend scheduled meeting, Staff must be notified by the applicant prior to 4:00 P.M. the day before the meeting. Call Elva de la Torre, at the city of Santa Barbara, Planning Division, 564-5470.

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](http://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. Check website for closure schedule.

**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 Wednesday, November 3, 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](http://www.SantaBarbaraCa.gov/sign).

**GENERAL BUSINESS (8:30):****A. Public Comments:**

No comments.

**B. Approval of the minutes of the Sign Committee meeting of **October 27, 2009**.**

Motion: **Approval of the minutes of the Sign Committee meeting of October 27, 2009, as submitted.**

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

**C. Listing of Approved Conforming Signs.**

The signs approved on Conforming Sign Review from **October 29, 2009** through **November 5, 2009**, are listed below:

1. Pandora, 213 Paseo Nuevo – Final Approval with conditions.
2. Salon Centric, 3891 State Street – Final Approval as submitted.

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

Committee member Sherry announced she would be stepping down from agenda Item #2, 1933 Cliff Drive.

E. Possible Ordinance Violations and enforcement updates.

Ms. de la Torre announced Committee member Cunningham's reported alleged violations:

1. SB Valet, 34 W. Victoria Street: two un-permitted parking lot signs, with one sign possibly a pole sign.
2. Eastern Furniture, 3042 State Street: two banners attached permanently to walls, with unpermitted goose-neck light fixtures.
3. Hydrex, 2940 De La Vina: one banner.

### CONCEPT REVIEW – NEW

1. **3761 STATE ST**

C-P/SD-2 Zone

Assessor's Parcel Number: 051-040-053  
 Application Number: SGN2009-00138  
 Owner: Regency Centers, LP  
 Business Name: Paseo Del Sol Regency Centers  
 Applicant: Patrick Faranal

(Conceptual Review of a proposed Sign Program for the "Paseo Del Sol Regency Center.")

(8:34)

Present: Patrick Faranal, Applicant/National Sign Marketing.

**Motion: Continued two weeks to Full Committee with comments:**

- 1) Return with a complete application:
  - a) Provide complete photos of site showing elevations of the buildings on site and the location of the monument signs.
  - b) Provide a scaled site plan, suggested scale could be 1/8-inch equals one foot, and provide an individual site plan for each monument sign.
  - c) Provide a scaled elevation plan for all the buildings that have existing (to remain) and proposed signs; show existing and proposed hanging or wall signs.
  - d) Provide a color board and material sample for proposed signs.
  - e) Provide a site plan that shows the landscaping surrounding the monument sign, show location of plants in relationship to the monument sign and identify the plants.
- 2) Sign A: identify the height of the sandstone pilaster column, it is suggested that the column be proportional to the requested sign dimensions (see SBMC 22.70.020.Q; SBMC 22.070.030.D.7.c)
- 3) Clarify signage for future tenants and include that future tenant signage must adhere to Sign Program restrictions.

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

Committee Comment: Applicant is requested to review the Sign Ordinance.

General Comment: The Committee requested standard procedure for signage program applicants to digitally submit a proposed Sign Program to staff; and all applicants should submit a complete application to include an enlarged site plan with all required proposed signage dimensions to scale (1/8-inch equal to 1-foot scale), including elevations, signage plans, finishes and sample colors, sample materials, photographs of both requested signage and locations, and proposed detailed landscaping with specific plant species.

### CONCEPT REVIEW – NEW

#### 2. 1933 CLIFF DR

R-2/R-O/SD-3 Zone

Assessor's Parcel Number: 045-015-020  
Application Number: SGN2009-00139  
Owner: Richard Berti  
Architect: Rex Ruskauff  
Business Name: 1933 Cliff Drive Plaza

(Proposal to amend an existing Sign Program for the "1933 Cliff Drive Plaza.")

(9:15)

Present: Rex Ruskauff, Architect; and Richard Berti, Owner.

Point-of-Order: Applicant clarified that there were no illuminated or ground-lit signs proposed.

**Motion: Final Approval of the amendment to the 1933 Cliff Drive Plaza sign program as submitted.**

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

### CONCEPT REVIEW – NEW

#### 3. 428 STATE ST

C-M Zone

Assessor's Parcel Number: 037-212-026  
Application Number: SGN2009-00137  
Owner: Gilbert Graham  
Business Name: Energy Tattoo and Body Piercing

(Proposal for one nine square foot window sign and one 7.2 square foot awning sign, for a total of 16.2 square feet. The building has been designated a Structure of Merit. The linear building frontage is 17.20 feet. The allowable signage is 17.20 square feet. The project is located in the El Pueblo Viejo Landmark District.)

(9:23)

Present: Nicole Franté, Applicant.

**Motion: Final Approval of the proposed window sign with the condition to eliminate the proposed awning sign.**

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

**CONCEPT REVIEW – CONTINUED**4. **1303 STATE ST A**

C-2 Zone

Assessor's Parcel Number: 039-131-013  
Application Number: SGN2009-00133  
Owner: Koch Family Trust  
Applicant: Freedom Signs  
Business Name: Open Air Bicycles

(Proposal for three new signs: one 6.9 square foot wall sign consisting of dimensional letters mounted on top of an existing marquee; one 1.66 square foot window sign; one 1.33 square foot hanging sign, for a total of 9.89 square feet. The site is on the historic list for Potential for Designation. The linear building frontage is 20 feet. The allowable signage is 20 square feet. The project is located in the El Pueblo Viejo Landmark District.)

(9:34)

Present: Dan Morris, Applicant/Freedom Signs.

**Motion: Final Approval of the wall sign with the condition that letters are to be a minimum of 1-inch thick and the color to be Frazee #CLC1287N "Woody."**

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

**\*\* MEETING ADJOURNED AT 9:39 A.M. \*\***