



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

**Tuesday, February 16, 2010**      **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  
   DAWN SHERRY (ABR) – PRESENT  
   LOUISE BOUCHER (HLC) - PRESENT

**ALTERNATES:**                      ALEX PUJO (HLC) - ABSENT      KEITH RIVERA (ABR) - ABSENT  
**CITY COUNCIL LIAISON:**      MICHAEL SELF - 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 Thursday, February 11, 2010, 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:**

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.

Fred Barbaria spoke on Open Sign Guidelines and requested the Committee reconsider LED-lit signage which do not flash or blink like some neon signage, and the Committee and staff responded that the topic had already been considered and the proposed changes will be reflected in the pending updated Guidelines and Sign Ordinance.

**B. Approval of the minutes of the Sign Committee meeting of February 2, 2010.**

Motion: **Approval of the minutes of the Sign Committee meeting of February 2, 2010, as amended.**

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

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

The signs approved on Conforming Sign Review from February 4, 2010 through February 11, 2010, are listed below:

1. Mason K, 1159 Coast Village Road – Final Approval as submitted.
2. Super Cuts, 726 State Street – Final Approval as submitted.
3. Free People, 1127 State Street – Final approval as submitted.

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

Ms. de la Torre called for the nominations and elections of Chair and Vice-Chair for the 2010 calendar year.

Results were as follows:

Louise Boucher nominated Natalie Cope for the Chair position and Joshua Pemberton seconded the nomination. As no other nominations were made for the Chair position, an oral vote was conducted and the nomination was unanimously approved: 4/0/1 (Natalie Cope abstained).

Dawn Sherry nominated Bob Cunningham for the Vice-Chair position and Joshua Pemberton seconded the nomination. As no other nominations were made for the Vice-Chair position, an oral vote was conducted and the nomination was unanimously approved: 4/0/1 (Bob Cunningham abstained).

**Congratulations to Chair Natalie Cope and Vice-Chair Bob Cunningham!**

E. Possible Ordinance Violations and enforcement updates.

Committee member Cunningham reported he had already submitted a few alleged violations to staff.

**CONCEPT REVIEW – NEW**

1. **526 LAGUNA ST**

C-M Zone

Assessor's Parcel Number: 031-212-025  
 Application Number: SGN2010-00023  
 Owner: Kinnear Trust  
 Business Name: Santa Barbara Paint Depot  
 Applicant: Fred Barbaria

(Proposal for five signs wall signs: one 34.25 square foot; one 23.78 square foot; one 4.13 square foot, and two 1.0 square feet (each), for a total of 64.15 square feet. The linear building frontage is 75 feet. The allowable signage is 65 square feet.)

(8:36)

Present: Fred Barbaria, Applicant.

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

- 1) Return with an alternate proposal using blade signs on the Laguna Street frontage.
- 2) Eliminate Sign E.
- 3) Relocate Sign B to the pedestrian entry way on the parking lot side of the building.
- 4) Sign C and Sign D are acceptable as submitted.

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

**CONCEPT REVIEW – NEW****2. 619 STATE A**

C-M Zone

Assessor's Parcel Number: 037-131-021  
Application Number: SGN2010-00020  
Owner: Pierce Partners  
Business Name: Santa Barbara Denim Company  
Applicant: Fred Barbaria

(Proposal to install a 2.9 square foot projecting sign on a new painted steel bracket. The linear building frontage is 16.30 feet. The allowable signage is 16.30 square feet. The project is located in El Pueblo Viejo Landmark District.)

(8:53)

Present: Fred Barbaria, Applicant.

**Motion: Final Approval as submitted.**

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

**CONCEPT REVIEW – NEW****3. 3344 STATE ST**

C-2/SD-2 Zone

Assessor's Parcel Number: 053-324-014  
Application Number: SGN2010-00018  
Owner: Everquest Lodge, Inc  
Business Name: Oasis Inn & Suites  
Contractor: DCM Graphics

(Proposal to replace the 15 square foot face on an existing internally illuminated monument sign. The linear building frontage is 192 feet. The allowable signage is 90 square feet.)

(8:56)

Present: Alex Marshall, DCM Graphics.

**Motion: Final Approval as submitted.**

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

**\*\* THE COMMITTEE BRIEFLY RECESSED AT 9:01 A.M., AND RECONVENED AT 9:10 A.M. \*\***

**CONCEPT REVIEW – NEW****4. 28 E CANON PERDIDO ST**

C-2 Zone

Assessor's Parcel Number: 037-052-026  
Application Number: SGN2010-00026  
Owner: El Paseo Partnership  
Business Name: Natural Care for Wellness  
Contractor: Benton Signs

(Proposal for two signs: one 12 square foot hanging sign; one 7.6 square foot wall sign, for a total of 19.60 square feet. The location is listed on the Potential for Designation under the 4G Phase I Survey. The linear building frontage is 44 feet. The allowable signage is 44 square feet. The project is located in El Pueblo Viejo Landmark District.)

(9:10)

Present: Dave Benton, Benton Signs.

**Motion: Final Approval with the condition that Sign A be centered symmetrically between the two windows to the left of the front door.**

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

**CONCEPT REVIEW – NEW****5. 826 E COTA ST**

C-2 Zone

Assessor's Parcel Number: 031-233-007  
Application Number: SGN2010-00025  
Owner: Anna R. Fanucchi-Meyer, Living Trust  
Business Name: Design Fusion Gallery  
Contractor: David Benton

(Proposal for two signs: one 15.6 square foot painted wall sign; one 4.9 square foot projecting wood sign, for a total of 21.32. The linear building frontage is 50 feet. The allowable signage is 50 square feet.)

(9:20)

Present: Dave Benton, Benton Signs.

**Motion: Final Approval and continued indefinitely to Conforming Sign Review with comments:**

- 1) Both proposed signs are to be lowered.
- 2) The bottom of the projecting sign is to line up with the top of the window.
- 3) The Committee understood there was no lighting proposed.
- 4) The sign bracket is to be of a sturdy, simpler design.

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

**CONCEPT REVIEW – NEW****6. 12 E FIGUEROA ST**

C-2 Zone

Assessor's Parcel Number: 039-282-029  
 Application Number: SGN2010-00024  
 Owner: Sanders Family I, LLC  
 Business Name: The Bank of Santa Barbara  
 Contractor: David Benton

(Proposal for five signs: one 8.75 square foot projecting sign to hang on previously approved bracket; one 23.75 square foot wall sign, one 9.75 wall sign; one 1.75 square foot window sign; one 6.33 square foot wall sign, for a total of 50.33 square feet. The linear building frontage is 66 feet. The allowable signage is 65 square feet. The project is located in El Pueblo Viejo Landmark District.)

(9:28)

Present: Dave Benton, Benton Signs.

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

- 1) Sign C and Sign E are acceptable as submitted.
- 2) Relocate Sign B to the east column.
- 3) The stack lettering of Sign A is to match Sign E.
- 4) The Committee understood there was no lighting proposed.

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

**CONCEPT REVIEW – CONTINUED****7. 907 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-321-028  
 Application Number: SGN2010-00013  
 Owner: Eleanore J. Alexander, Trustee  
 Applicant: Vogue Sign Company  
 Business Name: Happy Feet

(Proposal for one 13.72 square foot wall sign and the relocation of a previously approved 2.25 square foot blade sign, for a total of 15.97 square feet. The Bothin building is on the list for potential designation and is located in El Pueblo Viejo District. The linear building frontage is 23 feet. The allowable signage is 23 square feet. The project is located in El Pueblo Viejo Landmark District.)

**Motion: Continued indefinitely to Full Committee at the applicant's request.**

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

**Motion: To table agenda Item #8, 308 E. Carrillo Street until the applicant can attend the meeting, and to review Item #9, 120 S. Hope Street E-144 out of agenda order.**

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

**Motion: To un-table agenda Item #8, 308 E. Carrillo Street.**

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

**CONCEPT REVIEW – CONTINUED****8. 308 E CARRILLO ST** C-2 Zone

Assessor's Parcel Number: 029-301-001  
Application Number: SGN2010-00014  
Owner: Marital Deduction Trust  
Contractor: Signs By Ken  
Business Name: The Rottman Group

(Proposal for three painted wall signs: one at 6.89 square feet, one at 5.73 square feet, and one at 4.73 square feet, for a total of 17.35 square feet. The linear building frontage is 60 feet. The allowable signage is 60 square feet. The project is located in El Pueblo Viejo Landmark District.)

(9:43)

Present: Ken Sorgman, Signs By Ken.

**Motion: Final Approval as submitted.**

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

**REVIEW AFTER FINAL****9. 120 S HOPE E-144** C-2/SD-2 Zone

Assessor's Parcel Number: 051-010-014  
Application Number: SGN2007-00106  
Owner: Patricia S. Nettleship, Trustee  
Business Name: La Cumbre Plaza  
Applicant: Matt Honea  
Applicant: Macerich

(Proposal to amend the La Cumbre Mall sign program by adding a 2.8 square foot plaque as an option for the Guest Services office.)

(9:39)

Present: Matt Honea, Applicant.

**Motion: Final Approval with the condition that the sign in the archway be lowered so the bottom of the sign is 4-inches above the horizontal door frame.**

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

**\*\* MEETING ADJOURNED AT 9:50 A.M. \*\***