



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Tuesday, March 30, 2010 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 KEITH RIVERA (ABR) - ABSENT
CITY COUNCIL LIAISON: MICHAEL SELF - ABSENT DALE FRANCISCO (ALTERNATE) - ABSENT

STAFF: JAIME LIMÓN, 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 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 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, March 25, 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.

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 **March 16, 2010.**

Motion: **Approval of the minutes of the Sign Committee meeting of March 16, 2010, as amended.**

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

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from **March 23, 2010**, are listed below:

1. India House, 418 State Street – Final Approval with conditions (with a request to return to Full Committee).

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

Ms. de la Torre announced that Ms. Bettie Weiss, City Planner, will address the Committee at the next April 27, 2010, meeting for a discussion item to be announced.

Ms. de la Torre announced that Committee member Cunningham will be stepping down from Item #3, 216 E. Cota Street.

E. Possible Ordinance Violations and enforcement updates.

None.

CONCEPT REVIEW – CONTINUED

1. **935 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-321-006
 Application Number: SGN2010-00032
 Owner: Three West Carrillo Partners
 Business Name: True Religion Brand Jeans
 Architect: Kenneth Park Architects

(Revised proposal for two signs: Sign A is a 3.4 square foot wall sign; Sign B is a 3.75 square foot projecting sign, for a total of 7.15 square feet. The linear building frontage is 22.8 feet. The allowable signage is 22.8 square feet. The project is located in El Pueblo Viejo Landmark District.)

(8:34)

Present: Douglas Keith, Agent for Kenneth Park Architects.

Motion: Final Approval as submitted.

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

CONCEPT REVIEW – NEW

2. **605 STATE ST**

C-M Zone

Assessor's Parcel Number: 037-131-009
 Application Number: SGN2010-00042
 Owner: Alejandro Hurtado
 Contractor: Freedom Signs
 Business Name: Dr. Hurtado Dentistry & Orthodontic

(Proposal to relocate a five square foot hanging sign and add a 19 square foot wall sign made of three dimensional letters, for a total of 24 square feet on site. The application includes two gooseneck lighting fixtures. The linear building frontage is 25 feet. The allowable signage is 25 square feet. The project is located in El Pueblo Viejo Landmark District.)

(8:36)

Present: Christian Muldoon, Freedom Signs.

Straw vote: How many Committee members would prefer the proposed signs in the proposed locations? 2/3 (failed: Cope/Cunningham/Sherry opposed).

Motion: Continued two weeks to Full Committee with comments:

- 1) Return with the signs illuminated with traditional lighting fixtures or with no lighting at all (as gooseneck lighting fixtures are not allowed in El Pueblo Viejo District).
- 2) Consider reducing the height of the letters by approximately 10 percent, with the logo height reduced proportionately.
- 3) Change the font on the lettering for the words “dentistry” and “orthodontist” to a more traditional serif font to possibly match the title font or to be of a more traditional font.
- 4) Lower the wall sign on the face of the building so that it is not centered between the top of the window and the existing bottom molding; to be closer to the top of the window.
- 5) The relocation of Sign A is not acceptable.

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

CONCEPT REVIEW – NEW3. **216 E COTA ST**

C-M Zone

Assessor’s Parcel Number: 031-202-024
 Application Number: SGN2010-00043
 Owner: Smith William Pike Rockwell, Trustees
 Contractor: Freedom Signs
 Applicant: Timothy Robinson
 Business Name: Presidio Fencing Club

(Proposal for one 29.7 square foot wall sign. The linear building frontage is 41 feet. The allowable signage is 41 square feet.)

(8:46)

Present: Christian Muldoon, Freedom Signs; and Timothy Robinson, Applicant.

Motion: Final Approval as submitted.

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

Staff Note: One Committee member requested the applicant remove all electrical conduit(s), but staff later raised the point of order that such a request is against City policy. Upon April 13, 2010 final minute approval, staff clarified that the Sign Committee cannot make a ruling on installed electrical conduit(s) if it is not related (providing power) to the sign or sign lighting as part of the submitted sign application. The Committee requested that the installed electrical conduit(s) be submitted as a complaint enforcement issue for removal.

CONCEPT REVIEW – NEW4. **440 HITCHCOCK WAY**

E-3/PD/SD-2 Zone

Assessor's Parcel Number: 051-240-012
Application Number: SGN2010-00001
Owner: Falk Properties Santa Barbara, LLC
Applicant: AKC Services, Inc.
Business Name: Perry Ford

(Proposal to replace a 78.16 square foot existing monument sign with a 63.11 square foot monument sign. The linear building frontage is 279.5 feet. The allowable signage is 90 square feet.)

An exception is requested for exceeding the maximum allowable letter height of 12 inches. The letter "F" exceeds by 7.5 inches; the letters "or" exceed by 4 inches, and the letter "D" exceeds by 10.5 inches.

(8:53)

Present: Walter Alfaro, Agent for Perry Ford; and Chris Polster, Applicant for AKC Services, Inc.

Motion: Final Approval and continued one week to Conforming Review with conditions:

- 1) The monument signage shall be a total height of 4 feet, 10-inches from grade and 9 feet, 7-inches in width at the base, with the maximum letter height to be 2 feet, 1/8-inch.
- 2) The exception for the letter height is acceptable and meets the findings.
- 3) Return to Conforming Review for the sign with the base inset from the edges of the oval.

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

**** MEETING ADJOURNED AT 9:12 A.M. ****