



City of Santa Barbara

Planning Division

SIGN COMMITTEE CONSENT CALENDAR MINUTES

Monday, September 19, 2011 David Gebhard Public Meeting Room: 630 Garden Street 2:30 P.M.

COMMITTEE MEMBERS: NATALIE COPE, Chair
 BOB CUNNINGHAM, Vice-Chair (Consent Calendar Representative)
 LOUISE BOUCHER (HLC)
 DAWN SHERRY (ABR) (Consent Calendar Representative)
 KEITH RIVERA (ABR) (Consent Calendar Alternate)

CITY COUNCIL LIAISON: RANDY ROWSE

STAFF: JAIME LIMÓN, Senior Planner
 TONY BOUGHMAN, Planning Technician
 GLORIA SHAFER, Commission Secretary

Website: www.SantaBarbaraCa.gov

GENERAL BUSINESS:

Representatives present: Cunningham and Rivera

Staff present: Boughman

- A. Public Comments: None.
- B. Review of the minutes of the Sign Committee meeting of September 6, 2011.
 Motion: To approve the minutes of September 6, 2011 as submitted.
 Action: Cunningham/Rivera. 1/0/1 Motion carried. (Rivera abstained.)
- C. Listing of approved Conforming Signs on September 13, 2011.
 3122 State St, We Buy Gold, Approved as submitted.
 402 E. Gutierrez, Right Scale, Approved as submitted.
- D. Announcements, requests by applicants for continuances and withdrawals, and future consent items.
 Dawn Sherry will be absent from today's meeting.

NEW ITEM

- A. **3891 STATE ST COMMON** C-2/SD-2 Zone
 Assessor's Parcel Number: 051-022-035
 Application Number: SGN2011-00101
 Business Name: Galleria
 Applicant: Joe Hackett
 Architect: Chris Cottrell
 (Concept review for a new sign program for the Galleria. A new 71 square foot monument directory sign at the corner of State and La Cumbre will replace the existing individual tenant signs on the exterior of the building. The existing eight square foot Galleria sign on the front of the building will remain. An exception is requested for a directory sign to exceed 10 square feet.)

(Concept Review only. Project requires exception findings.)

Continued two weeks with the following comments: 1) The proposed ground sign directory alone may not give tenant names good visibility. 2) The applicant mentioned a near future exterior remodel of the building, study opportunities to integrate walls signs with the architecture. Some combination of wall signs, window signs and ground sign may be supportable. 3) An exception request to exceed the allowable square footage of signage is supportable because there are many tenants inside this building and they do not have direct frontage on the exterior. 4) The exception request for a directory sign larger than allowed is supportable given its viewing distance in this location. 5) Regarding the ground sign: study unifying the font for each tenant to enhance legibility; study giving the Galleria name more prominence; generally the design and location of the ground sign is acceptable.