



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Wednesday, February 28, 2007 **David Gebhard Public Meeting Room: 630 Garden Street** **9:00 A.M.**

COMMITTEE MEMBERS: NATALIE COPE, Chair – Present
 BOB CUNNINGHAM, Vice-Chair – Present at 9:57 a.m.
 JIM BLAKELEY (ABR) – Absent
 STEVE HAUSZ (HLC) – Present
 JENNIFER ROSE – Present

ALTERNATES: LOUISE BOUCHER (HLC) – Absent
 CHRISTOPHER MANSON-HING (ABR) – Absent

CITY COUNCIL LIAISON: GRANT HOUSE – Absent

STAFF: JAIME LIMÓN, Design Review Supervisor – Present
 TONY BOUGHMAN, Planning Technician I and Recording Staff – 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 Tony Boughman, Planning Technician I, at the City of Santa Barbara Planning Division, at 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 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 participate in this meeting, please contact the Planning Division at (805) 564-5470. Notification at least 48 hours prior to the meeting will enable the City to make reasonable arrangements.
- **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 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 noon and 1:00 p.m. to 4:00 p.m., Monday through Friday.

NOTICE:

That on February 23, 2007, 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.

GENERAL BUSINESS (9:00):

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 public comment.

B. Approval of the minutes of the Sign Committee meeting of February 14, 2007.

Motion: Approval of the minutes of the Sign Committee meeting of February 14, 2007, with correction.

Action: Hausz/Rose, 3/0/0. (Blakeley/Cunningham absent.) Motion carried.

C. Listing of approved Conforming Signs.

The signs approved on Conforming Sign Review from February 21 to February 28 are listed below:

1. 3535 State Street, Wash & Go. Final approval of Review after Final as submitted.
2. 3905 State Street, TD Ameritrade. Final approval as submitted.
3. 721 Chapala Street, Paseo Chapala. Final approval of Review after Final as submitted.
4. 530 State Street, Openwide Modern World Furniture. Final approval as submitted.
5. 1 North Calle Cesar Chavez, Door 9 Studios. Final approval as submitted.
6. 2006 State Street, Goodwyn & Thyne. Final approval as submitted.

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

Mr. Hausz announced that he researched the State's energy standards for outdoor lighting, specifically for signs. Residential and non-residential requirements are different. Incandescent lighting is not prohibited although the requirements for sign lighting are not clear.

E. Possible Ordinance Violations.

No possible ordinance violations reported.

CONCEPT REVIEW – NEW1. **1219 ANACAPA ST (BIKE STATION)**

C-2 Zone

(9:10) Assessor's Parcel Number: 039-183-034
 Application Number: SGN2007-00019
 Owner: City of Santa Barbara
 Applicant: Andrea White
 Business Name: Bikestation

(Proposal for two 15 square foot wall signs for tenant space located in City Granada Garage # 6. The linear building frontage is 63 feet. The allowable signage is 63 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Andrea White, Bikestation; Victor Garza and Dru van Hengel, City of Santa Barbara

Motion: **Continued two weeks with the following comments:** 1) The Committee cannot support the wall sign facing Anacapa Street and suggests exploring other options to include a sign on the awning valence, a sign attached to the existing blade sign, or a wall sign below the existing blade sign. 2) The sign above the entry door shall be reduced so that the “B” in the logo is 10 inches tall and all other elements reduced proportionally. 3) The registered trademark symbol should be removed.

Action: Hausz/Rose, 3/0/0. (Cunningham stepped down. Blakeley absent.) Motion carried.

REVIEW AFTER FINAL2. **1221 ANACAPA ST**

C-2 Zone

(9:28) Assessor's Parcel Number: 039-183-034
 Application Number: SGN2004-00020
 Applicant: Victor Garza
 Architect: Watry Design
 Business Name: Granada Garage

(Review after final for addition of two ground signs and one wall sign in City Granada Garage # 6. The linear building frontage is 224 feet. The allowable signage is 90 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Victor Garza, City Parking Superintendent

Motion: **Continued two weeks with the following comments:** 1) Signage on the wall above the garage entry is acceptable. The applicant shall provide a scaled elevation drawing with 7 inch letters. 2) The location of the ground sign at the Anapamu Street entrance is acceptable, but the Committee would prefer to see the Anacapa Street ground sign installed in the middle of the future traffic island. 3) The Committee would prefer to see both ground signs reflect the font style of the Granada Garage as well as the color of the Granada project.

Action: Hausz/Rose, 3/0/0. (Cunningham stepped down. Blakeley absent.) Motion carried.

CONCEPT REVIEW – CONTINUED

3. **1235 CHAPALA ST** C-2 Zone

(9:40) Assessor's Parcel Number: 039-172-006
Application Number: SGN2007-00012
Owner: City of Santa Barbara
Applicant: Freedom Signs
Business Name: Twelve 35

(Proposal for a 40 square foot ground sign. The linear building frontage is 49 feet. The allowable signage is 49 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Betsy Harris, Freedom Signs; and Susan Young, Supervisor of Teen Program

Motion: Final approval with the condition that the black color shall be off black.

Action: Cope/Hausz, 3/0/0. (Cunningham stepped down. Blakeley absent.) Motion carried.

CONCEPT REVIEW – CONTINUED

4. **1906 CLIFF DR** C-P/R-2 Zone

(9:47) Assessor's Parcel Number: 035-141-008
Application Number: SGN2006-00116
Owner: Levon Investments, Inc.
Applicant: Cearnal Andrulaitis
Business Name: The Mesa Center

(Proposal for a new sign program. The linear building frontage is 687 feet.)

(Exceptions are requested for oversize letters and to allow signs on walls above roofs.)

Present: Ken Sorgman, Signs by Ken; and Marilyn Leafdale, Mesa Center

Motion: Final approval with the following conditions: 1) The text “Mesa Center” on the ground sign shall match the blue color of the sign boards and the palm tree shall match the bronze color. 2) The exception request letter shall be revised to include the phrasing “major tenants” and include their addresses 1976 and 2010.

Action: Cope/Rose, 2/1/0. (Hausz opposed because of ambiguity in the Sign Ordinance regarding roof signs. Cunningham stepped down. Blakeley absent.) Motion carried.

CONCEPT REVIEW – CONTINUED

5. 1023 STATE ST

C-2 Zone

(9:57) Assessor's Parcel Number: 039-281-015
Application Number: SGN2007-00017
Owner: Jane L. Alexander Trust
Applicant: Signs by Ken
Business Name: K. Frank

(Proposal for a 4.5 square foot blade sign, an 8 square foot hanging sign, and a 6.75 square foot wall sign. The linear building frontage is 30 feet. The allowable signage is 30 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Ken Sorgman, Signs by Ken

Motion: Final approval with the condition that the proposed wall sign on the side of building is denied.

Action: Cunningham/Hausz, 4/0/0. (Blakeley absent.) Motion carried.

CONCEPT REVIEW – CONTINUED

6. 136 S HOPE AVE B-8

C-2/SD-2 Zone

(10:06) Assessor's Parcel Number: 051-010-007
Application Number: SGN2007-00014
Owner: Riviera Dairy Products
Applicant: Conceptual Motion
Architect: Persona Signs
Business Name: Claire's

(Proposal for Concept Review of a blade sign, a wall sign, and awning signs. The linear building frontage is 17 feet. The allowable signage is 8.5 square feet.)

Present: Edward DeVincente and Neil DiPaola, Conceptual Motion

Motion: Continued two weeks with the comments that the applicant should restudy the size of the wall sign and eliminate the sign on the awning valence.

Action: Cunningham/Hausz, 4/0/0. (Blakeley absent.) Motion carried.

CONCEPT REVIEW – NEW**7. 711 PASEO NUEVO**

C-2 Zone

(10:28)

Assessor's Parcel Number: 037-400-002
 Application Number: SGN2007-00018
 Owner: Redevelopment Agency/Santa Barbara
 Applicant: Glen Morris
 Business Name: The Walking Company

(Proposal for two externally illuminated awning signs, a 4 square foot projecting sign on an existing mall bracket illuminated with existing fixtures, and a 1 square foot wall sign. The linear building frontage is 30 feet. The allowable signage is 15 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Glen Morris

Motion: **Continued one week to Conforming Review with the following comments:** 1) The Committee can not support the reconfigured awnings. 2) The awning valence sign should occur only on the awning over the entry and it shall be reduced in width and height to meet the mall guidelines. 3) The applicant shall provide more information on the blade sign board. 4) The white color should be more of an ivory color.

Action: Hausz/Cunningham, 4/0/0. Motion carried.

DISCUSSION ITEM**(10:36)**

Appoint two Committee members to form a Sign Award Subcommittee. The Subcommittee will bring in nominees in four categories to be voted on by the Full Committee.

The Committee, either individually or collectively, had the following suggestions:

1. Rather than forming a subcommittee, the Committee members should have one month to choose nominees and bring them back to Full Committee for a vote.
2. Each Committee member should select two nominees in each category.

**** MEETING ADJOURNED AT 10:40 A.M. ****