



City of Santa Barbara Planning Division

SIGN COMMITTEE MINUTES

Wednesday, March 14, 2007 David Gebhard Public Meeting Room: 630 Garden Street

9:00 A.M.

COMMITTEE MEMBERS:

NATALIE COPE, *Chair* – Present
BOB CUNNINGHAM, *Vice-Chair* – Present
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 at 9:40 a.m.
TONY BOUGHMAN, Planning Technician I – Present until 9:40 a.m.
DEBBIE HUGHEY, Planning Technician II – Present
GABRIELA FELICIANO, 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 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 March 9, 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 (9:03):**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 28, 2007.

Motion: Approval of the minutes of the Sign Committee meeting of February 28, 2007.

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

C. Listing of approved Conforming Signs.

The signs approved on Conforming Sign Review from March 7 to March 14 are listed below:

1. 819 State Street, Papyrus. Final approval as submitted.
2. 1100 State Street, Blue Bee Luxury. Final approval as submitted.
3. 636 W. Carrillo Street, USA Mini Market and Java Jones. Final approval as submitted.
4. 3888 State Street, Northwestern Mutual. Final approval as submitted.
5. 3892 State Street, Pueblo Radiology. Final approval as submitted.

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

1. Mr. Boughman made the following announcements:

- a) The Committee members need to turn in their list of nominees for the Sign Committee Awards by April 4th and the voting will take place at the April 11th meeting.
- b) Debbie Hughey will be replacing Tony Boughman as the Sign Committee staff member.

E. Possible Ordinance Violations.

Mr. Hausz requested an update on the upper State Street McDonald's banner that was installed above the roofline.

Mr. Cunningham reported a pilates studio "Grand Opening" banner sign at 3354 State Street. He also reported a banner on the sandstone corner monument at State and Constance, the Presbyterian Church, announcing events. Although the violation was reported, they continue to put them up with every new event. Mr. Cunningham also requested an update on the Trader Joe's banners that have been reported on every month.

Ms. Rose reported a flower shop "Grand Opening" banner and two sandwich signs at 3230 State Street. She also reported a banner at the Ritz Carlton project (Carpenter's Union), located on lower State Street.

(10:26)

Jaime Limón, Senior Planner, instructed the Committee members to e-mail him or Danny Kato, Senior Planner, with new and repeat violations.

CONCEPT REVIEW – NEW

1. **20 W CALLE LAURELES**

C-2/SD-2 Zone

(9:11) Assessor's Parcel Number: 051-121-009
 Application Number: SGN2007-00028
 Owner: Donald R. and Jane W. Criswell, Trustees
 Applicant: Leslie Sack
 Contractor: Santa Barbara Signs & Graphics
 Business Name: Leslie Sack Dance Studio

(Proposal for an 11 square foot wall sign and a 1.9 square foot window sign. The linear building frontage is 20 feet. The allowable signage is 20 square feet.)

Present: Leslie Sack, Owner

Motion: Final approval as submitted.

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

CONCEPT REVIEW – NEW

2. 1436 STATE ST

C-2 Zone

(9:16) Assessor's Parcel Number: 039-072-020
Application Number: SGN2007-00021
Owner: Metropolitan Life Insurance Company
Applicant: Signs by Ken
Business Name: Sotheby's International Realty

(Proposal for three 6.75 square foot wall signs and one 5 square foot blade sign hung from the existing bracket. 25.25 square feet of signage is requested. The linear building frontage is 75 feet. The allowable signage is 65 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Hope Hernandez, Signs by Ken

Motion: Final approval of three signs with the condition that the metal letters should be pinned off the wall by 1/2 an inch. The wall sign facing Micheltorena Street, which does not relate to an entrance and is redundant, is not approved.

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

CONCEPT REVIEW – NEW

3. 2905 DE LA VINA ST

C-2/SD-2 Zone

(9:24) Assessor's Parcel Number: 051-202-009
Application Number: SGN2007-00026
Owner: Blckmore Trust 4/15/02
Applicant: Signs by Ken
Business Name: Jensen Guitar & Music Co.

(Proposal for a 12 square foot internally illuminated wall mounted cabinet sign and a 12 square foot wall sign. The linear building frontage is 39 feet. The allowable signage is 39 square feet.)

Present: Hope Hernandez, Signs by Ken

Motion: Continued two weeks with the following comments: 1) The drawings need to be more complete, accurate, correctly drawn to scale, and show dimensions of the space in which the illuminated cabinet sign fronting De La Vina Street is proposed to be located. 2) The Committee would prefer not to see an illuminated cabinet sign and would encourage an alternative approach. If an illuminated cabinet sign is pursued, the drawings should show how deep the cabinet is. 3) The wall sign should be located next to the entrance off the parking lot and should relate to the pedestrian proportions.

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

CONCEPT REVIEW – NEW

4. **1828 STATE ST** C-2 Zone

(9:36) Assessor's Parcel Number: 027-032-026
Application Number: SGN2007-00029
Owner: Albert C. Heimlich Living Trust
Applicant: Benton Signs
Contractor: Benton Sign Company
Business Name: Classic Party Rentals Event Specialists

(Proposal for a face change to an existing ground sign. The linear building frontage is 27 feet. The allowable signage is 27 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: David Benton, Benton Sign Company

Motion: Final approval with the condition that the two posts shall be in black color.

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

CONCEPT REVIEW – NEW

5. **609 CHAPALA ST** C-2 Zone

(9:41) Assessor's Parcel Number: 037-123-009
Application Number: SGN2007-00030
Owner: Bernard G. Soria
Applicant: Benton Signs
Business Name: Handbag & Luggage Repair Store

(Proposal to construct one 12 square foot wall sign and one 7.65 square foot sign. The linear building frontage is 29 feet. The allowable signage is 29 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: David Benton, Benton Sign Company

Motion: Continued two weeks to Conforming Review for final approval with the following comments: 1) The front porch sign is acceptable as submitted. 2) The wall sign on the southeast side of the building facing Chapala Street should be reduced by a minimum of 20 percent.

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

CONCEPT REVIEW – CONTINUED**6. 1221 ANACAPA ST** C-2 Zone

(9:53) Assessor's Parcel Number: 039-183-034
 Application Number: SGN2004-00020
 Applicant: Donnelly Design
 Applicant: Victor Garza
 Architect: Watry Design
 Business Name: Granada Garage

(Review after final for addition of two ground signs and one wall sign. 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/TMP Superintendent

Motion: **Continued two weeks with the following comments:** 1) The Anapamu Street sign is acceptable as proposed with the Santa Barbara blue color. 2) On the “Granada Garage” wall sign, the applicant should provide a scaled architectural elevation showing the proposed letters to scale with the suggestion that six inch letters seem to be the appropriate size. 3) The ground sign on the Anacapa Street entrance is continued until the applicant returns with a design for the traffic island. The committee feels strongly that the traffic island is the correct location for this sign.

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

CONCEPT REVIEW – CONTINUED**7. 1219 ANACAPA ST (BIKE STATION)** C-2 Zone

(10:04) 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. The linear building frontage is 63 feet. The allowable signage is 63 square feet. The project is located in the El Pueblo Viejo Landmark District.)

Present: Victor Garza, City Parking/TMP Superintendent
 Fernando Vazquez, Parking Coalition

Motion: **Continued two weeks with the following comments:** 1) The alley entrance wall sign is acceptable as proposed with the condition that it should have patina finish letters and “Santa Barbara” shall be a minimum ¼ inch thick, non-illuminated. 2) On the awning signage fronting Anacapa Street, the Committee can only support signage on one valance, either at the center awning or the one closer to the entrance. 3) Applicant is to return with correctly scaled drawing showing the height of the awning valance and letter height. It was suggested that the letter height be six or seven inches. 4) The color should be off-white, similar to the building color, and painted on the valance.

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

DISCUSSION ITEM

(10:11)

La Cumbre Plaza Interior Tenant Space Signage.

Present: Jaime Limón, Senior Planner/Design Review Supervisor

Chair Cope stated that La Cumbre Plaza interior tenant signs are now being reviewed on Conforming although they were not previously.

Mr. Limón gave a brief history of the La Cumbre Plaza sign review. He stated that management made a case that they would follow their Tenant Design Manual, which was reviewed and approved by the Sign Committee many years ago, that set standards for the storefronts. Those standards were very specific with respect to design, location and size. Although some signs may have been reviewed by the Architectural Board of Review (ABR) and got installed, management had the impression that they did not need any review by the Sign Committee because they were following their Tenant Manual.

Mr. Limón pointed out that the former tenant manager would send a letter to the City stating management had reviewed signage that was in conformity to their manual. With the change of management, it appears that this process ceased.

Mr. Limón stated that the proposed signs that are presented for Conforming Review should be consistent with La Cumbre Plaza's approved Tenant Design Manual. He cautioned that the Committee members should not assume new proposed signage should be approved because it is similar to signs previously installed, since they may be nonconforming signs.

Mr. Limón stated that recently a new tenant change plan is being proposed that will be reviewed by the ABR.

Mr. Cunningham requested a survey of the City's records indicating those signs within the interior tenant space that have been installed, but were not approved on Conforming Review. Staff agreed to complete the requested survey.

**** MEETING ADJOURNED AT 10:28 A.M. ****