



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

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

COMMITTEE MEMBERS: NATALIE COPE, *Chair* – Present
 BOB CUNNINGHAM, *Vice-Chair* – Present
 STEVE HAUSZ (HLC) – Present
 JENNIFER ROSE – Present
 PAUL ZINK (ABR) – Present

ALTERNATES: LOUISE BOUCHER (HLC) – Absent
 CLAY AURELL (ABR) – Absent

CITY COUNCIL LIAISON: GRANT HOUSE – Absent

STAFF: JAIME LIMÓN, Design Review Supervisor – Present at 9:35 a.m.
 DEBBIE HUGHEY, Planning Technician – 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 Debbie Hughey, 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 May 4, 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/sign.

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 April 25, 2007.

Motion: Approval of the minutes of the Sign Committee meeting of April 25, 2007, with correction.

Action: Hausz/Cunningham, 4/0/1. (Zink abstained.) Motion carried.

C. Listing of approved Conforming Signs.

The signs approved on Conforming Sign Review on May 2nd are listed below:

1. 136 S. Hope Avenue, Claire's. Final approval as submitted.
2. 811-A State Street, Sunglass Pros. Final approval as submitted.

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

1. Ms. Hughey announced that there will be a discussion at the June 6 meeting about sign enforcement. Danny Kato and Mike Chesnut will answer the Committee's questions.
2. Jaime Limón, Design Review Supervisor, introduced Paul Zink as the new ABR representative and thanked him for his commitment.

E. Possible Ordinance Violations.

No possible ordinance violations reported.

CONCEPT REVIEW – NEW1. **1309 STATE ST**

C-2 Zone

(9:04) Assessor's Parcel Number: 039-131-010
 Application Number: SGN2007-00043
 Owner: Ronald J. Gillio 2006 Revocable Trust
 Applicant: Sign-A-Rama
 Business Name: Evolutions Medical Spa

(Proposal for a new 3'x4' oval shaped wooden sign. The linear building frontage is 28 feet. The allowable signage is 12 square feet.)

Present: Wasantha Mohottige, Sign-A-Rama
 Richele Mailand, Architectural Consultant

Motion: **Continued two weeks with the following comments:** 1) Provide a photograph of the sign with a mock-up of the proposed size. 2) Alter the sign to be more appropriate to El Pueblo Viejo Landmark District in terms of color and materials. 3) Provide documentation for additional signage and document the letter heights.

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

CONCEPT REVIEW – NEW2. **436 E GUTIERREZ ST**

M-1 Zone

(9:14) Assessor's Parcel Number: 031-343-009
 Application Number: SGN2007-00044
 Owner: Laguna Industrial Partners
 Agent: Sign-A-Rama
 Business Name: P.J. Milligan

(Proposal for one 6 square foot projecting sign, two wall mounted signs totaling 3.33 square feet, and individual PVC letters with lighting. A total of 31.20 square feet is requested for P.J. Milligan. The linear building frontage is 65 feet. The allowable signage is 65 square feet.)

Present: Wasantha Mohottige, Sign-A-Rama

Motion: **Continued two weeks with the following comments:** 1) Return with a more complete presentation and accurate information on: a) The location of the wall and blade signs. b) The elevations and surrounding architectural elements. 2) The sign above the roof is not allowable per the Sign Ordinance. 3) Lighting should be documented with cut sheets on the proposed fixtures and needs to conform to the State energy code.

Action: Hausz/Rose, 4/0/0. (Cunningham stepped down.) Motion carried.

CONCEPT REVIEW – CONTINUED**3. 1298 COAST VILLAGE RD**

C-1/R-2/SD3 Zone

(9:23) Assessor's Parcel Number: 009-230-043
 Application Number: SGN2007-00040
 Owner: Olive Oil & Gas, LP
 Applicant: Jennifer Brown
 Business Name: Coast Village 76 Station

(Proposal for a 19.8 square foot monument sign; eight pump skirt signs totaling 48 square feet; eight pump valance signs totaling 22 square feet; and a 19.3 square foot auto care sign. Total signage requested is 109.1 square feet. The linear building frontage is 54 feet. The allowable signage is 54 square feet.)

Present: John Price, Property Owner
 Bill Thomas, 76 ConocoPhillips

Motion: **Continued two weeks with the following comments:** 1) The request for the 15-inch logo letters and 7-inch gas price letters are not supportable. 2) The valance signage on the pumps and the orange stripes on the building are not supportable. 3) The overall area of the signage should be considerably reduced. 4) The existing monument sign structure should be retained or something similar should be installed in its place. 5) Staff is to research the permit history of the different components of the signage on the property and whether the painted orange stripes on the building were reviewed by either the Sign Committee or the Architectural Board of Review.

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

DISCUSSION ITEM

(9:37)

Discussion regarding signs that are out of the Sign Committee jurisdiction, but within the City of Santa Barbara.

Present: Jaime Limón, Senior Planner/Design Review Supervisor

Mr. Limón discussed the reasons State and County facilities are exempt from having their signs reviewed by the City and described those projects that are given courtesy review. He provided the Committee a policy draft document entitled *Exemptions from City Review and City Zoning Regulations*. Mr. Limón stated that some elements are missing from the document, but they will be discussed with the City Attorney's Office and an update will then be provided to the Committee members.

County and Federal facilities are considered sovereign agencies and therefore are exempt from local review. The exemptions do not apply in the Coastal Zone where a Coastal Development Permit is required. A local agency also has the opportunity to comment on CEQA related determinations although it does not have direct regulatory authority.

Mr. Limón welcomed any suggestions from the Sign Committee members as to proposed amendments to the Sign Ordinance. For example, there appears to be an increase in real estate signs around the City and he suggested that an ordinance amendment include a blurb that clarifies what realtors are allowed to do.

Mr. Limón reported that Mayor Blum sent out a letter (dated May 3, 2007) to the director of the California Department of Transportation requesting his assistance to convince Caltrans to reconsider the installation of the changeable message board sign to be installed in January 2008 at Highway 101 and Las Positas Road. (Mayor Blum had sent a letter to Caltrans dated September 11, 2006.) Caltrans has been asked to provide evidence that a smaller sign cannot be placed on the bridge structure. They are also being questioned as to why new technology that allows scrolling of a smaller, readable sign is not being used.

The Committee, either individually or collectively, had the following comments, suggestions, and/or questions:

1. Asked about the possibility that the County and State provide a Memorandum of Understanding (MOU) agreeing to adhere to local design guidelines and commit to requesting courtesy review for their facilities. Mr. Limón responded that the County may be willing to do so, but is unsure as to whether the State would be.
2. Asked if the City has any authority to prevent schools from displaying sponsor banner signs. Suggested asking that they be lowered or to have the schools install permanent signs that are well designed. Mr. Limón responded that the City has a good relationship with the school district and agreed to direct the Committee's concerns to David Hetyonk, School District Director of Facilities and Operations.

Mr. Limón asked the Committee members if they would be interested in allowing a temporary banner permit Committee review for special events. The Committee responded there is no such interest on their part.

3. Asked about smog check signs and lottery ticket sale advertisements. Mr. Limón responded that lottery ticket sale advertisements cannot be regulated locally and businesses are allowed to display lottery signage in any way they choose to. He agreed to research as to whether smog check signs are allowed in the City.
4. Asked about religious institutions. Mr. Limón responded that religious buildings are not exempt from local regulations.
5. Asked if building management signs are approved in the City. Stated that, in reality, their signs are being used as on-site advertising. Commented that, if the sign is permanently attached to the building, the building management company should go through the sign review process.

**** MEETING ADJOURNED AT 10:09 A.M. ****