



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Wednesday, June 6, 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) – Absent
 JENNIFER ROSE – Present
 PAUL ZINK (ABR) – Present at 9:11 a.m.

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

CITY COUNCIL LIAISON: GRANT HOUSE – Absent

STAFF: JAIME LIMÓN, Design Review Supervisor – Present until 9:18 a.m.; and again 10:37 a.m. to 11:11 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 the scheduled meeting, notification must be communicated to Staff the day before the meeting prior to 4:00 P.M. 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 June 1, 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 May 23, 2007.

Motion: Approval of the minutes of the Sign Committee meeting of May 23, 2007.

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

C. Listing of approved Conforming Signs.

No signs were approved on Conforming Sign Review May 30th.

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

1. Jaime Limón, Senior Planner/Design Review Supervisor, introduced Michelle Bedard as the new Planning Technician who will be staffing the Sign Committee and possibly the Architectural Board of Review. He explained that multiple planning technicians may be rotated in the future to work with the Sign Committee. Mr. Limón thanked Debbie Hughey for assisting in the last two-and-a-half months and stated she will be going back to zoning enforcement.

2. Mr. Limón distributed a print-out of the Business and Professions Code Section 13530-13540 to be used as reference by the Committee when signs are proposed to be installed at gasoline service stations. State law imputes specific limits in four areas of signage: 1) price per gallon, 2) trademark or brand of the motor fuel, 3) the word “gasoline” or the name of other motor fuel, and 4) the grade designation of the motor fuel. **1)** Applicants should be informed that the required letter height (BPC Section 13532(a)) for gas prices is a minimum of six inches. That has become the City’s standard letter height for advertising gas prices and the Committee should not approve any proposal greater than six inches in height. **2)** The trademark or brand of the motor fuel should not be less than one-third (1/3) the size of the numerals designating the price. **3)** The gas name should not be greater than four inches nor should they be less than one-third (1/3) the size of the numerals designating the price. **4)** The grade should not be greater than four inches nor should they be less than one-sixth (1/6) the size of the numerals designating the price.

Mr. Limón agreed to provide the Committee members with graphics to be used as a quick reference when reviewing signage proposed for gasoline service stations.

3. Mr. Limón stated that the July 4th meeting was cancelled due to the holiday and asked if the Committee members would agree to have a July 5th meeting to avoid a backlog of sign review projects. Mr. Zink responded that he would be available; Mr. Cunningham and Ms. Rose will not be able to attend, and Ms. Cope agreed to review her calendar and let Staff know. Mr. Hausz will also be asked by Staff if he would be able to attend.

E. Possible Ordinance Violations.

Mr. Cunningham reported that McConnell’s Ice Cream has unpermitted signage. He also reported that Grand Chevrolet has had a huge blue tent, balloons, banners, and snap signs during two weekends in the last month. Mr. Limón responded that, if a weekend violation is documented with dated photographs, the City can go forward with citations. Staff can also take pictures if, for example, a sale is known ahead of time. Mr. Limón also stated that an effort is underway to review the Sign Ordinance to clarify that large display of balloons are prohibited and that they require a permit.

CONCEPT REVIEW – CONTINUED

1. **436 E GUTIERREZ ST** M-1 Zone
 (9:35) 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 two 7.5 square foot wall mounted signs totaling 15 square feet and one 7.5 square foot projecting sign. The linear building frontage is 65 feet. The allowable signage is 65 square feet.)

This item was heard out of order.

Present: Wasantha Mohottige, Sign-A-Rama

Motion: Continued two weeks with the comment that the applicant should provide the previously requested photographs of the surrounding building showing the following: a) architectural elements, b) building heights, c) clearances, and d) the building's entire frontage.

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

Additional comment: The requested photographs are also specified in Item B of the "Sign Committee Submittal Checklist" shown on page 1 of the Sign Committee agenda.

REFERRED FROM CONFORMING SIGN REVIEW

2. 403 E GUTIERREZ ST

C-M/M-1 Zone

(9:17) Assessor's Parcel Number: 031-283-013
 Application Number: SGN2007-00045
 Owner: Santa Barbara Home Improvement Center
 Applicant: Duncan Westley
 Business Name: New Leaders

(Proposal for two (2) 10 square feet wood and plastic face plates to an existing monument without any signage. Total square footage is 20 (10 square feet on each side.) The linear building frontage is 50 feet. The allowable signage is 50 square feet.)

This item was heard out of order.

Present: Duncan Westley

Straw vote: How many Committee members would agree to have the sign's white letters toned down to be an off-white color? 3/1. (Cunningham opposed.)

Motion: Final approval of the signs as submitted with the following conditions: 1) The red band shall not exceed three inches in width. 2) The monument shall be painted to match the building.

Action: Cunningham. Motion failed.

Substitute

Motion: **Final approval with the following conditions:** 1) The monument stucco shall be painted the same color as the building. 2) The red border shall not exceed three inches in width. 3) The type face on the sign shall not be a bright white. 4) Return with a sample board of the off-white color to Staff for final review.

Action: Rose/Zink, 3/1/0. (Cunningham opposed. Hausz absent.) Motion carried.

Committee comment: The lawn in front of the place of business is in violation of City Ordinance.

CONCEPT REVIEW – NEW**3. 3849 STATE 161**

C-2/SD-2 Zone

(9:47) Assessor's Parcel Number: 051-010-011
 Application Number: SGN2007-00054
 Owner: Macerich La Cumbre, LLC
 Applicant: Dave's Signs
 Business Name: See's Candies

(Proposal for new set of 7.5 square feet illuminated channel letters. Replace 2 acrylic faces for sign under canopy for a total of 8 square feet. The linear building frontage is 39 feet. The allowable signage is 39 square feet.)

Present: Dave Tilsner, Dave's Signs

Motion: **Final approval with the following conditions:** 1) The depth of the channel letters shall be limited to 3½ inches and mounted 1½ inches off the building. 2) The colors are acceptable.

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

CONCEPT REVIEW – NEW**4. 3815 STATE G-131**

C-2/SD-2 Zone

(9:55) Assessor's Parcel Number: 051-010-014
 Application Number: SGN2007-00046
 Owner: Patricia S. Nettleship, Trustee
 Applicant: Dave's Signs
 Business Name: Ruth's Chris Steak House

(Three new aluminum wall signs, halo lit channel letters: one 28 square foot wall sign on the front entrance north elevation, one 17 square foot wall sign on the east elevation, and one 17 square foot wall sign on the north elevation. The linear building frontage is 122 feet. The allowable signage is 90 square feet.)

(An exception is requested to exceed the allowable square footage of signage by 19 square feet.)

Present: Dave Tilsner, Dave's Signs

Motion: **Continued two weeks with the following comments:** 1) The trademark logo need not be changed in terms of the layout or letter style. 2) Applicant to return with signs that conform to the Sign Ordinance in terms of letter height. Smaller overall signage would be a benefit to the project. 3) The red should be reduced to be closer to a terracotta color. 4) Applicant is to find out whether the exposed neon is part of the registered logo, because it is the Committee's preference to omit it. 5) Staff will research whether the exposed neon is permitted by City Ordinance.

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

CONCEPT REVIEW – CONTINUED**5. 1298 COAST VILLAGE RD**

C-1/R-2/SD3 Zone

(10:07) 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 one monument sign totaling 19.8 square feet; eight pump skirt signs totaling 48 square feet; 8 pump valance signs totaling 22 square feet total; and one auto care sign totaling 19.3 square feet. Total signage requested is 109.1 square feet. The linear building frontage is 54 feet. The allowable signage is 54 square feet.)

(An exception is requested to exceed the allowable square footage of signage. A total of 98.93 square feet is requested.)

Present: Bill Thomas, 76 ConocoPhillips

Staff comment: Ms. Hughey stated that here is no record indicating that the painted orange stripes were previously approved by either the Sign Committee or the Architectural Board of Review, and the City did not issue a permit for them.

Public comment opened at 10:11 a.m.

Danny Copus, President of the Coast Village Business Association, stated that the Association disagrees with the choice of colors proposed. The red is too obtrusive, making the corner where the gasoline station is located stand-out too much. The current blue logo is much more appealing than the proposed red logos. He also explained that one of the Association's goals is to maintain a rural image in the Coast Village business neighborhood and the current proposal for this project does not help meet this goal.

Public comment closed at 10:14 a.m.

Motion: **Continued two weeks with the following comments:** **1)** The orange bands on the building should be removed. **2) Bottom apron:** The field of red surrounding "76" should be removed and the 76 logo should be the only element in color. **3) Monument Sign options:** **a)** Reverse the red and the white gas price signage by adding red panels behind while font indicating gas price. **b)** Make the background *oasis silver* with the price numbers in front in blue, red, or black color. **c)** Tone down the red on the price panel. **d)** Stay with the existing blue color.

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

CONCEPT REVIEW – NEW**6. 1214-1216 STATE ST**

C-2 Zone

(10:30) Assessor's Parcel Number: 039-183-019
 Application Number: SGN2007-00055
 Owner: Santa Barbara Center for Performing Arts
 Applicant: Stephen Metsch
 Business Name: Granada Theater

(Request for review of lettering on the proposed marquee and blade sign at the Granada Theatre. The linear building frontage is 80 feet. The allowable signage is 65 square feet. The project is located in El Pueblo Viejo Landmark District.)

(An exception is requested to exceed the total allowable square footage of signage. A total of 576 square feet is requested.)

Present: Steve Metsch, Architect
 Monisha Adnani, Project Manager

Chair Cope read into the record the requests for an exception provided by the applicant, which included:
 1) The letter height of the marquee to exceed the allowable height of 10 or 12 inches by 22 inches.
 2) The letter height of the blade sign to exceed the allowable height of 10 or 12 inches by 41 inches.
 3) The total proposed sign area for the site to exceed the allowable by 760 square feet.

Motion: **Continued indefinitely to the Historic Landmarks Commission with the following comments:** **Marquee:** **1)** The changeable letter height should be a ten inch maximum. **2)** The ornamental medallion at the center of the marquee could be slightly larger than what is shown as proposed. **3)** The proposed ornamental medallion differs from the historic original and does not include the “G”. If the historic “G” is reincorporated into the ornamental piece, the “G” should be subtle and does not need to match the size of the original, as it was too large. **Blade Sign:** **4)** Dependant upon the HLC’s findings as to whether the blade sign is historically appropriate, the design is supportable (although a blade sign was not installed in 1924 when the original building was constructed) because the size and letter height is a reduction of what was historically installed in 1933. **Total Proposed Area Increase:** **5)** The Sign Committee accepts the increase in square footage, which includes the proposed blade sign, because it has been reduced from what was previously installed on the building. **Lighting:** **6)** There is concern with the large number of bulbs being used on the marquee and the blade sign. **7)** There is concern regarding the proposed lighting within the letters of “Granada”, for both the blade sign and the marquee, with regard to how bright the bulbs will be and if they will produce points of light/hot spots verses a light glow to illuminate the letters. **8)** The amount of lighting used at any given time should be in direct relation with the intensity of the building’s use at the time. **9)** It is understood that the marquee will go black for nights when no shows play. Some time limit should be required as to when the marquee lights are turned off at night (10 p.m. was suggested). **10)** Title 24 energy efficiency standards need to be addressed.

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

**** MEETING ADJOURNED AT 11:11 A.M. ****