



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Wednesday, June 20, 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 – Absent
 MICHELLE BEDARD, Planning Technician I – 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 Michelle Bedard, 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 15, 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 (9:09):**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 June 6, 2007.

Motion: Approval of the minutes of the Sign Committee meeting of June 6, 2007, with correction.

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

C. Listing of approved Conforming Signs.

The signs approved on Conforming Sign Review from June 13 to June 20 are listed below:

1. 222 Pesetas Lane, Fresenius Medical. Final approval with conditions.
2. 222 E. Cañón Perdido Street, Hospice. Final approval with conditions.
3. 110 W. Sola Street, Magellan's Travel. Final approval with conditions.
4. 516 E. Gutiérrez Street, Opportunity Shop. Final approval with conditions.
5. 518 Garden Street, Planned Parenthood. Final approval as submitted.
6. 3230 State Street, Adobe Pet Hospital. Final approval with conditions.
7. 3230 State Street, Kumon. Final approval with conditions.

- D. Announcements, requests by applicants for continuances and withdrawals, and future agenda items.
1. Ms. Bedard made the following announcements:
 - a) Mr. Hausz confirmed that he is available July 5th to attend the Sign Committee meeting. Mr. Cunningham and Ms. Rose will not be able to attend, but a quorum has been secured.
 - b) The applicant for Item 4, Coast Village 76 Station, has requested a postponement.
 2. Chair Cope requested confirmation from Mr. Cunningham and Ms. Rose that they will be attending the July 18th Sign Committee meeting to assure there will be a quorum when Mr. Hausz and Mr. Zink attend a joint Architectural Board of Review and Historic Landmarks Commission meeting on that same date.
 3. Mr. Hausz researched how the Paramount Theater in Manhattan replicated their historic marquee and he provided copies of an article to the Committee members. He added that they faced many of the same dilemmas as the City is currently seeing with the replacement of The Granada Theater's historic marquee, including the use of fiber optics for their small lamps.
- E. Possible Ordinance Violations.
- No possible ordinance violations reported.

CONCEPT REVIEW – CONTINUED

1. **3815 STATE G-131** C-2/SD-2 Zone
(9:15) 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.)
(Exception requested to exceed the allowable square footage by 19 square feet, which was denied at the June 6, 2007, meeting.)
Motion: To table item to another time during the meeting.
Action: Zink/Cunningham, 5/0/0. Motion carried.

 (11:07)
Motion: To postpone item due to applicant's absence.
Action: Cunningham/Hausz, 5/0/0. Motion carried.

CONCEPT REVIEW – CONTINUED**2. 1309 STATE ST**

C-2 Zone

(9:17) 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 to replace an existing sign. The total proposed new signage area is 12 square feet. The linear building frontage is 28 feet. The allowable signage is 28 square feet.)

(Second Concept Review.)

Present: Ken Sorgman, Sing-A-Rama
 Brian Perkins, Evolutions Medical Spa

Motion: **Continued one week to Conforming Review with the following comments:** 1) The water feature sign is acceptable as proposed. 2) The sign needs to conform to the requirement that it have more of a handcrafted feel, as indicated in El Pueblo Viejo Landmark District Guidelines. 3) It was suggested that a frame around the sign board be provided. 4) Show details of the chain attachment. 5) Staff is to research as to whether the lighting was reviewed and approved by the City. Any proposed lighting not previously permitted should return to the Full Board for review.

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

CONCEPT REVIEW – NEW**3. 740 STATE ST**

C-2 Zone

(9:25) Assessor's Parcel Number: 037-092-001
 Application Number: SGN2007-00058
 Owner: Atlantico, Inc.
 Applicant: Sherry & Associates
 Business Name: Peace Store

(Proposal for a 6.7 square foot projecting sign. This address is on the California Inventory of Historic Resources and is on the List of Potential Structures of Merit and Landmarks. 4G Phase I Survey Name: La Placita Building, a.k.a.: McKay-Bothin Building. The linear building frontage is 19 feet. The allowable signage is 19 square feet. The project is located in El Pueblo Viejo Landmark District. Note: Requires full board review.)

Present: David Walkins, Sherry & Associates

Motion: **Continued two weeks with the following comments:** 1) The Committee appreciates the removal of the internally illuminated sign cabinet. 2) The sign, as proposed, does not conform to El Pueblo Viejo Landmark District Guidelines. 3) Applicant should return with a design that is more in keeping with the historic downtown core and have more of a handcrafted feel.

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

CONCEPT REVIEW – CONTINUED**4. 1298 COAST VILLAGE RD** C-1/R-2/SD3 Zone

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 19.8 square foot monument sign; eight pump skirt signs totaling 48 square feet; eight pump valance signs totaling 22 square feet; 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.)

(Exception requested for additional proposed signage.)

This item was postponed at applicant's request.

CONCEPT REVIEW – CONTINUED**5. 436 E GUTIERREZ ST** M-1 Zone

(9:37) 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 7.5 square foot projecting sign and two 7.5 square foot wall mounted signs totaling 15 square feet. Total proposed signage is 22.5 square feet. 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: Wall signs: 1)** The Committee is uncomfortable with the two wall signs located far from the entrance. It was suggested that one be removed and the other be closer to the entrance. In lieu of one of those signs, consider a ground sign in front of the door or other appropriate location. **2)** Provide larger scale drawings of the areas where the signs are proposed to be located, showing the roof and plaster between the window and the corner of the building. **Blade sign: 3)** The blade sign seems too large where it is proposed to be mounted. **4)** Provide a larger scale drawing showing the actual door and surrounding architectural elements, and a cross section through the wall and eave showing the relationship of the blade sign and the bracket to the building.

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

CONCEPT REVIEW – NEW**6. 2222 BATH ST**

C-O Zone

(9:50) Assessor's Parcel Number: 025-181-019
 Application Number: SGN2007-00071
 Owner: City Commerce Bank
 Agent: Stellar Installations
 Business Name: Rabobank

(Proposal for a new 12 square foot sign atop an existing monument base. Also proposed is a 7 square foot wall sign and two window signs for Rabobank. The linear building frontage is 24 feet. The allowable signage is 24 square feet.)

Present: Gary Winn, Stellar Installations
 Mike Drury, Chandler Signs

Motion: **Continued two weeks with the following comments:** 1) The monument sign is not appropriate to the residential character of the neighborhood. It was suggested to reverse the background and letters to create a dark background. 2) The wall sign in front of the building is too large and needs to be reduced. It was suggested that it be relocated between the door and the windows. 3) It was suggested that either the monument sign or the wall sign be eliminated at the applicant's discretion.

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

CONCEPT REVIEW – NEW**7. 33 E CARRILLO ST**

C-2 Zone

(10:11) Assessor's Parcel Number: 039-282-009
 Application Number: SGN2007-00070
 Owner: City Commerce Bank
 Agent: Stellar Installations
 Business Name: Rabobank

(Proposal for three 13 square feet bronze mounted wall signs totaling 39 square feet; one non-illuminated ATM sign and parking directional signs. Total requested signage is 46.20 square feet. The linear building frontage is 78 feet. The allowable signage is 65 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Gary Winn, Stellar Installations
 Mike Drury, Chandler Signs

- Motion:** Continued two weeks with the following comments: **Sign A:** 1) Should be changed to a horizontal format in the location of existing signage. **Sign B:** 2) Should be changed to a horizontal format and installed in the location of the existing signage. **Sign C:** 3) Is not acceptable in the location proposed. 4) It was suggested to place a sandblasted wood sign or one similar in the planter behind the sandstone wall. 5) Careful attention should be given to the design details, such as mounting posts. **The remainder of the exterior signs:** 6) Make the backgrounds an off-white to match the building. 7) Gold lettering for the door signs is preferred. 8) The ATM sign is not acceptable as proposed and, if the informational sign cannot be eliminated, it was suggested to make that the only sign in that location. 9) The Committee is uncomfortable with the blue and orange colors proposed and, wherever possible, use a different approach for directional signage. 10) If there is any lighting proposed for signage, it should be presented for Full Board review.
- Action:** Hausz/Cunningham, 5/0/0. Motion carried.

CONCEPT REVIEW – NEW

8. 914 CARPINTERIA ST

C-P Zone

(10:37) Assessor's Parcel Number: 017-212-013
 Application Number: SGN2007-00072
 Owner: Waller Exemption Trust
 Agent: Stellar Installations
 Business Name: Rabobank

(Proposal to change the existing signage for Mid-State bank to “Rabobank” at an existing shopping center. Change all existing signs: The monument sign, three wall signs, two illuminated ATM signs, an ATM wall sign, parking signs, and window signs. The linear building frontage is 64 feet. The allowable signage is 64 square feet.)

Present: Gary Winn, Stellar Installations
 Mike Drury, Chandler Signs

Straw votes: How many Committee members could support face lit letters that glow white at night in the location proposed for Sign A (facing Montecito Street)? 0/5. (All opposed.)

How many Committee members could support neon with halo lit letters? 5/0.

- Motion:** Continued two weeks with the following comments: **Sign A:** 1) Reverse colors on the directory. 2) Directory is not to be illuminated. 3) The columns are to match the building color. Do not paint them blue. **Sign B:** 4) Should have halo lit, maximum 12 inch letters. 5) Staff is to research if the “Plaza Mid-State Bank” signage was ever reviewed by the Sign Committee or given a permit. 6) At minimum, reroot the conduit to the sign to make it less obvious. **Sign C:** 7) Should have halo lit, maximum 12 inch letters. 8) If possible, eliminate “the raceway”. 9) **Signs D & E** are not acceptable. 10) **Sign I:** Reverse the colors or eliminate. 11) **Signs J & K** are not acceptable.

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

Committee comment: Although not in the Sign Committee’s perview, it was suggested that the awnings match the blue color of the company’s logo.

**** MEETING ADJOURNED AT 11:08 A.M. ****