



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Wednesday, August 29, 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 until 10:06 a.m.
 SUSAN GANTZ, 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 the scheduled meeting, notification must be communicated to Staff the day before the meeting prior to 4:00 P.M. Michelle Bedard at 564-5470 – City of Santa Barbara Planning Division.

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 4:00 p.m., Monday through Thursday, and every other Friday.

NOTICE:

That on August 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/sign.

GENERAL BUSINESS (9:06):**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.

(9:20)

David Benton, Benton Signs, commented that the rotation of Staff is not a process that is working-out. He has also observed that enforcement is non-existent because there are clients that go to him for design of a sign and never return to finalize the process. Then, a couple of days later, a sign is installed without Sign Committee approval.

B. Approval of the minutes of the Sign Committee meeting of August 15, 2007.

Motion: Approval of the minutes of the Sign Committee meeting of August 15, 2007, with corrections.

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

C. Listing of approved Conforming Signs.

The signs approved on Conforming Sign Review August 15 to August 22 are listed below:

1. 3889 La Cumbre Plaza Lane, AT&T. Final approval with conditions.
2. 3815 State Street, Ruth's Chris Steak House. Final approval as submitted.
3. 3851 State Street, Wachovia Bank. Final approval as submitted.

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

1. Jaime Limón, Senior Planner, announced an appeal to the Architectural Board of Review (ABR) for 1960 Cliff Drive, Santa Barbara Bank & Trust. The application was for an exception to have oversized letters. The applicant's basis for the appeal is that similar situations will be presented at other locations in the City. Mr. Limón stated that the Sign Committee member representing ABR will not be participating in the action for the appeal and should step down. The Sign Committee Chair was asked to present the Sign Committee's perspective at the appeal hearing.
2. Mr. Limón received a letter from Ruth's Chris Steak House stating that interior signs that are not visible from the public right-of-way at La Cumbre Plaza are exempt from Sign Committee review if the tenants "conform" to the City's Sign Ordinance and receive approval from the landlord's design consultant. The applicant would then go straight to the building permit process. Mr. Limón stated that the intent of that language found in the previous La Cumbre Plaza Sign Program was for the interior sign applications to be heard at Conforming Review. The previous Sign Program has been altered and updated. The Sign Committee will be asked to review the Sign Program to make sure the Committee agrees with the language proposed in the section pertaining to signs and, in particular, proposed interior signs that will not be visible from the public right-of-way.
3. Mr. Limón explained that the Sign Committee concerns regarding the rotation of Staff are being considered. He explained that, due to the addition of a new design board, the design review Staff has taken on more responsibilities. A solution may be to reduce the number of Staff involved in preparing for the Sign Committee review meetings from four to two. The other option would be for the Zone Enforcement Department Supervisor to take over the Sign Committee. Mr. Hausz requested that a discussion item be scheduled to review the repercussion of both options.
4. Ms. Gantz made the following announcements:
 - a. The La Cumbre Plaza Sign Program applies to Panda Express, 3849 State Street.
 - b. The following items on today's agenda have been postponed at the applicants' request: Item 3, 3849 State Street, Panda Express; and Item 4, 2400 Bath Street, Cottage Hospital Knapp Building.

E. Possible Ordinance Violations.

1. Mr. Hausz reported that Esau's, 721 Chapala Street, continues to have banners. There is also a banner announcing residential units for sale at Paseo Chapala (on the 600 block of Chapala Street). He noted that, although signage on the front of Paseo Chapala was denied by the Sign Committee and the Historic Landmarks Commission, unapproved signs were installed.
2. Ms. Rose reported that P.J. Milligan's temporary sign is still up and on the East Gutierrez side of the building there is a directory sign that was not proposed by the applicant or approved by the Sign Committee.
3. Chair Cope reported that Brownie's Market at the corner of Haley and De La Vina Streets have a rock star banner.

CONCEPT REVIEW – CONTINUED**1. 2735 DE LA VINA ST**

C-2/E-3/SD-2 Zone

(9:28)

Assessor's Parcel Number: 051-213-020
 Application Number: SGN2007-00090
 Owner: Mike H. Kang and Kathy Unhui
 Applicant: Dave's Signs
 Business Name: De La Vina Liquor

(Proposal to remove four existing wooden signs, to install a reverse pan channel halo-lit letter sign, and construct a masonry tile monument with halo-lit individual channel letters. The linear building frontage is 79 feet. The allowable signage is 65 square feet.)

Present: Dave Tilsner, Dave's Signs

Motion: **Continued one week to Conforming Review with the following comments and conditions:** 1) The monument and wall signs are acceptable as proposed. 2) Provide documentation showing a cross-section through the monument sign and construction details showing the hand trowelled plaster, frame work, mitered tile, and the border treatment of the sign blade. 3) Document all the existing flood lighting fixtures on the building. 4) The conduit should be removed and the holes patched. 5) Install a drip irrigation system for the landscaping, if not already existing. 6) The LED lighting is to be white instead of red.

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

CONCEPT REVIEW – NEW**2. 3317-A STATE ST**

C-L/C-P/SD-2 Zone

(9:42)

Assessor's Parcel Number: 051-100-001
 Application Number: SGN2007-00097
 Owner: Emil F. and James M. Deloreto Trust
 Applicant: Dave's Signs
 Business Name: Busy Body

(Proposal to remove one existing wall sign and one blade sign and replace with a 22.5 square foot wall sign and a 3 square foot blade sign. The linear building frontage is 30 feet. The allowable signage is 30 square feet.)

Present: Dave Tilsner, Dave's Signs

Motion: **Final approval as submitted with the condition that the approval is valid until the storefront is remodeled in the near future, at which time a new application shall be submitted for replacement signage.**

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

CONCEPT REVIEW – CONTINUED

3. **3849 STATE ST I-57** C-2/SD-2 Zone

Assessor's Parcel Number: 051-010-011
Application Number: SGN2007-00095
Owner: Macerich La Cumbre, LLC
Agent: Jerry Murdock
Business Name: Panda Express

(Proposal for one 35.5 square foot channel letter wall sign and one 9 square foot internally illuminated window sign. The linear building frontage is 50 feet. The allowable signage is 50 square feet.)

This item was postponed at applicant's request.

CONCEPT REVIEW – CONTINUED

4. **2400 BATH ST** C-O Zone

Assessor's Parcel Number: 025-061-015
Application Number: SGN2007-00078
Owner: Santa Barbara Cottage Hospital
Contractor: Sign-A-Rama
Business Name: Knapp Building

(Proposal for replacement of an existing monument sign of 17 square feet. The linear building frontage is 130 feet. The allowable signage is 90 square feet.)

This item was postponed at the applicant's request.

CONCEPT REVIEW – NEW

5. **819 CHAPALA ST** C-2 Zone

(9:49)

Assessor's Parcel Number: 037-042-029
Application Number: SGN2007-00098
Owner: Pacific Telephone and Telegraph Company
Applicant: Dennis Stout
Contractor: Coast Sign, Inc.
Business Name: AT&T

(Proposal for one non-illuminated 4.87 square foot wall logo sign with acrylic letters to replace an existing sign. The linear building frontage is 55 feet. The allowable signage is 55 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Steve Stalone, Coast Sign

Straw votes: How many Committee members could support the sign as proposed? 0/5. (All opposed.)

How many Committee members would agree to have the sign over the door where the existing is currently located? 3/2. (Zink/Rose opposed.)

How many Committee members would agree to have the sign over the window? 1/4. (Cope/Cunningham/Hausz/Rose opposed.)

How many Committee members would agree to have the sign located between the door and the window? 5/0.

Motion: Continued two weeks with the following comments: 1) The sign is not acceptable in its proposed location or materials. 2) There is support for relocating the sign to replace the existing signage either over the door or to relocate it to the space between the door frame and window. 3) If relocated to be between the door and window, it should be reduced in size so that it does not occupy more than three-quarters of that width. 4) Provide a scale elevation of that area of the building showing the door frame, window and signage. 5) The "AT&T" letters are acceptable if painted, but the logo needs to have more of a handcrafted character consistent with the requirements of El Pueblo Viejo Landmark District.

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

CONCEPT REVIEW – NEW

6. 1137 STATE ST

C-2 Zone

(10:07) Assessor's Parcel Number: 039-231-037
Application Number: SGN2007-00099
Owner: 1129 State Street
Applicant: Vogue Sign Company
Business Name: Old Navy

(Proposal for two wall signs and one blade sign for a retail business. The two wall signs total 4.16 square feet and the blade sign is 3 square feet in size. The linear building frontage is 80 feet. The allowable signage is 65 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Christian Muldoon, Vogue Sign Company

Motion: Continued two weeks with the following comments: 1) Signs A and B, the wall signs, are supportable in their proposed general location. At least one Committee member is not comfortable with the location of Sign B. 2) There are concerns with Signs A and B about the appropriateness of the design for El Pueblo Viejo Landmark District (EPV). 3) It was suggested to use mottled colors for the blue and for the white to be more of an off-white color. Applicant can also propose alternate solutions for Signs A and B to be consistent with EPV. 4) Provide a larger scale drawing of the locations of Signs A and B, showing more detail of the architectural elements and the location of the sign relative to those elements. 5) Sign D, the blade sign, is not approved at the proposed location.

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

Commission comment: A Sign C is not being proposed. It appears it was part of the proposal at one time, but it was removed when the proposal was revised by the applicant.

CONCEPT REVIEW – NEW

7. 803 PASEO NUEVO

C-2 Zone

(10:24) Assessor's Parcel Number: 037-400-002
 Application Number: SGN2007-00100
 Owner: Santa Barbara Redevelopment Agency
 Owner: Madison Marquette
 Applicant: Vogue Sign Company
 Business Name: Gamestop

(Proposal to replace one non-illuminated wall sign of 4.17 square feet and one set of 1.25 inch directory letters at .1 square feet for a retail store in Paseo Nuevo. The linear building frontage is 25 feet. The allowable signage is 4 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Christian Muldoon, Vogue Sign Company

Motion: **Continued two weeks with the following comments:** **1)** The ironwork background is not acceptable as proposed as it is not Hispanic in style and does not relate to the architecture of the storefront. **2)** Provide accurate dimension details of the existing ironwork. **3)** The dimensions should include the height of the background letters. **4)** An alternate was suggested for the ironwork: some sort of iron lattice work to be used of thin strips of steel in a traditional pattern. **5)** Applicant should return with drawings showing the letters on the signs as 8 and 9 inches for comparison. **6)** If gold leafing is proposed, it should be specified to be true gold leaf.

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

**** MEETING ADJOURNED AT 10:38 A.M. ****