



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Friday, September 28, 2007 **David Gebhard Public Meeting Room: 630 Garden Street** **9:08 A.M.**

COMMITTEE MEMBERS: NATALIE COPE, *Chair* – Present
 BOB CUNNINGHAM, *Vice-Chair* – Present, left at 10:23 a.m.
 STEVE HAUSZ (HLC) – Absent
 JENNIFER ROSE – Present
 PAUL ZINK (ABR) – Absent

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

CITY COUNCIL LIAISON: GRANT HOUSE – Absent

STAFF: JAIME LIMÓN, Design Review Supervisor – Absent
 JO ANNE LA CONTE, Assistant Planner – Present
 KATHLEEN GOO, Alternate 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. Contact 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 September 20, 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 September 12, 2007.

Motion: Approval of the minutes of the Sign Committee meeting of September 12, 2007.

Action: Rose/Boucher, 3/0/2. (Boucher and Aurell abstained/Hausz and Zink absent.)
Motion carried.

C. Listing of approved Conforming Signs.

The signs approved by Ms. Cope on Conforming Sign Review from September 12 to September 19 are listed below:

1. 2735 De La Vina Street, De La Vina Liquor. Final approval as submitted.
2. 3820 State Street, Select Staffing. Final approval with condition.
3. 1332 Santa Barbara Street, The University Club. Final approval as submitted.
4. 1811 State Street, Senior Planning Services. Continued indefinitely.
5. 3815 State Street G-139, Solstice. Final approval as submitted.
6. 536 Brinkerhoff Avenue, Loop & Leap. Final approval as submitted.

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

- 1. Ms. Louise Boucher, alternate from the HLC and Clay Aurell, alternate from the ABR, substituted for Mr. Hausz and Mr. Zink for today’s meeting.
- 2. Mr. Cunningham announced that he would be stepping down from Items 7, 8, 9 and 10.
- 3. Ms. La Conte made the following announcements:
 - a) Item #3, 3849 State Street, for Panda Express has requested that their item be postponed indefinitely so that they can return when the La Cumbre Plaza Shopping Sign Program has been approved.
Motion: Item #3, 3849 State Street for Panda Express is postponed indefinitely at the applicant’s request.
Action: Rose/Cunningham, 5/0/0. (Hausz and Zink absent) Motion carried.
 - b) There will be a future agenda Discussion Item possibly to be scheduled for the October 10, 2007 meeting to discuss the topic of Sign Committee staffing.

E. Possible Ordinance Violations.

- 1. Ms. Rose reported that Betsy Johnson’s (Clothing store) at the corner of Carrillo & State Streets had neon signs in the window.
- 2. Ms. Boucher reported a banner violation of the roof at the McDonald’s on upper State Street.

Motion: To hear Agenda Item #4, 1137 State Street, out of agenda order.
Action: Cunningham/Rose, 5/0/0. (Hausz and Zink absent) Motion carried.

**** THE FOLLOWING ITEM WAS HEARD OUT OF AGENDA ORDER ****

CONCEPT REVIEW – CONTINUED

- 1. **120 S HOPE E-144** C-2/SD-2 Zone
 Assessor's Parcel Number: 051-010-014
 Application Number: SGN2007-00106
 Owner: Patricia S. Nettleship, Trustee
 Applicant: Conceptual Motion Company
 Business Name: La Cumbre Plaza
(Proposal to revise an existing sign program at La Cumbre Plaza Mall.)

(Review of changes to proposed new sign program.)

(9:34)

Present: Neil Dipaoli, Applicant from Conceptual Motion Co.

Motion: Final approval with conditions to the Sign Program: 1) Page 40, Guideline #2 and #3 - Add “City of Santa Barbara Sign Committee for approvals”. 2) Page 42 – Provide a visual representation of the threshold sign. 3) Page 43, Item #1 - Remove the word “polished”.

Action: Aurell/Rose, 5/0/0. (Hausz and Zink absent) Motion carried.

CONCEPT REVIEW – CONTINUED

2. **3815 STATE G-131** C-2/SD-2 Zone

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

(Three new aluminum wall signs, halo lit channel letters: one 29.62 square foot wall sign on the front entrance north elevation, one 24.16 square foot wall sign on the east elevation, one 24.16 square foot wall sign on the north elevation. The linear building frontage is 122 feet. The allowable signage is 90 square feet.)

(Review of two wall signs. Note that the front entrance sign has already been approved and has been issued a permit. Exception requested to exceed the maximum letter height of 12 inches. Application pending approval of SGN2007-00106 La Cumbre Plaza Tenant Design Guidelines.)

(9:45)

Present: Neil Dipaoli, Applicant from Conceptual Motion Co.

Motion: Denial of the proposed project at the request of the applicant.

Action: Cunningham/Boucher, 5/0/0. (Hausz and Zink absent) Motion carried.

Committee comments: The Committee cannot support: 1) The location of signs “B” and “C” over the top of fountains at a prominent location in the interior of the mall; and 2) The proposed material choice for the “US PRIME” stamp brand which was not proposed for the previously approved and permitted Sign “A”.

CONCEPT REVIEW – CONTINUED – CONTINUED INDEFINITELY AT THE APPLICANT’S REQUEST.

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

(10:05) 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.)

(Application pending approval of SGN2007-00106 La Cumbre Plaza Tenant Design Guidelines.)

THIS ITEM WAS CONTINUED INDEFINITELY AT THE APPLICANT’S REQUEST.

**** THE FOLLOWING ITEM WAS HEARD OUT OF AGENDA ORDER ****

CONCEPT REVIEW – CONTINUED

4. **1137 STATE ST** C-2 Zone

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.)

(9:12)

Present: James Drews, Architect for Linane/Drews Architects; and Christian Muldoon, Applicant from Vogue Sign Co.

Motion: Final approval of sign with the condition that the white color on the sign shall be a slightly off-white color.

Action: Boucher/Aurell, 5/0/0. (Hausz and Zink absent) Motion carried.

Committee comments: The construction banner sign has been removed. The Committee suggested the bracket should have some red in the black color. The applicant advised the Committee that the black color did have some red color.

**** THE FOLLOWING ITEM WAS HEARD OUT OF AGENDA ORDER ****

CONCEPT REVIEW – CONTINUED

5. **803 PASEO NUEVO** C-2 Zone

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" directory letters at .1 square feet for a retail store in Paseo Nuevo. The linear building frontage is 25 feet. The allowable signage is 25 square feet. The project is located in El Pueblo Viejo Landmark District.)

(10:07)

Present: Christian Muldoon, Applicant from Vogue Sign Co.

Motion: Final approval as submitted.

Action: Rose/Cunningham, 5/0/0. (Hausz and Zink absent) Motion carried.

CONCEPT REVIEW – NEW

6. **801 STATE STREET #A/2 W DE LA GUERRA ST** C-2 Zone

Assessor's Parcel Number: 037-400-013
Application Number: SGN2007-00114
Owner: Hughes Land Holding Trust 5/9/84
Contractor: Vogue Signs
Business Name: Sunglass Hut

(Proposal to construct a 6.06 square foot blade sign and an 18.19 square foot wall sign for Sunglass Hut. Exceptions are requested to exceed the maximum letter height of 10 inches and to exceed the total square footage of signs allowed. The linear building frontage is 10 feet. The allowable signage is 10 square feet. The project is located in El Pueblo Viejo Landmark District.)

(Exceptions are requested.)

(10:11)

Present: Christian Muldoon, Applicant from Vogue Sign Co.

Motion: Continued two weeks with the following comments: 1) Return with smaller letters that would be a maximum 2/3 the size proposed to start. 2) The painted silver of the logo is not appropriate according to El Pueblo Viejo Landmark District standards. 3) The acrylic (3M and the White) are not acceptable in the El Pueblo Viejo Landmark District. 4) The depth of the letter is too great and the profile needs to be lessened. 5) The Committee suggests external lantern style lighting. 6) The applicant shall return with an appropriate blade sign with brackets according to El Pueblo Viejo Landmark District standards.

Action: Cunningham/Boucher, 5/0/0. (Hausz and Zink absent) Motion carried.

Committee comments: The Las Tiendas building has existed for a long time. The proposed store front changes need to be review by the Historic Landmarks Commission. The Committee would like to see an appropriate wall-mounted sign.

**** THE COMMITTEE RECESSED AT 10:23 A.M., AND RECONVENED AT 10:38 A.M. ****

CONCEPT REVIEW – CONTINUED

7. **2030 CLIFF DR** C-P/R-2 Zone

Assessor's Parcel Number: 035-141-009
Application Number: SGN2007-00108
Owner: Levon Investments, LLC
Agent: Signs by Ken
Business Name: Super Cuca's

(Proposal for two new signs, one wall sign and one blade sign, to conform to the existing sign program. The wall sign is proposed to be 7.0 square feet and the blade sign 3.5 square feet. Total proposed signage is 10.5 square feet. The linear building frontage is 21 feet. The allowable signage is 11 square feet.)

(10:38)

Present: Ken Sorgman, from Signs by Ken.

Motion: Final approval as submitted.

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

CONCEPT REVIEW – CONTINUED

8. **1315 ANACAPA ST** C-2 Zone

Assessor's Parcel Number: 039-133-005
Application Number: SGN2007-00109
Owner: Avery Family Revocable Trust
Applicant: Signs by Ken
Business Name: Crushcakes Cupcakery

(Proposal for three new signs, one wall sign and two window signs. The proposed wall sign is 5 square feet, the two window signs are 1.15 square feet and total 2.30 square feet. The window signs will be cup cake logos. Total proposed signage is 7.30 square feet. The linear building frontage is 39 feet. The allowable signage is 39 square feet. The project is located in El Pueblo Viejo Landmark District.)

(10:40)

Present: Ken Sorgman, from Signs by Ken.

Motion: Final approval as submitted.

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

**** THE COMMITTEE RECESSED AT 10:43 A.M., AND RECONVENED AT 10:54 A.M. ****

CONCEPT REVIEW – CONTINUED

9. **931 ANACAPA ST** C-2 Zone

Assessor's Parcel Number: 039-322-047
Application Number: SGN2007-00102
Owner: Santa Barbara Bank & Trust
Architect: Gil Garcia
Business Name: Santa Barbara Bank & Trust

(Proposal to remove an existing 25 square foot monument sign and install a new 27 square foot monument sign. The linear building frontage is 138 feet. The allowable signage is 90 square feet. The project is located in El Pueblo Viejo Landmark District.)

(An exception is requested to allow the finials to exceed the maximum 6 foot height for the monument sign.)

(10:54)

Present: Gil Garcia, Architect.

Ms. Cope read for the record the September 19, 2007 exception letter request submitted by the applicant.

Motion: Final approval of pineapple finial for the monument sign and continued to Conforming Review with the condition that the applicant submit an exception letter request to exceed the maximum letter height of 10 inches.

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

CONCEPT REVIEW – CONTINUED

10. **436 E GUTIERREZ ST** M-1 Zone

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 a 7.5 square foot projecting sign and two 7.5 square foot wall mounted signs. Total proposed signage is 22.5 square feet. The linear building frontage is 65 feet. The allowable signage is 65 square feet.)

(11:06)

Present: Wasantha Mohottige, from Sign-A-Rama.

Motion: Continued two weeks with the comments: 1) The blade sign is not acceptable as its projection is too great and needs to be reduced. 2) All signage approved for the building needs to be confirmed. 3) Photographs of all existing signage at the property need to be provided by the applicant. 4) Parking signage needs to be shown on the required drawings.

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

Committee comments: All illegal signs are to be removed. One Committee member commented that if the applicant can show that the blade sign is appropriate to scale and will not be an obstruction to the public walkway, that Committee member could support it, but the applicant needs to show it with accurate plans.

**** MEETING ADJOURNED AT 11:28 P.M. ****