



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Wednesday, December 5, 2007 David Gebhard Public Meeting Room: 630 Garden Street 9:06 A.M.

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

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

CITY COUNCIL LIAISON: GRANT HOUSE – Absent

STAFF: DANNY KATO, Senior Planner – Absent
 DEBBIE HUGHEY, Planning Technician II – 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 the scheduled meeting. If the applicant is unable to attend the scheduled meeting, notification must be communicated by 4:00 P.M. on the day before the meeting to Debbie Hughey, Planning Technician II, at the City of Santa Barbara Planning Division, at 564-5470, otherwise a postponement/rescheduling fee will be charged.

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 Debbie Hughey, Planning Technician II 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 Thursday, November 29, 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 (9:10):**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 November 21, 2007.

Motion: Approval of the minutes of the Sign Committee meeting of November 21, 2007, with corrections.

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

C. Listing of approved Conforming Signs.

The signs approved on Conforming Sign Review from November 28, 2007 are listed below:

1. 21 E. Anapamu Street, Casa Las Granadas. Final approval as submitted.
2. 3938 State Street, United General Title Insurance. Final approval as submitted.

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

No announcements.

E. Possible Ordinance Violations.

1. Mr. Cunningham reported a sign violation at a cigar store, Cigar Empire, 3621 State Street.
2. Mr. Hausz reported a sign violation at a yogurt shop, Rock'n Yogurt at 620 State Street, and a banner sign violation at the Garden pre-school at the 1st Methodist Church at 305 E. Anapamu Street.
3. Ms. Hughey gave an update of previously reported sign violations at the Goodwill Store on Carrillo Street, and at the 76 Station, 200 S. Milpas Street.

F. Subcommittee Reports.

Mr. Zink reported the reinstallation of a sign at the St. Vincent's Hospital at 4200 Calle Real. The project is being reviewed at the Architectural Board of Review, and the Sign Committee would like an opportunity to review the sign.

CONCEPT REVIEW - CONTINUED**1. 1221 CHAPALA ST**

C-2 Zone

Assessor's Parcel Number: 039-172-002
 Application Number: SGN2007-00131
 Applicant: Bob Wesley
 Business Name: The Winehound

(Proposal for two wall signs. One 7.5 square foot wall sign, facing Chapala (Sign A), and one 7.5 square foot wall sign, south elevation (Sign B). The linear building frontage is 30 feet. The allowable signage is 30 square feet. The project is located in the El Pueblo Viejo Landmark District.)

(9:19)

Present: Bob Wesley, Applicant for The Winehound.

Motion: Final approval of signs with the condition that Sign A is to be positioned 12-inches above the band surrounding the arch.

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

CONCEPT REVIEW - CONTINUED**2. 530 CHAPALA ST**

C-M Zone

Assessor's Parcel Number: 037-171-001
 Application Number: SGN2007-00132
 Business Name: Montecito Motors
 Contractor: Shelton Design

(Resubmittal of expired sign application SGN2006-00053. Proposal for 39.9 square feet of signage consisting of two 4.5 square foot blade signs, one 7.6 square foot pinned-letter wall sign, two 7.6 square foot painted wall signs, and three 2.7 square foot awning signs. The linear building frontage is 100 feet. The allowable signage is 65 square feet. The project is located in the El Pueblo Viejo Landmark District.)

(9:23)

Present: David Shelton, Applicant from Shelton Design.

Motion: **Continued to Conforming Review for Final Approval with the following conditions:**
 1) Window Sign D to be moved from the upper window to the larger lower window.
 2) Signage to be properly drawn to scale. 3) Applicant to return with specification for the type of window lettering and color.

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

Committee comments: One Committee member suggested the applicant narrow the spacing of the letters or place bullets between letter spacing for the wall sign, and reduce the proposed 2-inch peg letters (stand-off) as shadowing could make reading the sign difficult. For the window sign to run the wording on a single line, and gold leaf vinyl lettering would be acceptable.

CONCEPT REVIEW - CONTINUED**3. 801 STATE ST A**

C-2 Zone

Assessor's Parcel Number: 037-400-013
 Application Number: SGN2007-00114
 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. An exception is requested to exceed the total square footage of signs allowed. The linear building frontage is 10.20 feet. The allowable signage is 10.20 square feet. The project is located in the El Pueblo Viejo Landmark District.)

(9:39)

Present: Christian Muldoon, Applicant from Vogue Sign Co.

Motion: **Continued two weeks to Full Board with the following conditions:** 1) The bracket design is too contemporary and the detailing needs to reflect traditional wrought iron detailing. 2) More information is needed on the back plate and the manufacturing technique.

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

Committee comments: One Committee member commented that the brackets are too heavy a design and needs to conform to the El Pueblo Viejo Landmark District standards.

CONCEPT REVIEW - CONTINUED**4. 3835 STATE E-149**

C-2/SD-2 Zone

Assessor's Parcel Number: 051-010-007
 Application Number: SGN2007-00138
 Business Name: Marmalade Cafe, LLC
 Applicant: Tako Tyko Sign

(Proposal for 5 signs for Marmalade Cafe storefront. Two 8.1 square feet blade signs; three 10.75 square foot illuminate reverse channel letters mounted to exterior walls. The linear building frontage is 180 feet. The allowable signage is 90 square feet.)

(9:45)

Present: Tony Morales, Agent for Marmalade Café, LLC.

Motion: **Final approval of sign with the following conditions:** 1) On the blade signs, the vertical leg under the crossbar is to be eliminated. 2) The lower scroll is to be eliminated or details should more closely match upper the upper scroll.

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

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

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

C-1/R-2/SD3 Zone

Assessor's Parcel Number: 009-230-043
 Application Number: SGN2007-00040
 Applicant: Jennifer Brown
 Business Name: Coast Village 76 Station

(Proposal for one 19.8 square foot monument sign; 8 pump skirt signs totaling 48 square feet; 8 pump valance signs totaling 22 square feet total; and one 19.3 square foot auto care sign. Total signage requested is 109.1 square feet. Exception requested for additional proposed signage.)

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REVISED DESCRIPTION FOR REVIEW AFTER FINAL:

(Proposal to add Oasis red, white and silver stripes to four pump valances; and to change the color of the self-serve/full-serve sign from blue background with white lettering to Oasis red background with white letter and Oasis silver for background of blue "self-serve" lettering (18 square feet). The linear building frontage is 54 feet. The allowable signage is 54 square feet.)

(10:09)

Present: John Price, Agent for Coast Village 76 Station.

Motion: **Final approval of sign with the following conditions:** 1) The price sign is to be mounted on the pole indicated on Sheet 8, Photograph #2. 2) The direction of the sign is to be parallel to the wall of the building, perpendicular to Coast Village Road. 3) The sign height is not to exceed 6 feet above grade. 4) The same logo and paint is to be used on the pumps. 5) If illuminated, the sign is to utilize a time clock that shuts off by 7:00 p.m. each night.

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

**** THE FOLLOWING ITEM WAS HEARD OUT OF AGENDA ORDER. ******CONCEPT REVIEW - CONTINUED****6. 3898 STATE ST**

C-2/SD-2 Zone

Assessor's Parcel Number: 057-240-044
 Application Number: SGN2007-00142
 Applicant: John Price
 Business Name: Conoco Philips

(Oasis Upgrade valance stripes for four pumps for a total of 12 square feet. Remove and replace existing 18" Unocal identification logo. One 7.5 double-sided self-serve monument sign for a total of 15 square feet. The linear building frontage is 75 feet. The allowable signage is 75 square feet.)

(9:56)

Present: John Price, Agent for Conoco Philips.

Motion: **Final approval of sign with the following conditions:** 1) The valance may have corporate colors and logos which are to be 4-inches in diameter. 2) Additional text is to be eliminated from the valances. 3) The canopy's orange stripe is to be repainted to match the off-white canopy color or corporate tan color. 4) The approval does not include the red color on the column bases. 5) The Board expressed appreciation for the applicant's willingness to work with the Committee.

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

Committee comments: Although not in the Committee's purview, the Sign Committee cannot support a request to change the color of the light poles to white.

CONCEPT REVIEW - NEW**7. 511 STATE ST**

C-M Zone

Assessor's Parcel Number: 037-172-012
 Application Number: SGN2007-00144
 Applicant: Steve Hurst

(Proposal for three signs. One 20 square foot wall sign on the front elevation, one 4.2 square foot wall sign on rear entrance to building and a 4.5 square foot blade sign on the front elevation. Total proposed square footage is 28.7. The linear building frontage is 25 feet. The allowable signage is 25 square feet. The project is located in the El Pueblo Viejo Landmark District.)

(10:28)

Present: Steve Hurst, Applicant.

Motion: **Continued two weeks to Full Board with the following comments:** 1) Applicant to return with two alternate proposal for Sign A, such that *either*: a) The "W" font size conforms to the 10-inch height requirement, *or* b) An exception request is submitted for the W-letter size to be oversize with the "H" font size to meet the 10-inch height requirement. 2) **Sign A** should be lowered to pedestrian height and not be centered between the store front and the eave. 3) Applicant to determine more specific lighting requirements, i.e., compliance with energy codes (Title 24) for the proposed lighting, and return with an accurate cut sheet if required to be florescent. 4) Applicant to return with accurate paint finish samples.

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

Committee Comments: The proposed project needs to conform to El Pueblo Viejo District standards. Except for the color, the Committee found the back door sign finish acceptable as presented.

**** MEETING ADJOURNED AT 10:51 P.M. ****