



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Wednesday, May 21, 2008 David Gebhard Public Meeting Room: 630 Garden Street 9:00 A.M.

COMMITTEE MEMBERS: NATALIE COPE, *Chair* – Present
JENNIFER ROSE, *Vice-Chair* – Present until 11:10 a.m.
BOB CUNNINGHAM – Present
STEVE HAUSZ (HLC) – Absent
PAUL ZINK (ABR) – Present

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

CITY COUNCIL LIAISON: GRANT HOUSE – Absent
DALE FRANCISCO (ALTERNATE) – Absent

STAFF: DANNY KATO, Senior Planner/Signs Design Review Supervisor – Absent
MAGGI WALKER, Planning Technician – Present
ELVA DE LA TORRE, Planning Technician – Present
GABRIELA FELICIANO, Commission Secretary – Present

Website: www.SantaBarbaraCa.gov

**** SIGN COMMITTEE SUBMITTAL CHECKLIST ****

The Sign Committee takes 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 was submitted, it would 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 are 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 Maggi Walker, Planning Technician, at the City of Santa Barbara Planning Division, (805) 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 was reviewed is listed to the left of each item. It was suggested that applicants arrive a few minutes early. Agenda schedule was subject to change as cancellations occurred.
- **AMERICANS WITH DISABILITIES ACT:** In compliance with the Americans with Disabilities Act, if someone needs special assistance to participate in the Sign Committee meetings, 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/sign. 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. and 4:00 p.m., Monday through Thursday, and every other Friday. Please check our website under City Calendar to verify closure dates.

APPEALS:

Decisions of the Sign Committee may be appealed to the Architectural Board of Review or the Historic Landmarks Commission depending on the appropriate jurisdiction. For further information on appeals, contact the Planning Staff. Appeals must be in writing and must be filed at the Planning/Zoning Counter within ten (10) calendar days of the meeting at which the Sign Committee took action or rendered its decision.

NOTICE:

That on Thursday, May 15, 2008, 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 (9:03):

A. Public Comments:

No public comment.

B. Approval of the minutes of the Sign Committee meeting of May 7, 2008.

Motion: Approval of the minutes of the Sign Committee meeting of May 7, 2008, with corrections.

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

C. Listing of approved Conforming Signs.

The signs approved on Conforming Sign Review from May 7 to May 14 are listed below:

1. 150 La Cumbre Road, Conserv Fuel. Final Approval as submitted.
2. 1970 Cliff Drive, Mesa Café. Final Approval as submitted.
3. 235 W. Montecito Street, The Neighborhood Corner Bar. Final Approval as submitted.
4. 1994 Cliff Drive, Szechuan. Final Approval as submitted.

5. 939 State Street, Betsey Johnson. Final Approval as submitted.
 6. 1222 State Street, Spoon Santa Barbara Gelato. Final Approval as submitted.
- D. Announcements, requests by applicants for continuances and withdrawals, and future agenda items.
1. Ms. Walker made the following announcements:
 - a) Steve Hausz would not be present at the meeting.
 - b) Elva de la Torre is in training to take over assisting as the new Sign Committee Planning Technician.
- E. Possible Ordinance Violations.
1. Committee member Zink reported that Long's Drug Store located on 3987 State Street has a banner and a small snipe sign in the planter.
 2. Committee member Cunningham requested an update on the sweep he requested for price signs at gas service stations that are larger than the six inch maximum allowed by the City.
 3. Committee member Zink reported that Beto's Market at 410 S. Salinas Street has unpermitted neon beer signs.
 4. Committee member Cope reported that the Baskin Robbins sign located at 3611 State Street has the "B" and "R" letters much too large. (This was previously reported on ENF2008-00518.)
 5. Committee member Cope reported that the Canary Hotel has red foam boards that were not reviewed by the Committee.

DISCUSSION ITEM

(9:30)

Present: Jim Rumbley, City Planning Technician

This item was heard out of order.

The Committee held a discussion about possible Sign Ordinance changes and additions.

Mr. Rumbley stated that neon open signs, although they may be unpermitted in El Pueblo Viejo Landmark District (EPV), are permitted outside of EPV, and they are difficult to enforce because they are overwhelmingly common. The Commission expressed the possibility of adding language to the Sign Ordinance and clarifying restrictions for neon signs, such as having them at a maximum of four inches. Committee member Cunningham also wished to discuss the use of banners by Parks and Recreation for temporary signs.

Committee member Rose requested that an alternate meeting be set up to allow more time to discuss this subject. The Committee requested that the City Council liaisons be informed when a meeting is scheduled.

REVIEW AFTER FINAL**1. 1501 SAN ANDRES ST**

C-P/R-2 Zone

(9:17) Assessor's Parcel Number: 043-244-015
 Application Number: SGN2003-00084
 Owner: Krieg Family Trust
 Applicant: Glacier Water Services, Inc.
 Business Name: Foodland Market

(Proposal to install two water vending machines on the side of the Foodland Market adjacent to the entry. The linear building frontage is 156 feet. The allowable signage is 90 square feet.)

(Review After Final. Discuss vending machine location due to addition of handicapped accessibility to vending machines.)

Present: Walter Krieg, Owner
 Jerry Richmond, Glacier Water

Motion: Final Approval of Review After Final with the condition that the new stucco wall shall be painted to match the building color.

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

CONCEPT REVIEW – NEW**2. 2973 STATE ST**

C-2/SD-2 Zone

(9:21) Assessor's Parcel Number: 051-122-011
 Application Number: SGN2008-00064
 Owner: Walter George and Josephine O. T. Dushais
 Applicant: Glacier Water Services, Inc.
 Business Name: Longs Drug Store

(Review the location of one bulk water vending machine for expired sign application (SGN2003-00085) for Longs Drug Store at State and Calle Laureles. Applicant will remove two existing vending machines and replace with one water vending machine with already approved color and design. This is to abate ENF2005-00085)

Present: Jerry Richmond, Glacier Water

Motion: Continued two weeks for the applicant to return with drawings depicting screening on both sides of the vending machine per the 2003 agreement.

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

CONCEPT REVIEW – NEW**3. 3943 STATE ST**

C-2/SD-2 Zone

(9:27) Assessor's Parcel Number: 051-010-020
 Application Number: SGN2008-00065
 Owner: Five Points Shopping Center
 Applicant: Glacier Water Services, Inc.
 Business Name: Albertsons

(Proposal for location of two bulk water vending machines at Albertsons in Five Points Shopping Center. The colors and design of machines have already been approved.)

Present: Jerry Richmond, Glacier Water

Motion: **Final Approval as submitted with the comment that there is an understanding that there shall not be any signage on the sides of the machines.**

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

CONCEPT REVIEW – CONTINUED**4. 740 STATE ST**

C-2 Zone

(10:00) Assessor's Parcel Number: 037-092-001
 Application Number: SGN2007-00058
 Owner: Atlantico, Inc.
 Applicant: Sherry & Associates
 Business Name: Peace Store

(This address is on the California Inventory of Historic Resources and is on the List of Potential Structures of Merit and Landmarks. Phase I Survey Name: La Placita Building. AKA: McKay-Bothin Building. Proposal for a 6.7 square foot projecting sign to hang from existing bracket. The purpose is to review abatement of an existing non-permitted sign. The linear building frontage is 19 feet. The allowable signage is 19 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Dawn Sherry, Architect

Motion: **Continued two weeks with the following comments: 1) The colors are acceptable as submitted. 2) Study the bracket design and provide a more romantic style. 3) Include detail of the bracket mounting plate and attachment methods. 4) Applicant is encouraged to put spacing between the letters so that it does not appear so tight. 5) Study either reducing the size of the logo or providing more distance between the bottom of the sign, logo and text.**

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

CONCEPT REVIEW – NEW**5. 621 CHAPALA ST**

C-2 Zone

(10:15) Assessor's Parcel Number: 037-123-016
Application Number: SGN2008-00063
Owner: 621 Partners
Business Name: Dudek

(Proposal for a 12 square foot aluminum and plastic as-built wall sign. This is to abate ENF2008-00407. The linear building frontage is 50 feet. The allowable signage is 20 square feet.)

Present: Ken Marshall and Jonathan Leech, Dudek

Motion: **Final Approval with the condition that the applicant must provide drawings to an acceptable scale, with materials called-out, and indicating the elevations with the height of the sign off of the pavement.**

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

CONCEPT REVIEW – NEW**6. 1620 STATE ST**

C-2 Zone

(10:22) Assessor's Parcel Number: 027-182-019
Application Number: SGN2008-00067
Owner: Yun-Pei Yeh
Applicant: Freedom Signs
Business Name: Presidio Motel

(Proposal for one 13.25 square foot ground sign and one 7.5 square foot wall sign for the Presidio Motel. The linear building frontage is 26 feet. The allowable signage is 26 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Dan Morris, Freedom Signs

Motion: **Continued indefinitely to Conforming Sign Review with the following comments:**
1) The Historic Landmarks Commission should review the color scheme for the building.
2) The signage should return to Conforming Sign Review after the review by HLC.
3) Sign B, wall sign, should be moved to the elevation facing State Street. **4)** The wall sign should be a hand-painted sign on the wall. **5)** Sign A, monument sign, the plan should show that it is to be three-dimensional, hammered metal so that it appears to be more organic and traditional in conformance to El Pueblo Viejo Landmark District. **6)** The monument sign lighting should be on a time clock.

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

CONCEPT REVIEW – NEW**7. 19 W ORTEGA ST**

C-M Zone

(10:36) Assessor's Parcel Number: 037-131-022
 Application Number: SGN2008-00066
 Owner: Garrett and Joann Van Wyk
 Applicant: Freedom Signs
 Business Name: 19 Blue

(Proposal for two 1.86 square foot painted window signs totaling 3.72 square feet. The linear building frontage is 23 feet. The allowable signage is 23 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Dan Morris, Freedom Signs

Motion: Final Approval as submitted.

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

CONCEPT REVIEW – CONTINUED**8. 21 E CARRILLO ST**

C-2 Zone

(10:52) Assessor's Parcel Number: 039-282-012
 Application Number: SGN2008-00056
 Owner: Adolph M. Riede Trust
 Applicant: Signs By Ken
 Business Name: Brownstein Hyatt Farbetz Shreck

(Proposal for a 5 square foot hand painted wall sign. The linear building frontage is 84 feet. The allowable signage is 74.5 square feet. The project is located in El Pueblo Viejo Landmark District.)

This item was reviewed out of order.

Present: W. Rand Lunsford, Facilities Manager
 Ken Sorgman, Signs By Ken

Motion: Final Approval with the comment that the applicant shall return to Staff with revised drawings indicating the discussed changes.

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

CONCEPT REVIEW – CONTINUED**9. 1020 STATE**

C-2 Zone

(10:58) Assessor's Parcel Number: 039-282-036
 Application Number: SGN2008-00057
 Owner: Semler M. Barry
 Applicant: Signs By Ken
 Business Name: Brownstein Hyatt Farbetz Shreck

(Proposal for hand painted 4.66 square foot wall sign. The linear building frontage is 100 feet. The allowable signage is 90 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: W. Rand Lunsford, Facilities Manager
Ken Sorgman, Signs By Ken

Motion: Continued one week to Conforming Sign Review with the following comments:
1) There shall be an addition of a vertical line between the names. 2) The vertical line can be slightly in a lighter color in comparison to the letters (black or brown was suggested).

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

CONCEPT REVIEW – CONTINUED

10. **636 STATE ST**

C-M Zone

(11:09) Assessor's Parcel Number: 037-132-001
Application Number: SGN2007-00075
Owner: Gallina Family Trust
Applicant: Derrick Prudigalidad
Architect: Kenneth Gruskin
Business Name: Verizon Wireless

(Proposal to remove existing Greek Deli signage and replace with two new 4.58 square foot internally illuminated signs, one 15 square foot blade sign and two decal window signs. The linear building frontage is 25 feet. The allowable signage is 25 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Derrick Prudigalidad, Verizon

Motion: Final Approval with the following conditions and comment: 1) The two wall signs are acceptable as submitted. 2) The white sandblasted blade sign is what the Committee found to be acceptable. 3) The bracket for the blade sign shall be painted a matte off-black color. 4) All exposed mounting hardware for the bracket and awning shall be painted to match the matte off-black bracket color. 5) The "white" background color of the blade sign shall match the building color. 6) All previously installed signage on the building shall be removed.

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

CONCEPT REVIEW – CONTINUED

11. **620 STATE ST**

C-M Zone

(10:39) Assessor's Parcel Number: 037-132-031
Application Number: SGN2007-00133
Owner: Metro 4 Theater Property LLC.
Owner: Bruce Corwin
Applicant: Christophe Kim
Business Name: Rockin' Yogurt

(Proposal for one 7.5 square foot awning sign and one 6 square foot blade sign. The linear building frontage is 15 feet. The allowable signage is 15 square feet. The project is located in El Pueblo Viejo Landmark District.)

This item was reviewed out of order.

Present: Yeong Choi, Business Owner

Motion: Continued two weeks with the following comments: 1) The font should be a serif font. 2) Provide photographs of the bracket from the neighboring Silver And store, and photographs of the iron work details on the building. 3) Verify that the white color chip is to match the building color. 4) Revise the front elevation to reflect the new font on the awning.

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

CONCEPT REVIEW – NEW

12. **1130 STATE ST**

C-2 Zone

(11:17) Assessor's Parcel Number: 039-232-020
Application Number: SGN2008-00072
Owner: County of Santa Barbara
Applicant: Katrina Carl
Business Name: Santa Barbara Museum of Art

(Proposal for a sign program for exhibit banners on the State Street frontage of the building. The project is located in El Pueblo Viejo Landmark District.)

Present: Katrina Carl, Public Relations Manager

Motion: Continued four weeks for revisions to be made to the proposed sign program as discussed by the Committee and the following comments: 1) The signs that have been removed as a result of an enforcement case are allowed to be reinstalled for the remainder of the current exhibition as temporary signage. 2) Any future signage should comply with the previously approved program or the new program once it gets approved by the Committee.

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

**** MEETING ADJOURNED AT 12:06 P.M. ****