



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Wednesday, June 4, 2008 David Gebhard Public Meeting Room: 630 Garden Street 9:00 A.M.

COMMITTEE MEMBERS: NATALIE COPE, *Chair* – Present
 JENNIFER ROSE, *Vice-Chair* – Absent
 BOB CUNNINGHAM – Present
 STEVE HAUSZ (HLC) – Present
 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 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 would be dropped from the Agenda unless applicant attended the scheduled meeting. **If the applicant was unable to attend the scheduled meeting, notification must have been 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 would be charged.**

No application would be reviewed by the Sign Committee until any illegal signs were removed or brought into compliance with the Sign Ordinance.

PLEASE BE ADVISED

- Additional tenancies or alternate sign configurations may have necessitated the reduction of previously approved signage.
- The 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 you need special assistance to gain access to, comment at, or participate in these meetings, please contact the Planning Division at (805) 564-5470. If possible, notification at least 48 hours prior to the meeting will enable the City to make reasonable arrangements in most cases.
- **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. 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 29, 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 (9:05):

A. Public Comments.

No public comment.

B. Approval of the minutes of the Sign Committee meeting of May 21, 2008.

Motion: Approval of the minutes of the Sign Committee meeting of May 21, 2008, with corrections.

Action: Zink/Cunningham, 3/0/1. (Rose absent.)

C. Listing of approved Conforming Signs.

The signs approved on Conforming Sign Review from May 21 to May 28 are listed below:

1. 2006 State Street, Goodwyn & Thyne Properties. Final Approval as submitted.
2. 1928 Cliff Drive, Fantastic Sam's. Final Approval as submitted.
3. 1221 Chapala Street, Equity Title. Final Approval as submitted.
4. 1620 State Street, Presidio Motel. 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) Jennifer Rose would be absent from the meeting.
- b) Design Review Staff is already working on reviewing possible Sign Ordinance amendments. Committee member Hausz requested that a discussion be scheduled.

E. Possible Ordinance Violations.

No possible ordinance violations reported.

CONCEPT REVIEW – CONTINUED

1. **2973 STATE ST**

C-2/SD-2 Zone

(9:08)

Assessor's Parcel Number: 051-122-011
 Application Number: SGN2008-00064
 Owner: Walter George and Josephine 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) located at Longs Drug Store - State and Calle Laureles. Applicant will remove two existing vending machines and replace with one water vending machine with already approved color and design.)

(Review of drawings depicting screening on both sides of the vending machine per the 2003 agreement.)

Present: Jerry Richmond, Glacier Water

Motion: Final Approval on the basis that the application conforms to the Sign Ordinance with the following conditions: 1) All piping no longer in use shall be removed. 2) All piping and conduit necessary for the machine to function shall match the building color.

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

CONCEPT REVIEW – NEW

2. **2840 DE LA VINA ST**

C-P/SD-2 Zone

(9:18)

Assessor's Parcel Number: 051-220-023
 Application Number: SGN2008-00074
 Owner: Storch Family Living Trust 4/25/02
 Applicant: Glacier Water Services, Inc.
 Business Name: Ralphs

(Proposal for two bulk water vending machines to be located at Ralphs shopping center. The colors and design of the machines have already been approved.)

Present: Jerry Richmond, Glacier Water

- Motion:** **Final Approval on the basis that the application conforms to the Sign Ordinance with the following conditions:** 1) All piping no longer in use shall be removed. 2) All piping and conduit necessary for the machine to function shall match the building color.
- Action:** Cunningham/Hausz, 4/0/0. (Rose absent.)

CONCEPT REVIEW – NEW

3. **1235 OLIVE ST** R-3 Zone
(9:21)

Assessor's Parcel Number: 029-132-006
 Application Number: SGN2008-00073
 Owner: Rasoul Khalili
 Applicant: Glacier Water Services, Inc.
 Business Name: Victoria Market

(Proposal for one bulk water vending machine to be located at Victoria Market. The colors and design of machines have already been approved.)

Present: Jerry Richmond, Glacier Water

- Motion:** **Final Approval on the basis that the application conforms to the Sign Ordinance with the following conditions:** 1) All piping no longer in use shall be removed. 2) All piping and conduit necessary for the machine to function shall match the building color.
- Action:** Cunningham/Zink, 4/0/0. (Rose absent.)

CONCEPT REVIEW – NEW

4. **129 N NOPAL ST** M-1 Zone
(9:50)

Assessor's Parcel Number: 017-081-009
 Application Number: SGN2008-00068
 Owner: Hatchett Joele
 Applicant: Signs By Ken
 Business Name: Quarry Resources

(Proposal for one 10 square foot wall sign, one 4.5 square foot wall sign, and two 6.25 square foot signs on perimeter fences for a total of 27.25 square feet. This application is to abate ENF2005-00441. The linear building frontage is 99 feet. The allowable signage is 65 square feet.)

Present: Ken Sorgman, Signs By Ken

This item was reviewed out of order.

- Motion:** **Final Approval with the following conditions:** 1) The “Stone - Fabrication & Installation” lettering height shall not exceed two inches on Signs C and D. 2) The bolt heads for the mounting hardware shall be painted to match the sign face.
- Action:** Cunningham/Hausz, 4/0/0. (Rose absent.)

CONCEPT REVIEW – CONTINUED**5. 740 STATE ST**

C-2 Zone

(9:56) 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 - La Placita Building. AKA: McKay-Bothin Building. Proposal for a 6.7 square foot projecting sign to hang from existing bracket. This is to abate ENF2007-00205. 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, Agent

Motion: **Continued one week to Conforming Sign Review with the following comments:**
1) Provide details for the brackets and hanging hardware. 2) Provide call-outs of the font sizes and the size of the smiling faces.

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

CONCEPT REVIEW – NEW**6. 202 E HALEY ST**

C-M Zone

(10:04) Assessor's Parcel Number: 031-272-001
 Application Number: SGN2008-00070
 Owner: 202 E Haley, LLC
 Applicant: Jeff Shelton
 Business Name: Tent Merchant

(Proposal for two new hanging signs totaling 24.05 square feet. The linear building frontage is 120 feet. The allowable signage is 90 square feet.)

Present: Jeff Shelton, Architect
 John Sullivan, Owner

Motion: **Continued one week to Conforming Sign Review: 1) Provide cut-sheets on the lighting and information on the smaller sign's lighting if it is also proposed to be lit. 2) Dimension the maximum letter height on the smaller sign.**

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

CONCEPT REVIEW – NEW**7. 617 N SALSIPUEDES ST**

C-M Zone

(10:14)

Assessor's Parcel Number: 031-171-020
 Application Number: SGN2008-00071
 Owner: Jerry William and Helene G. Beaver Trust
 Applicant: Central Coast Signs
 Business Name: Paragon Academy

(Proposal for three 14.58 square foot wall signs totaling 43.74 square feet and one 1.8 square foot ground sign reface. The linear building frontage is 75 feet. The allowable signage is 75 square feet.)

Present: David Lemmons, Central Coast Signs

Motion: **Continued two weeks with the following comments:** 1) Provide a larger scale site plan showing the entire building. 2) Include labeling for the streets and a north arrow. 3) Photos, details, and elevations should be labeled to match site plan.

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

CONCEPT REVIEW – NEW**8. 1329 STATE ST**

C-2 Zone

(10:29)

Assessor's Parcel Number: 039-131-018
 Application Number: SGN2008-00075
 Owner: Tevis-Jankovitz Gladys Trust
 Applicant: Sign-A-Rama Goleta
 Business Name: Conditioning Specialists

(A proposal for 8.95 square foot pin mounted wall sign with sandblasted logo. The linear building frontage is 42 feet. The allowable signage is 42 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Wasantha Mohottige, Sign-A-Rama

Motion: **Continued two weeks with the following comments:** 1) The sign application needs to be more complete, indicating where the different colors are to be used and what the materials and thickness of the sandblasted sign are to be. 2) The text portion as presented is not consistent with El Pueblo Viejo Guidelines. The letter style should be modified with a serif font and preferably not in bold. 3) The cross-section should include the full height from the roof to the top of the storefront. 4) The existing lighting should be removed if there is no permit history for it.

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

CONCEPT REVIEW – CONTINUED**9. 620 STATE ST**

C-M Zone

(10:36) Assessor's Parcel Number: 037-132-031
 Application Number: SGN2007-00133
 Owner: Metro 4 Theater Property, LLC
 Owner: Bruce Corwin
 Applicant: Christopher 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.)

Present: Yeong Choi, Business Owner

Motion: **Continued one week to Conforming Sign Review with the following comments:**
1) Provide a color paint chip for the hanging sign background color. **2)** The chain used to hang the sign should be heavy duty and match the bracket color. **3)** The proposed bracket should match the bracket of the Silver And store exactly as shown on the photograph provided by the applicant.

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

CONCEPT REVIEW – NEW**10. 200 S MILPAS ST**

C-2/SD-3 Zone

(9:33) Assessor's Parcel Number: 017-240-014
 Application Number: SGN2008-00069
 Owner: Kayo Oil Company
 Applicant: A & S Engineering
 Business Name: Conoco Phillips Company

(As-built reface of service station signage due to corporate change and to abate ENF2007-01227. The linear building frontage is 104.9 feet. The allowable signage is 78.68 square feet.)

This item was reviewed out of order.

Present: Juan Sandoval, A & S Engineering

Motion: **Continued two weeks with the following comments:** **1)** Verify the correct dimensions of all text on the proposed signage. **2)** Research whether or not any exceptions were previously approved for the currently installed signage. **3)** The price sign numerals shall not exceed six inches in height as required by the Sign Ordinance. **4)** The amount of signage on the pumps should be reduced.

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

Committee comment: Staff is to research the colors approved for the 76 gas station signage on Coast Village Road in Montecito.

CONCEPT REVIEW – CONTINUED

11. 500 FOWLER RD

A-F/SD-3 Zone

(10:42)

Assessor's Parcel Number: 073-450-003
Application Number: SGN2008-00052
Owner: Santa Barbara Airport
Architect: Fred Sweeney
Architect: Joseph Grogan and Kristin Byrd

(Sign Program for Airline Terminal Improvement Project.)

Present: Fred Sweeney, PMSM Architect
Joseph Grogan, HNTB Architect

Motion: **Continued two weeks with the following comments:** 1) Provide a three-dimension mock-up of a small portion of what is being proposed for the canopy sign. It was suggested to present three letters in the model. 2) The Committee supports the Veracruz font. 3) Study various font characters such as the dash and the forward slash in the wording "Ticketing/Check-in" to be more consistent with the character of the font. 4) Study the directional arrows to have more of the feel of the proposed font.

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

Commission comment: Assure that the spacing between the forward slash and the letter C in the wording "Ticketing/Check-in" is not so wide.

**** MEETING ADJOURNED AT 11:03 A.M. ****