



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Thursday, August 21, 2008 David Gebhard Public Meeting Room: 630 Garden Street 10:07 A.M.

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

ALTERNATES: ALEX PUJO (HLC)
CLAY AURELL (ABR)

CITY COUNCIL LIAISON: GRANT HOUSE
DALE FRANCISCO (ALTERNATE)

STAFF: RENEE BROOKE, Senior Planner/Signs Design Review Supervisor
ELVA DE LA TORRE, Planning Technician
KATHLEEN GOO, Commission Secretary

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 Elva de la Torre, 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 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 gain access to, comment at, or participate in this meeting, 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, August 14, 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 (10:08):

- 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 comments.
- B. Approval of the minutes of the Sign Committee meeting of August 7, 2008.
- Motion: **To table approval of the minutes of the Sign Committee meeting of August 7, 2008, to later in the meeting.**
- Action: Hausz/Rose, 3/0/0. (Zink and Cunningham absent) Motion carried.
- Motion: **Approval of the minutes of the Sign Committee meeting of August 7, 2008, with corrections.**
- Action: Hausz/Rose, 3/0/0. (Zink and Cunningham absent) Motion carried.
- C. Listing of Approved Conforming Signs.
- The signs approved on Conforming Sign Review from August 7th to August 14, 2008 are listed below:
1. Meun Fan Thai Café, 1819 Cliff Drive – Final approval as submitted

- D. Announcements, requests by applicants for continuances and withdrawals, and future agenda items.
1. Mr. Bob Peirson will be reporting on Measure G Election Ballot item.
 2. The applicant for Item #10, 121 S Hope Avenue on today's agenda requested that staff represent their item for them to the Committee.
 3. Ms. De La Torre announced that Committee member Zink and Cunningham will both be absent from today's meeting.

E. Possible Ordinance Violations and enforcement updates.

Committee member Hausz reported the following violations:

1. De La Vina apartment building below Mission Street: "Units for Rent" banner violations reported.
2. Morning Glory Music, 1016 State Street: Banner Violation "Going out of Business".
3. Requested an update from staff on a previously submitted banner violation reported at a business card printing on Olive Street.
4. Reported that on August 11, 2008, the Architectural Board of Review upheld the decision of the Sign Committee and denied the appeal by Pat Scott Masonry at 32 N. Calle Cesar Chavez.

DISCUSSION ITEM

1. MEASURE G APPROVED FOR NOVEMBER 4, 2008, ELECTION BALLOT

Staff Presentation: Bob Peirson, Finance Director

(On July 1, 2008, the Santa Barbara City Council voted to place a measure on the November 4, 2008 ballot to reduce the Utility User's Tax (UUT) on telecommunications and cable TV from 6% to 5.75% and modernize the tax ordinance. Due to an IRS ruling and changes in telecommunications technology, the City of Santa Barbara could lose approximately 4 million of Its Annual 13 Million UUT Revenue. The UUT provides funding for essential government services such as police, fire, streets, libraries, parks and recreation. The City's UUT Ordinance was written prior to the introduction of cell phones, voice-over-Internet technology, and other telecommunication methods. The proposed UUT Ordinance will update provisions for telecommunications and specifically exclude Internet access service charges. Modernizing the City's UUT Ordinance as it relates to telecommunications requires a majority approval from City voters.)

Committee comments were requested.

Time: 10:10 a.m.

Present: Bob Peirson, Finance Director.

Discussion held.

CONCEPT REVIEW – NEW**2. 336 N MILPAS ST A** C-2 Zone

Assessor's Parcel Number: 031-371-021
 Application Number: SGN2008-00128
 Owner: EHE Realty Company
 Applicant: David Lai
 Business Name: Milpas Nails & Spa

(Proposal for one "as-built" 6 square foot projecting metal sign with painted letters. This application is to abate ENF2008-00442. The linear building frontage is 12 feet. The allowable signage is 12 square feet.)

(10:25)

Present: David Lai, Applicant.

Motion: **Continued one week to the Conforming Signs Review with the following comments:**
1) The Committee accepts the sign board as built. 2) The Committee finds the sign board bracket unacceptable; therefore, the applicant is to return with one or more design proposals for a metal bracket that is suitable for the architecture of the building.

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

CONCEPT REVIEW – CONTINUED**3. 121 W MISSION ST B** C-2 Zone

Assessor's Parcel Number: 025-363-003
 Application Number: SGN2008-00102
 Owner: Martín F. Morales, Trustee
 Applicant: William Risser
 Business Name: Water Store

(Proposal for three "as-built" vinyl signs totaling 3.7 square feet and one 5 square foot cloth window sign. Total signage requested is 8.7 square feet. This application is to abate ENF2008-00585. The linear building frontage is 13.5 feet. The allowable signage is 13.5 square feet.)

(10:36)

Present: William Risser, Applicant.

Motion: **Continued one week to Conforming Signs Review with the following comments: 1) The blue wall surface surrounding the three machines is to be repainted to match the stucco color in a satin or semi-gloss sheen (not matte or high gloss finish) to match the architecture. 2) The rainbow panels with the text "fresh water" are to be removed from the three machines. 3) In place of the rainbow panels on the three machines, the "Water Store" and the water drop logo are to be applied in white vinyl letters. 4) The price starbursts, the "Water Store" banner, and white film on the building's doors are to be removed. 5) The price information on the panel overlay is to be relocated adjacent to the coin dispenser. 6) Applicant to return with documentation showing the aforementioned conditions.**

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

CONCEPT REVIEW – NEW**4. 10 E FIGUEROA ST**

C-2 Zone

Assessor's Parcel Number: 039-282-031
 Application Number: SGN2008-00014
 Owner: Levy William
 Applicant: Edward Cella
 Business Name: Edward Cella Art + Architecture

(Proposal for a new 6 square foot sandblasted wooden projecting sign on an existing bracket. The linear building frontage is 20 feet. The allowable signage is 20 square feet. The project is located in El Pueblo Viejo Landmark District.)

(10:57)

Present: Edward Cella, Applicant.

Motion: Final Approval as submitted.

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

CONCEPT REVIEW – NEW**5. 1905 CLIFF DR**

C-P/R-2/SD-3 Zone

Assessor's Parcel Number: 045-015-007
 Application Number: SGN2008-00129
 Owner: Babai Trust
 Applicant: Signs by Ken
 Business Name: Giovanni's

(Proposal for three new signs: One 6 square foot curved hanging metal cabinet with red LED halo lit letters; and two 9.5 square foot (each) wood sandblasted hanging signs. Total signage requested is 25 square feet. The linear building frontage is 45 feet. The allowable signage is 45 square feet.)

(11:00)

Present: Ken Sorgman, Signs by Ken; and Debra Babai, Owner.

Motion: Continued two weeks to Full Committee with the following comments:
1) The Committee finds that Sign A could be acceptable, but needs more detailing and the face of the lettering needs to be recessed from the face of the stucco. **2)** Applicant to reduce the letter size to allow for a brown outline to be painted on the border of the cabinet. **3)** Sign B is acceptable as proposed. **4)** Sign C to be relocated one or two bays further away from the corner of the building. **5)** The two wooden signs should have solid rod hangers from the beam above.

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

CONCEPT REVIEW – CONTINUED**6. 791 CHAPALA ST**

C-2 Zone

Assessor's Parcel Number: 037-082-006
 Application Number: SGN2008-00120
 Owner: John Dewilde
 Applicant: Signs by Ken
 Business Name: Silver Greens

(Proposal for five exterior signs, including two wood hanging signs: [Signs A and B] 5 square feet (each); two metal wall signs: [Sign C] 11.08 square feet and [Sign D] 2.48 square feet; and a painted window sign: [Sign E] 0.66 square feet. Total signage requested is 24.22 square feet. The "Paseo Chapala" 6 square foot wall sign with pin mounted metal letters would be relocated as part of this proposal. There is an approved "Paseo Chapala" sign program in place. The linear building frontage is 66 feet. The allowable signage is 25 square feet. The project is located in El Pueblo Viejo Landmark District.)

(An exception is requested to exceed the maximum allowable letter height, resulting in a 12.25 inch letter height.)

(11:15)

Present: Ken Sorgman, Signs by Ken; and Brian Roacha, Silver Greens

Motion: **Continued two weeks to Full Committee with the following comments:** 1) The proposal needs to conform to the approved Sign Program with the architect's involvement or the Sign Program needs to be formally revised. 2) The Committee accepts the proposed revised #7186N Bonzai Green LRV31 color from the color schedule of August 15, 2008, for the sandblasted blade signs only. 3) The proposed off-white color is not acceptable, and should match the off-white color approved for the neighboring business, Esau's Café.

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

CONCEPT REVIEW – NEW**7. 506 STATE ST**

C-M Zone

Assessor's Parcel Number: 037-173-020
 Application Number: SGN2008-00131
 Owner: RTK Associates
 Applicant: Nicole William
 Business Name: Bungalow Gift and Home

(Proposal for an "as built" 4.6 square foot projecting wooden sign with a 0.42 square foot ATM sign. Total signage requested is 5.02 square feet. This application is to abate ENF2008-00830. The linear building frontage is 26 feet. The allowable signage is 26 square feet. The project is located in El Pueblo Viejo Landmark District.)

(11:34)

Present: Nicole Williams, Applicant.

Motion: **Final Approval with the following conditions:** 1) The “ATM” signage is unacceptable and shall be removed. 2) The hardware connecting the projecting sign to the bracket is to be painted black to match the color of the bracket. 3) The electrical cords serving the light fixtures on the bracket are to be rerouted so as to be inconspicuous.

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

CONCEPT REVIEW – CONTINUED

8. 521 STATE ST

C-M Zone

Assessor’s Parcel Number: 037-172-004
 Application Number: SGN2008-00116
 Owner: Ruth Ira Kyes
 Applicant: Jeanette Hedrickson
 Business Name: Retroville

(Proposal for a 6 square foot painted wooden wall sign and a 5.75 square foot painted double sided projecting sign. Total signage requested is 11.75 square feet. The linear building frontage is 24 feet. The allowable signage is 24 square feet. The project is located in El Pueblo Viejo Landmark District.)

(11:43)

Present: Jeanette Hedrickson, Applicant; Andrew McBrad, Agent.

Motion: **Continued one week to Conforming Signs Review with the following comments:** 1) The bracket as proposed is not acceptable. The existing bracket would be acceptable if it remains in place. 2) Applicant to return with details for the hanging bracket hardware. 3) The sheen of the paint for both the projecting sign and the wall sign are to be a satin finish instead of semi gloss.

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

CONCEPT REVIEW – NEW

9. 1131 STATE ST

C-2 Zone

(11:54) Assessor’s Parcel Number: 039-231-037
 Application Number: SGN2008-00124
 Owner: 1129 State Street, LLC
 Applicant: Luke Tillery
 Contractor: Swain Signs
 Business Name: Peet’s Coffee & Tea

(Proposal for six new signs, including aluminum walls signs with internally illuminated reverse channel letters: [Signs A and D] are 7.6 square feet (each); window signs made of flat aluminum panels that are internally illuminated (fluorescent lamps): [Signs C and F] are 3.8 square feet (each); double-sided aluminum blade signs: [Signs B and E] are 2.1 square feet (each). Total signage requested is 27 square feet. The linear building frontage is 21.4 feet. The allowable signage is 21.4 square feet. The project is located in El Pueblo Viejo Landmark District.)

(An exception is requested to exceed the allowable square footage of signage, for materials proposed, and to allow internally illuminated signs.)

(11:54)

Present: Luke Tillery, Applicant.

Motion: Continued two weeks to Full Committee with the following comments: 1) Signs A and D (wall signs): are not acceptable, as they do not relate to pedestrian scale and conflict with the architecture. 2) Signs C and F (window signs): are potentially acceptable in size and location, but the plastic materials and method of illumination is not approvable in the district; the Applicant is encouraged to find a more traditional approach. 3) Signs B and E (blade signs): the signboard graphics are acceptable, but all finishes must be painted with no plastic exposed; it is suggested the applicant utilize a sandblasted wood sign. 4) The brackets are too contemporary for the El Pueblo Viejo Landmark District; the Applicant must return with a more traditional bracket design.

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

CONCEPT REVIEW – NEW

10. **121 S HOPE AVE F123** C-2/SD-2 Zone
 Assessor’s Parcel Number: 051-010-014
 Application Number: SGN2008-00126
 Owner: Patricia S. Nettleship, Trustee
 Applicant: R&R Custom Signs
 Business Name: Louis Vuitto

(Proposal for 3 wall signs: [Sign A) is a 6.28 square foot back-lit LED reverse channel pin-mounted aluminum foot wall sign located on interior mall facade; [Signs B and C) are 6.25 square feet (each) backlit aluminum and acrylic wall signs, for a total of 18.78 square feet. There is an approved "La Cumbre Plaza Tenant Design Criteria" in place. The linear building frontage is 30 feet. The allowable signage is 30 square feet.)

(An exception is requested for 24 inches over the maximum allowable letter height.)

(12:10)

Present: Applicant not present.

Motion: Continued two weeks to Full Committee with the following comments: 1) The Committee found the (large size of the) logo unacceptable as proposed. 2) Staff to research whether the wall graphic on the construction barrier constitutes a billboard, and if such, applicant to abate such banner violation per Sign Ordinance requirements before further review.

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

CONCEPT REVIEW – CONTINUED**11. 3835 STATE ST C-50A**

C-2/SD-2 Zone

(12:15)

Assessor's Parcel Number: 051-010-007
 Application Number: SGN2008-00089
 Owner: Riviera Dairy Products
 Applicant: The Conceptual Motion Company
 Business Name: William-Sonoma, Inc.

(The project consists of a tenant improvement and a store expansion which require new signage. Proposal for two new polycast wall signs totaling 36.63 square feet, two new wall medallions totaling 8.83 square feet, three new vinyl window signs totaling 6.31 square feet, and one 8.5 square foot awning sign. New signage requested totals 60.27 square feet. Existing signage to remain totals 31.6 square feet. Total for new and existing is 92.07 square feet. There is an approved "La Cumbre Plaza Tenant Design Criteria" in place. The linear building frontage is 95.5 feet. The allowable signage is 72 square feet.)

(Exceptions are requested to allow the tenant to exceed the maximum allowable letter height of 12 inches for one interior wall medallion, and to exceed the maximum allowable square footage for overall signage.)

It was noted during the meeting that the afore-mentioned exceptions are no longer requested and no longer applicable to the project.

(12:15)

Present: Angie Westfall, the Conceptual Motion Company.

Motion: **Continued two weeks to Full Committee with the following comments:** 1) The interior mall elevation wall signage is acceptable as proposed; however the Committee is troubled regarding the excessive lighting approach with the proposed seven gooseneck lighting fixtures at the main front and rear elevations. The Applicant is to study an alternative lighting approach as the Committee feels the amount of light output of seven fixtures is excessive, and that anything more than four gooseneck fixtures would be considered excessive. 2) The paseo elevation wall sign location is unacceptable and should be relocated closer to the interior mall above the awnings. 3) The rear parking lot signage is acceptable as proposed, except the lighting is excessive, and the same comments regarding the lighting on the interior mall elevation wall signage apply.

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

Committee member read the applicant's application letter to the Committee.

**** MEETING ADJOURNED AT 12:33 P.M. ****