



City of Santa Barbara Planning Division

SIGN COMMITTEE MINUTES

Tuesday, December 9, 2008 **David Gebhard Public Meeting Room: 630 Garden Street** **8:30 A.M.**

COMMITTEE MEMBERS:
NATALIE COPE, Chair - ABSENT
(VACANT), Vice-Chair
BOB CUNNINGHAM - PRESENT
STEVE HAUSZ (HLC) - PRESENT
PAUL ZINK (ABR) - PRESENT

ALTERNATES: ALEX PUJO (HLC) - ABSENT CLAY AURELL (ABR) - ABSENT
CITY COUNCIL LIAISON: GRANT HOUSE - ABSENT DALE FRANCISCO (ALTERNATE) - ABSENT

STAFF:
RENEE BROOKE, Senior Planner - PRESENT
ELVA de la TORRE, Planning Technician – PRESENT
GINNY HOWARD, Zoning Enforcement Officer – PRESENT
KATHLEEN GOO, 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 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. Materials related to an item on this agenda submitted to the Sign Committee after distribution of the agenda packet are available for public inspection in the Community Development Department located at 630 Garden St., during normal business hours. 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.

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.

POSTING: That on Friday, December 5, 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 (8:30):**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 posed at the beginning of the meeting.

The Committee reopened public comment at 10:52, at the end of the meeting.

Mr. Wasantha Mohottige commented on previous Sign Committee request for oversize drawings.

Ms. de la Torre gave the Board an update on 32 abated signage enforcement cases, and 106 pending sign enforcement cases for the period of November 1st through December 5th. Committee member Cunningham requested an update on his requested enforcement sweep on all gas station price signs in Santa Barbara; staff to research.

Public comment closed again at 11:11.

B. Approval of the minutes of the Sign Committee meeting of November 25, 2008.

Motion: **Approval of the minutes of the Sign Committee meeting of November 25, 2008, with corrections.**

Action: Hausz/Cunningham, 3/0/0. (Cope absent.)

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review for November 25, 2008 and December 3, 2008 are listed below:

1. Del Sol, 1014 State Street – Final Approval with conditions.
2. Wells Fargo Mortgage, 1165 Coast Village Road – Final Approval with conditions.
3. Prestige Hand Car Wash, 524 N. Milpas Street – Final approval as submitted.
4. Lucy's Boutique, 126 N. Milpas Street – Final approval as submitted.
5. Quiznos, 1213 State Street – Final approval as submitted.
6. Tamsen Gallery, 3588 State Street – Final approval as submitted.
7. Van Sande Structural Construction, 1 N. Calle Cesar Chavez – Final approval as submitted.

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

Ms. De La Torre announced that Committee member Natalie Cope will be absent from today's meeting, and Bob Cunningham will be substituting for her on Conforming Sign Review next week.

Committee member Zink announced that he will be resigning from the Sign Committee Board beginning in the new year. The new Chair of the Sign Committee will be made aware of his resignation and a new ABR liaison Sign Committee member will be assigned.

E. Possible Ordinance Violations and enforcement updates.

Committee member Zink reported the following violations:

1. Circuit City, 3761 State Street: "Out of Business" banner violation.

Committee member Cunningham reported the following violations:

1. 524 N. Milpas Street - sandwich board violation.

Committee member Hausz reported the following violation:

1. Silvergreens, 791 Chapala Street: "Now Open" banner violation.

CONCEPT REVIEW – NEW**1. 303 W CARRILLO ST**

C-2 Zone

Assessor's Parcel Number: 039-302-008
 Application Number: SGN2008-00172
 Applicant: Apex Imaging Services
 Owner: Susan Sandelman, Trustee (for) Laurie
 Business Name: Conoco Phillips Company

(Proposal to replace an existing monument sign with a new 24 square foot monument sign illuminated with existing previously approved lighting, and face change for two existing wall signs at 19.44 square feet (each); signage for dispenser valances, toppers and doors at 17.37 square feet, for a total of 80.25 square feet. The linear building frontage is 46 feet. The allowable signage is 46 square feet. The project is located in El Pueblo Viejo Landmark District.)

(An exception is requested and findings are required for 34.25 square feet over the allowable signage of 46 square feet. The paint color for the canopy requires Historic Landmarks Commission approval, which the applicant has submitted for review.)

(8:41)

Present: Thomas Kaiser, Apex Imaging Services.

Motion: Continued indefinitely to Full Committee with comments:

- 1) Sign A: The Committee appreciates re-use of sandblasted wood as the material. Applicant to return with scaled construction drawings, material call-outs, and to address edge condition of the signage.
- 2) Utilize a warmer shade of grey color for signage.
- 3) For both Signs B: The internal illumination and plastic material is not acceptable in El Pueblo Viejo Landmark District. Applicant to return with an acceptable proposal that meets EPV guidelines and fits within the allowable signage area.
- 4) The pumps: The text on the valances need to be within the required 1½ square foot area limit, and the text is to be under 2-inch height limit.

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

CONCEPT REVIEW – CONTINUED**2. 922 LAGUNA ST**

C-2 Zone

Assessor's Parcel Number: 029-302-015
 Application Number: SGN2008-00087
 Owner: Herbert L. and Barbara Reff, Trustees
 Applicant: DJM Development Partners
 Business Name: DJM Development Partners, Inc.
 Business Name: Parton & Edwards

(Revised project proposal: one new 3.8 square foot ceramic tile wall sign. The linear building frontage is 50 feet. The allowable signage is 20 square feet. The project is located in El Pueblo Viejo Landmark District.)

(9:05)

Present: Amy Dowd, DJM Development Partners.

Motion: Continued one week to Conforming Sign Review with comments:

- 1) Originality and creativity of proposed signage is appreciated.
- 2) The “mango madness” colored tile is too bright and should be a more subdued hue.
- 3) Return with more accurate signage color representation.
- 4) The proposed relocation of the existing lighting, to be centered between the door and the window, is acceptable as noted on the plans.

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

CONCEPT REVIEW – CONTINUED**3. 18 W ANAPAMU ST**

C-2 Zone

Assessor's Parcel Number: 039-182-019
 Application Number: SGN2008-00164
 Applicant: Goodland Signs
 Owner: Charles Delaney Ealand II, Trustee
 Business Name: Kernohan's Toys

(Revised description: proposal for five new signs: one 4.86 square foot hand-painted wall sign; one 0.7 square foot hand painted directional sign; two vinyl window signs at 0.45 square feet each; one 3.9 square foot wooden sandblasted projecting sign hanging on an existing unpermitted bracket, for a total of 10.36 square feet. The linear building frontage is 40 feet. The allowable signage is 20 square feet. The project is located in El Pueblo Viejo Landmark District.)

(9:15)

Present: Paul Strickland, Goodland Signs.

Motion: Final Approval as submitted with the following conditions:

- 1) The hanging blade Sign A, the painted wall Sign B, and window lettering for Sign C in two locations are all acceptable as proposed.
- 2) Chains on the hanging Sign A are to be heavy gauge as noted on the plans.

Action: Hausz/Cunningham, 2/0/1. (Zink abstained, Cope absent) Motion carried.

CONCEPT REVIEW – CONTINUED**4. 1905 CLIFF DR**

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

Assessor's Parcel Number: 045-015-007
 Application Number: SGN2008-00179
 Applicant: Signs By Ken
 Owner: Babai Trust
 Business Name: Russa Yog Yoga

(Proposal for two new signs: one 9 square foot hanging sign made of sandblasted wood; one 6 square foot sandblasted wooden wall sign, for a total of 15 square feet. The linear building frontage is 45 feet. The allowable signage is 45 square feet.)

(9:20)

Present: Ken Sorgman, Signs By Ken.

Motion: Continued one week to Conforming Sign Review with the following comment that the applicant is to return with Sign A alternate to be dimensioned with the space between top of the sign and the beam increased by 1 to 2 inches, an overall sign height not to exceed 14 inches, and suggested additional length at each end.

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

CONCEPT REVIEW – CONTINUED

5. **721 CHAPALA ST**

C-2 Zone

Assessor's Parcel Number: 037-082-006
Application Number: SGN2008-00184
Applicant: Signs By Ken
Owner: BDC Paseo Chapala, LLC
Business Name: Paseo Chapala

(Revised description: Proposal to add Halo-lit letters to the approved sign program and relocate existing approved Paseo Chapala building 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.)

(9:26)

Present: Ken Sorgman, Signs By Ken.

Motion: To accept the approval letters into the record from the Resident/Paseo Chapala Office Association for the revision of the Sign Program to allow the halo-lit signage for the two corner commercial restaurants, Esau's Café and Silvergreens, in the Paseo Chapala mixed-use building.

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

CONCEPT REVIEW – NEW

6. **1101 ANACAPA ST**

C-2 Zone

Assessor's Parcel Number: 039-232-018
Application Number: SGN2008-00185
Applicant: Signs By Ken
Owner: 1101 Anacapa, LLC
Agent: Investec

(Proposal for a new Sign Program for a building with four tenants. The linear building frontage is 108 feet. The allowable signage is 90 square feet. The project is located in El Pueblo Viejo Landmark District.)

(9:28)

Present: Ken Sorgman, Signs By Ken.

Motion: Continued two weeks to Full Committee with comments:

- 1) Owing to the location of the project across from the Santa Barbara Court House, the Committee has concerns to find appropriate signage for multiple tenants.
- 2) The Committee does not find it acceptable to have four different names on the two façades of the building.

Two proposals discussed:

- a. Either name the building and place that name on both sides of the building corner, or
- b. Provide signage in that location for the main tenant of the building.
- c. Provide a directory sign at the corners of the building or other acceptable location with the address numerals identifying all four tenants.

- 3) Applicant to propose window signage or entry door signage.

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

CONCEPT REVIEW – NEW7. **414 E COTA ST**

C-M Zone

Assessor's Parcel Number: 031-212-001
 Application Number: SGN2008-00186
 Applicant: Benton Signs
 Owner: Cota Holdings, LLC
 Business Name: Rincon Broadcasting

(Proposal for seven new window signs: one 2.18 square foot window sign; two 1 square foot (each) logo window signs; one 0.85 square foot logo sign; one 1.11 square foot logo sign; one 0.66 square foot logo sign; one 0.81 square foot logo sign, for a total of 7.61 square feet. The linear building frontage is 105 feet. The allowable signage is 65 square feet.)

(9:41)

Present: David Benton, Benton Signs.

Motion: Final Approval as submitted.

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

CONCEPT REVIEW – NEW8. **1221 CHAPALA ST**

C-2 Zone

Assessor's Parcel Number: 039-172-002
 Application Number: SGN2008-00187
 Applicant: Benton Signs
 Owner: Montgomery Revocable Family Trust
 Business Name: The Winehound

(Proposal for a new 4 square foot blade sign made of redwood to be installed on an existing approved bracket, and to lower approved wall sign one foot from previously approved location. The linear building frontage is 31 feet. The allowable signage is 31 square feet. The project is located in El Pueblo Viejo Landmark District.)

(9:46)

Present: David Benton, Benton Signs.

Motion: Final Approval with conditions:

- 1) Sign A: The space between the bottom of the sign and the top of the arch is to be at least 6-inches in height.
- 2) The new blade sign dimensions are to be identical in size and shape to the one above.
- 3) The temporary blade sign is approved until replaced with the new permanent sign.

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

CONCEPT REVIEW – NEW

9. **922 CARPINTERIA ST**

C-P Zone

Assessor's Parcel Number: 017-212-013

Application Number: SGN2008-00181

Applicant: Freedom Signs

Owner: MSB Properties, Inc.

Business Name: Bellissima Beauty Supply & Salon

(Proposal to obtain permits for five "as-built" signs: one 21 square foot can sign; one 16 square foot pin-mounted dimensional letters wall sign; one 4 square foot metal can sign; two vinyl window signs at 1.375 (each), for a total of 43.75 square feet. This application is to abate ENF2008-00924. The linear building frontage is 65 feet. The allowable signage is 65 square feet.)

(9:53)

Present: Dan Morris, Freedom Signs.

Motion: Final Approval with conditions:

- 1) Sign C is to be removed.
- 2) All holes in the building are to be patched and painted to match building color.

Action: Cunningham/Zink, 2/1/0. (Hausz opposed/Cope absent) Motion carried.

CONCEPT REVIEW – NEW

10. **2946 DE LA VINA STREET**

C-2/SD-2 Zone

Assessor's Parcel Number: 051-122-008

Application Number: SGN2008-00193

Applicant: Freedom Signs

Owner: Foothill Pacific, LLC

Business Name: Foothill Pacific, LLC

(Proposal for a new 14.5 square foot wooden panel ground sign. The linear building frontage is 60 feet. The allowable signage is 60 square feet.)

(10:05)

Present: Dan Morris, Freedom Signs.

Motion: Continued two weeks to Full Committee at the applicant's request.

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

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

CONCEPT REVIEW – NEW

11. 11 W DE LA GUERRA

C-2 Zone

Assessor's Parcel Number: 037-400-014
 Application Number: SGN2008-00191
 Applicant: Rebecca Klarich
 Contractor: Ben Bradley
 Owner: Balboa Building Company, LLC
 Business Name: Live Culture

(Proposal for five new signs: one 7.0 square foot projecting sign with a sandblasted "faux wood" finish; one 3 square foot wall sign with a sandblasted "faux wood" finish; one 3 awning sign made of vinyl letters; two 2 square foot (each) vinyl window signs, for a total of 15 square feet. The linear building frontage is 37 feet. The allowable signage is 18.5 square feet. The project is located in El Pueblo Viejo Landmark District.)

(10:13)

Present: Ben Bradley, Contractor; and Rebecca Klarich, Owner.

Motion: Continued indefinitely to Full Committee with comments:

- 1) Signs A and C: Applicant to provide another material sample to show the sandblasted texture on the faces and edges of the signage.
- 2) The purple color appears to be acceptable, but the applicant needs to submit an actual sample from the color deck.
- 3) Sign B: Provide a scaled elevation at larger scale of those locations with dimensions of letter size and the clear space around them.
- 4) Sign C: The bracket materials need to be appropriate to El Pueblo Viejo Landmark District, including the design and detailing.
- 5) Sign C: The sign board is too large and the lettering size is excessive.
- 6) Sign D: Dimension the valance. The 10-inch letter height is excessively large and needs to be reduced.
- 7) Remove "TM" designation on all signage.

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

CONCEPT REVIEW – NEW

12. 3721 MODOC RD

E-3/R-2 Zone

Assessor's Parcel Number: 049-030-018
 Application Number: SGN2008-00190
 Applicant: Paul Musgrove
 Owner: Emanuel EV Luth CH/SB
 Business Name: Santa Barbara Christian School

(Proposal for one double sided 8 square foot ground sign made of "Faux-Sand Blasted" wood. The linear building frontage is 90 feet. The allowable signage is 90 square feet.)

(10:29)

Present: Paul Musgrove, Applicant.

Motion: Continued one week to Conforming Sign Review with comments:

- 1) The white background color of the ground sign should be grayer or less bright.
- 2) Increase the post size to 6"X 6" of redwood material, leave the natural color of the wood, and apply a protective clear finish.
- 3) Copy on the sign to be lowered in position and the address numerals are to be located at the top of the sign and centered.
- 4) Signboard on wall underneath existing Sign 2: staff to research the permit history and, if signage is not approved, the sign is to be either removed or the application expanded to include a new proposal.

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

CONCEPT REVIEW – NEW

13. **9 E DE LA GUERRA ST**

C-2 Zone

Assessor's Parcel Number: 037-052-027

Application Number: SGN2008-00192

Applicant: SBTHP

Owner: Mary Kirkpatrick

Owner: Santa Barbara Trust for Historic Preservation

Business Name: Casa De La Guerra

(Proposal for a new 9.5 square foot interpretive ground sign. The project is located in the historical site; "Casa De La Guerra." the linear building frontage is 159 feet. The allowable signage is 20 square feet. The project is located in El Pueblo Viejo Landmark District.)

(10:41)

Present: Mary Kirkpatrick, Owner.

Motion: Continued indefinitely to Conforming Sign Review with comments:

- 1) Use 6"X 6" posts, and keep the dimensions and space between the posts the same.
- 2) The connectors at the posts and at the corners of the frame are to be carefully detailed to reflect the historic nature of the setting/environment.
- 3) Applicant to consider the height and location of the sign and access requirements of the Americans with Disabilities Act and Title 24.

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

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

CONCEPT REVIEW – NEW

14. **1421 CHAPALA ST**

R-4 Zone

Assessor's Parcel Number: 039-062-015
Application Number: SGN2008-00194
Applicant: Freedom Signs
Owner: Efekta Schools, Inc.
Business Name: EF Language School

(Proposal to obtain permits for four "as-built" signs: one 0.87 square foot plastic wall sign; one 2.55 square foot plastic wall sign; one 0.87 square foot aluminum wall sign; one 1.25 square foot vinyl window sign, for a total of 5.54 square feet. This application is to abate ENF2008-01233. The linear building frontage is 95 feet. The allowable signage is 95 square feet.)

(10:06)

Present: Dan Morris, Freedom Signs.

Motion: Continued indefinitely to Full Committee with comments:

- 1) Signs A and D do not relate to an entrance; making it difficult to justify such signage.
- 2) On the basis that the proposed structure is listed on the Historic Structures list, the proposed signage is not acceptable as proposed.
- 3) Applicant to return with a more acceptable proposal.

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

**** MEETING ADJOURNED AT 11:06 P.M. ****