



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Tuesday, January 20, 2009 David Gebhard Public Meeting Room: 630 Garden Street 8:34 A.M.

COMMITTEE MEMBERS: NATALIE COPE, *Chair* - PRESENT
 BOB CUNNINGHAM, *Vice-Chair* - PRESENT
 JOSHUA PEMBERTON - PRESENT
 DAWN SHERRY (ABR) – PRESENT UNTIL 10: 03 A.M.
 LOUISE BOUCHER (HLC) - 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 - ABSENT
 ELVA de la TORRE, Planning Technician - 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 Thursday, January 15, 2009, 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 (8:35):**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 January 6, 2009.

Motion: **Approval of the minutes of the Sign Committee meeting of January 6, 2009, with corrections.**

Action: Cunningham/cope, 2/0/0. (Boucher/Sherry abstained).

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from January 6, 2009 to January 13, 2009 are listed below:

1. Jane, 1311 State Street – Final Approval as submitted.
2. Saigon In & Out, 1230 State Street –Approval with conditions.

3. Superior Classics, 822 N. Milpas Street – Approval with conditions.
4. Santa Barbara Christian School, 3721 Modoc Road – Final Approval as submitted.
5. Cottage Hospital Sign Program, 320 W. Pueblo Street – Final Approval as submitted.
6. Color Me Mine, 819 State Street, #A – Final Approval as submitted.
7. Café Shell, 1112 State Street – Final Approval as submitted.

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

Ms. de la Torre made the following announcements:

1. Committee member Cunningham will be stepping down from Items #2 and #4.
2. Agenda Item #3, 1085 Coast Village Road was postponed at the applicant's request.
3. Agenda Item #2, 3333 State Street was supposed to be reviewed on the Conforming Calendar, but was mistakenly placed on the meeting agenda for review today and the Committee can either review at today's meeting or refer it to Conforming at another scheduled date, if it wishes. The Committee chose to review the item at today's meeting.
4. Agenda Item #4, 1906 Cliff Drive has an added exception request for going over the allowable signage square footage that should also be considered for that item. The Applicant has paid all applicable fees and submitted their applicant letter.

E. Possible Ordinance Violations and enforcement updates.

None.

CONCEPT REVIEW – CONTINUED

1. **3411 STATE ST**

C-P/SD-2 Zone

Assessor's Parcel Number: 051-063-012
 Application Number: SGN2008-00206
 Applicant: Franco Rizzo
 Owner: Richard James, Inc.
 Business Name: The Corner Liquor Store

(Proposal to permit an "as-built" 12 square foot internally illuminated fluorescent lite-box. This application is to abate ENF2008-00535. The linear building frontage is 15 feet. The allowable signage is 15 square feet.)

(8:40)

Present: Alex Marshall, Agent for Applicant and Owner.

Motion: Final Approval as submitted with the condition that the light fixture is to be confirmed as permitted, and if not, the light fixture is to be removed before the installation is approved by the inspector.

Action: Cunningham/Pemberton, 5/0/0. Motion carried.

CONCEPT REVIEW – CONTINUED**2. 3333 STATE ST.**

C-L/C-P/SD-2 Zone

Assessor's Parcel Number: 051-100-002
Application Number: SGN2009-00001
Applicant: Dave's Signs
Owner: Emily & James Deloreto, Trust
Business Name: Red Wing Shoes

(Proposal for a new 20 square foot aluminum panel wall sign with Halo-lit Reverse Pan Channel Letters. The linear building frontage is 31 feet. The allowable signage is 31 square feet.)

(8:42)

Present: Chris Compton, Dave's Signs.

Motion: Final Approval as submitted.

Action: Boucher/Pemberton, 4/0/0. (Cunningham stepped down). Motion carried.

CONCEPT REVIEW – CONTINUED**3. 1085 COAST VILLAGE RD**

C-1/SD-3 Zone

Assessor's Parcel Number: 009-281-003
Application Number: SGN2008-00204
Architect: Liddy McKenzie
Applicant: Gettler-Ryan Inc.
Owner: Chevron, USA, Inc.
Business Name: Chevron USA, Inc.

(Proposal to replace three signs with new trademark logos and install four new signs: reface one previously permitted monument sign at 19.4 square feet; reface two logo wall signs with each at 9.8 square feet; and install four new double sided dispenser signs which include spanners and skirts. The linear building frontage is 86 feet. The allowable signage is 65 square feet.)

Postponed at the applicant's request.

**** THE COMMITTEE BRIEFLY RECESSED AT 8:45 A.M., AND RECONVENED AT 9:06 A.M. *****

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

CONCEPT REVIEW – CONTINUED

4. **1906 CLIFF DR** C-P/R-2 Zone

Assessor's Parcel Number: 035-141-008
 Application Number: SGN2008-00202
 Contractor: Signs By Ken
 Owner: McDonald's Corporation
 Business Name: McDonald's

(Proposal to permit an "as-built" 8.7 square foot panel to a previously approved and permitted three panel menu board, for a total of four panels. This application is to abate ENF2008-01128. The linear building frontage is 58 feet. The allowable signage is 58 square feet.)

(9:11)

Motion: To table Item #4.
 Action: Sherry/Cope, 4/0/0. Motion carried.

Motion: To untable Item #4.
 Action: Cope/Sherry, 4/0/0. Motion carried.

(9:13)

Present: Ken Sorgman, Signs By Ken; and Marco Gavilanes, Supervisor, McDonald's Corp.

Motion: Continued two weeks to Full Committee with comments:
 1) Applicant to research reducing the size of the existing west facing wall sign.
 2) Add a driveway menu board.
 Action: Sherry/Pemberton, 4/1/0. (Cunningham stepped down, Boucher opposed). Motion carried.

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

CONCEPT REVIEW – NEW

5. **360 OLIVE ST** M-1 Zone

Assessor's Parcel Number: 031-351-001
 Application Number: SGN2009-00002
 Contractor: Signs By Ken
 Owner: Olive Court Partners L/P
 Business Name: Control Point, Corporation

(Proposal for two new 14.86 square feet (each) wall signs with flush mounted individual letters, for a total of 29.72 square feet. The linear building frontage is 156 feet. The allowable signage is 90 square feet.)

(9:07)

Present: Ken Sorgman, Signs By Ken; and Neal Briscan, Control Point, Corp.

Motion: Final Approval as submitted.
 Action: Cunningham/Boucher, 5/0/0. Motion carried.

CONCEPT REVIEW – NEW**6. 3504 STATE ST**

C-2/SD-2 Zone

Assessor's Parcel Number: 053-313-009
Application Number: SGN2009-00003
Contractor: Signs By Ken
Owner: Teng & Shen's Corporation
Business Name: Sunset Motel

(Proposal to permit three "as-built" signs: one previously approved 24 square foot ground sign; one two square foot "No Vacancy" hanging neon sign; and one two square foot "office" neon wall sign, for a total of 28 square feet. This application is to abate ENF2008-00529. The linear building frontage is 80 feet. The allowable signage is 65 square feet.)

(9:33)

Present: Ken Sorgman, Signs By Ken; and Jean Jaques Teng, Owner.

Motion: Final Approval as submitted with the condition that the vending machine (signage) is to return to Conforming Review for approval.

Action: Cunningham/Boucher, 5/0/0. Motion carried.

CONCEPT REVIEW – NEW**7. 1019 CHAPALA ST**

C-2 Zone

Assessor's Parcel Number: 039-272-009
Application Number: SGN2008-00200
Applicant: Freedom Signs
Owner: Chapala Partners, LLC
Business Name: Chicago Title

(Proposal for two new three-dimensional letter wall signs at 8.6 square feet each, for a total of 17.2 square feet. The linear building frontage is 26 feet. The allowable signage is 26 square feet. The project is located in the El Pueblo Viejo Landmark District.)

(9:39)

Present: Dan Morris, Freedom Signs.

Motion: Final Approval as submitted.

Action: Boucher/Pemberton, 4/0/0. Motion carried.

CONCEPT REVIEW – NEW**8. 33 W ANAPAMU ST** C-2 Zone

Assessor's Parcel Number: 039-231-001
 Application Number: SGN2009-00004
 Applicant: Freedom Signs
 Owner: Katherine Elaine Kearny
 Business Name: Fiesta the Money Store

(Proposal to permit three "as-built" signs and one new sign: two window signs are 3.99 square feet each; one awning sign is 2.13 square feet; and one new hanging sign is 2.5 square feet, for a total of 12.61 square feet. This application is to abate ENF2008-01438. 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.)

(9:40)

Present: Dan Morris, Freedom Signs.

Motion: Continued two weeks to Conforming Sign Review with comments:

- 1) Signage to conform to the El Pueblo Viejo Landmark District guidelines for serif font for all sign lettering.
- 2) Examine possibility of keeping only two of the four proposed awning and window signs, as either the projecting or awning signage would be allowed, but not both. Committee suggests the applicant keep the proposed awning signs, remove the window signs, and add a pedestrian scale door sign with a smaller letter font.
- 3) Return with improved coordinated sign colors.

Action: Boucher/Cunningham, 5/0/0. Motion carried.

CONCEPT REVIEW – NEW**9. 902 LAGUNA ST** C-2 Zone

Assessor's Parcel Number: 029-302-013
 Application Number: SGN2009-00005
 Applicant: Freedom Signs
 Owner: Blood Systems, Inc.
 Business Name: United Blood Services

(Proposal for two new wall signs: one 12.6 square foot and one 10.2 square foot, both made of wood and vinyl, for a total of 22.8 square feet. 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.)

(9:49)

Present: Dan Morris, Freedom Signs.

Motion: Continued two weeks to Conforming Sign Review with comments:

- 1) Return with color sample for panel that matches the color of the building wall color.
- 2) Return with signage mounted on a panel, matching the color of the wall, and remove the black border.

Action: Cunningham/Sherry, 5/0/0. Motion carried.

CONCEPT REVIEW – NEW**10. 609 N MILPAS ST** C-2 Zone

Assessor's Parcel Number: 031-181-011
Application Number: SGN2009-00006
Applicant: Freedom Signs
Owner: Goodfield Family Revocable Trust
Business Name: Subway

(Proposal for a new 3.3 square foot wood and vinyl projecting sign to hang on new bracket. The linear building frontage is 22 feet. The allowable signage is 22 square feet.)

(9:52)

Present: Dan Morris, Freedom Signs.

Motion: Final Approval with the condition that the attachment to the sign panel is to be with black painted eye-screws.

Action: Cunningham/Boucher, 5/0/0. Motion carried.

CONCEPT REVIEW – NEW**11. 18 E CANON PERDIDO ST** C-2 Zone

Assessor's Parcel Number: 037-052-003
Application Number: SGN2009-00008
Owner: David Edward & Julieanne Hybert
Business Name: Float Luxury Spa

(Proposal for two new signs: one 3.78 square foot wooden projecting wall sign to hang on a previously approved bracket; and one 6.87 square foot wall sign made of individual letters mounted to a wooden panel board, for a total of 10.65 square feet. The linear building frontage is 21.3 feet. The allowable signage is 21.33 square feet. The project is located in the El Pueblo Viejo Landmark District.)

(9:56)

Present: Natalie Rue, Agent; and Stephanie Faylin, Agent for Owners.

Motion: Continued two weeks to Conforming Sign Review with comments:

- 1) The panel of the sign is to be painted a color to match the building.
- 2) Return with color sample of panel sign color that matches the building color.
- 3) The mounting chain is to be the same thickness or larger, and black in color.

Action: Cunningham/Boucher, 5/0/0. Motion carried.

**** THE COMMITTEE BRIEFLY RECESSED AT 10: 03 A.M., AND RECONVENED AT 10:23 A.M. *****

CONCEPT REVIEW – NEW**12. 614 N MILPAS ST** C-2 Zone

Assessor's Parcel Number: 031-183-023
Application Number: SGN2009-00011
Applicant: Benton Signs
Owner: Mary Lou Sherwin, Survivor's Trust
Business Name: Livingreen

(Proposal for four new signs: one 7.75 square foot wooden wall sign; two 2 square foot (each) window signs; and one 2.5 square foot wooden hanging sign, for a total of 14.25 square feet. The linear building frontage is 50 feet. The allowable signage is 50 square feet.)

(10:24)

Present: Dave Benton, Benton Signs.

Motion: Final Approval with the condition that the applicant is to return with a revised statistic sheet with the applicable remainder fees applied.

Action: Cunningham/Boucher, 4/0/0. (Sherry absent). Motion carried.

CONCEPT REVIEW – NEW**13. 414 E HALEY ST A** C-M/M-1 Zone

Assessor's Parcel Number: 031-283-005
Application Number: SGN2009-00010
Applicant: Benton Signs
Owner: Paradise Management, LLC
Business Name: Maverick Window & Door

(Proposal for two new signs: one 12.25 square foot wooden wall sign; and one 5.3 square foot wooden hanging sign, for a total of 17.55 square feet. The linear building frontage is 19.5 feet. The allowable signage is 19.5 square feet.)

(10:32)

Present: Dave Benton, Benton Signs.

Motion: Continued two weeks to Conforming Sign Review for Final Approval with comments:

- 1) The incidental sign lettering on bottom of the sign: "custom product, hardware, and mill work" is to be eliminated.
- 2) Side wall panel sign (Sign A) total height is to be reduced in size by at least 3 inches. It is acceptable to relocate the incidental sign lettering into the window signage at a two inch letter height or less.
- 3) Sign B hanging sign is acceptable as submitted.

Action: Cunningham/Boucher, 4/0/0. (Sherry absent). Motion carried.

CONCEPT REVIEW – NEW14. **1129 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-231-037
Application Number: SGN2009-00009
Applicant: Benton Signs
Owner: 1129 State Street
Business Name: San Marcos Building Complex

(Proposal for a new Sign Program for a site with multiple buildings. The Sign Program is to be named the "San Marcos Building Complex." This site is on the California Inventory of Historic Resources. The project is located in the El Pueblo Viejo Landmark District.)

(10:40)

Present: Dave Benton, Benton Signs.

Motion: Continued two weeks to Full Committee with comments:

- 1) All plastic elements are to be removed from all signage.
- 2) Replace all signage foam material with wood.
- 3) All sign lettering to be hand lettering.

Action: Cunningham/Boucher, 4/0/0. (Sherry absent). Motion carried.

Committee comments: Staff to provide the Committee members with a copy of the Sign Program for review, and Committee members are to conduct a site visit prior to the proposed project's return.

**** MEETING ADJOURNED AT 10:57 A.M. ****