



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Tuesday, February 3, 2009 **David Gebhard Public Meeting Room: 630 Garden Street** **8:55 A.M.**

COMMITTEE MEMBERS: NATALIE COPE, *Chair* - PRESENT
 BOB CUNNINGHAM, *Vice-Chair* - PRESENT
 JOSHUA PEMBERTON - ABSENT
 DAWN SHERRY (ABR) – PRESENT @ 8:55 A.M.
 LOUISE BOUCHER (HLC) - ABSENT

ALTERNATES: ALEX PUJO (HLC) – PRESENT @ 9:45 A.M. 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 Friday, January 30, 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 (8:55):**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 20, 2009.

Motion: **Approval of the minutes of the Sign Committee meeting of January 20, 2009, as submitted.**

Action: Cunningham/Sherry, 3/0/0. (Boucher/Pemberton absent).

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from Jan. 22, 2009 to Jan. 29, 2009 are listed below:

1. Casa de la Guerra, 9 E. De La Guerra – Final Approval with conditions.
2. Float Luxury Spa, 18 E. Canon Perdido – Final Approval as submitted.
3. Maverick Window & Doors, 414 Haley St., “A” – Final Approval as submitted.
4. Posh Fine Jewelry, 3317 State St., “B” – Final Approval as submitted.
5. The Golf Klub, 3313 State St., “A” – Final Approval as submitted.
6. Pacific Co., 3309 State St., “A” – Final Approval as submitted.
7. Days Inn, 116 Castillo Street – Final Approval with conditions.
8. Today Nails, 3114 State St. - Final Approval as submitted.

9. Sunset Motel, 3504 State St, – Final Approval with conditions.
10. United Blood Services, 902 Laguna St. - Final Approval as submitted.
11. Mac, 716 State St. – Final Approval with conditions.

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

Ms. de la Torre announced that Item #1, 2946 De La Vina Street, Forester Media, has been continued to the March 3, 2009 Full Committee meeting at the applicant's request.

Ms. Cope announced she would be absent from the next meeting on February 17, 2009.

E. Possible Ordinance Violations and enforcement updates.

Committee member Cunningham reported the following other violations:

1. Rite Aid, 35 S. Milpas: "Welcome" banner violation.

**** THE FOLLOWING ITEM WAS CONTINUED TO THE MARCH 3RD AT THE APPLICANT'S REQUEST. ****

CONCEPT REVIEW – CONTINUED

1. **2946 DE LA VINA STREET** C-2/SD-2 Zone

Assessor's Parcel Number: 051-122-008
 Application Number: SGN2008-00193
 Business Name: Forester Media
 Owner: Foothill Pacific, LLC
 Applicant: Freedom Signs

(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.)

Continued to the March 3, 2009 Full Committee meeting at the applicant's request.

CONCEPT REVIEW – CONTINUED

2. **1421 CHAPALA ST** R-4 Zone

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

(Revised description, proposal for two new signs: one 0.66 square foot hand painted sign and one 0.88 square foot hand painted sign, for a total of 1.54 square feet. This application is to abate ENF2008-01233. The linear building frontage is 95 feet. The allowable signage is 95 square feet.)

(8:57)

Present: Dan Morris, Freedom Signs.

Motion: Final Approval as submitted.

Action: Cunningham/Sherry, 3/0/0. (Boucher/Pemberton absent) Motion carried.

CONCEPT REVIEW – NEW**3. 17 W ORTEGA ST**

C-M Zone

Assessor's Parcel Number: 037-131-022
Application Number: SGN2009-00020
Business Name: Eden
Owner: Garrett and Joann Van Wyk
Applicant: Freedom Signs

(Proposal for three new signs: one 5.5 square foot wall sign made of 3-D letters; and two 2.4 square foot each window signs, for a total of 10.3 square feet. This site is located on the potential historic list, "G Phase I Survey Name: Mission Revival Bldg." The linear building frontage is 20 feet. The allowable signage is 20 square feet.)

(8:59)

Present: Dan Morris, Freedom Signs; and Juliane Fausey, Agent.

Motion: Final Approval with the condition that the signage dimensions are to be called out on the plans.

Action: Cunningham/Sherry, 3/0/0. (Boucher/Pemberton absent) Motion carried.

CONCEPT REVIEW – NEW**4. 104 W MISSION ST**

C-2 Zone

Assessor's Parcel Number: 025-302-010
Application Number: SGN2009-00016
Business Name: Epik-Ink Tattoo Studio
Owner: Steven E. Stevens, Revocable Trust
Applicant: Suzanne Elledge Planning and Permitting Services (SEPPS)

(Proposal for two new wall signs: one 3 square foot wooden wall sign and one 0.75 square foot wooden wall sign, for a total of 3.75 square feet. The linear building frontage is 47 feet. The allowable signage is 23.5 square feet.)

(9:04)

Present: Jeff Shepard, Epik-Ink Tattoo Studio; and Maruja Clensay, SEPPS.

Motion: Final Approval with conditions:

- 1) Background panel to be painted to match the building color.
- 2) The identity sign adjacent to the entrance is to be relocated below the existing sign with 6 inches between the two signs.
- 3) The size of the panel of Sign A is to be increased to 30"X 18".

Action: Cunningham/Sherry, 3/0/0. (Boucher/Pemberton absent) Motion carried.

CONCEPT REVIEW – NEW**5. 3611 1/2 STATE ST**

C-P/SD-2 Zone

Assessor's Parcel Number: 051-051-006
Application Number: SGN2009-00017
Business Name: Baskin Robbins
Owner: Alan R. Porter
Applicant: AKC Services, Inc.

(Proposal to permit two "as-built" signs: one 21.38 square foot internally illuminated fluorescent cabinet sign and one 1.55 square foot window sign, for a total of 22.93 square feet. This application is to abate ENF2008-00518. The linear building frontage is 21.60 feet. The allowable signage is 21.60 square feet.)

(9:17)

Present: Chris Polster and Tony Kelley of AKC Services, Inc.

Motion: Continued two weeks to Full Committee with comments:

- 1) Match the cabinet box height to the height of the adjacent Subway cabinet box.
- 2) The cabinet box frame is to be painted black to match the adjacent cabinet box black color.
- 3) The sign design should return with conforming letter heights per Sign Ordinance requirements, and in appropriate proportion to the proposed cabinet box.
- 4) Restudy the background signage color, and modify or tone down the pink color, or provide other color options.

Action: Sherry/Cunningham, 3/0/0. (Boucher/Pemberton absent) Motion carried.

CONCEPT REVIEW – CONTINUED**6. 1085 COAST VILLAGE RD**

C-1/SD-3 Zone

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

(Revised: proposal to replace three signs with new trademark logos and install four new signs: reface one previously permitted 16.4 square foot monument sign; reface two logo wall signs at 4.9 square feet (each); and install four new double sided dispenser signs which include spanners and skirts totaling 27.1 square feet, for a total of 53.3 square feet. The linear building frontage is 86 feet. The allowable signage is 65 square feet.)

(9:31)

Present: Liddy McKenzie and Jeff Ryan of Gettler-Ryan, Inc.

Motion: Final Approval with the condition that the new dispenser flag identifiers (IDs) on the signage bracket are to be eliminated.

Action: Cunningham/Sherry, 3/0/0. (Boucher/Pemberton absent) Motion carried.

CONCEPT REVIEW – CONTINUED**7. 1129 STATE ST**

C-2 Zone

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

(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.)

(9:43)

Present: Dave Benton, Benton Signs; and Adam Geeb, San Marcos Building Complex Manager.

Motion: Continued two weeks to Full Committee with comments:

- 1) The pillar application graphic needs to be redrawn and shown to scale to show the finished surface on the plans.
- 2) The filigree application on projecting sign is to simulate carved wood or embossed metal, and not carved stone or concrete.
- 3) Applicant to finish the attached hanging signage of the archways to have an escutcheon or decorative plate at the top.

Sign Program changes:

- 1) In the Listing of Materials, change the phrasing from "encouraged" to "acceptable."
- 2) Add additional underlined phrasing: "only if sanded and painted."
- 3) Add phrasing: "to simulate traditional materials and finishes".
- 4) Delete "projecting signs from the south facing arcade and courtyard" and "alternate signage on the columns is suggested."

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

CONCEPT REVIEW – CONTINUED**8. 1906 CLIFF DR**

C-P/R-2 Zone

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

(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.)

(An exception is requested and findings are required for an additional 8.7 square feet over the 65.1 square feet previously approved, for a total of 73.8 square feet.)

(10:20)

Present: Ken Sorgman, Signs By Ken; Daniel Monarres and Marco Gavilanes, McDonald's Supervisors.

Motion: Final Approval with conditions:

- 1) Approval of the Exception: Applicant has reduced the existing signage to bring the total square footage within reasonable compliance.
- 2) Applicant to submit a new exception request letter to clarify the amount of square footage exceeds the allowable square footage.
- 3) Center the golden arch logo above the pick-up window, and not over the plaster display box.

Action: Sherry/Pujo, 3/0/0. (Cunningham stepped down, Boucher/Pemberton absent) Motion carried.

REFERRED FROM CONFORMING SIGN REVIEW

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

C-2 Zone

Assessor's Parcel Number: 037-052-027
 Application Number: SGN2008-00192
 Business Name: Casa De La Guerra
 Owner: Santa Barbara Trust for Historic Preservation
 Applicant: SBTHP
 Architect: Mary Kirkpatrick

(Proposal for a new 9.5 square foot interpretive ground sign. The project is located on 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 the El Pueblo Viejo Landmark District.)

(10:30)

Present: Mary Kirkpatrick, Architect.

Motion: Final Approval as originally submitted with 4"X 4" posts.

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

CONCEPT REVIEW – CONTINUED

10. **3956 STATE ST**

C-2/SD-2 Zone

Assessor's Parcel Number: 057-233-018
 Application Number: SGN2008-00176
 Business Name: Meineke Car Center/Econo Lube
 Owner: Maurice Sourmany
 Applicant: Vogue Signs Company

(Revised proposal for three new signs: one 15 square foot sandblasted sign; one 5.9 square foot wall sign made of Halo-Lit Reverse Channel Letters; one 9.9 square foot wall sign made of Halo-Lit Reverse Channel Letters, for a total of 30.8 square feet. The linear building frontage is 30 feet. The allowable signage is 30 square feet.)

(10:33)

Present: Christian Muldoon, Vogue Signs Company.

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

- 1) Monument sign posts are to be replaced with 6"X 6" posts.
- 2) Return with dimension and elevations (possibly on photographs) showing the sign locations and fixed elements on the building.
- 3) Any holes are to be patched and painted with colors to match the building.
- 4) Requested exception is no longer required for the proposed project.
- 5) Return with specific proposed lighting for the monument sign.

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

**** MEETING ADJOURNED AT 10:43 A.M. ****