



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Tuesday, March 3, 2009 **David Gebhard Public Meeting Room: 630 Garden Street** **8:41 A.M.**

COMMITTEE MEMBERS: NATALIE COPE, *Chair* - PRESENT
 BOB CUNNINGHAM, *Vice-Chair* - PRESENT
 JOSHUA PEMBERTON – ABSENT
 DAWN SHERRY (ABR) – PRESENT
 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 – PRESENT UNTIL 8:52 A.M.
 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, February 27, 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 (8:30):**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.

B. Approval of the minutes of the Sign Committee meeting of February 17, 2009.

Motion: Approval of the minutes of the Sign Committee meeting of February 17, 2009, with corrections.

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

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from February 19 to February 26, 2009 are listed below:

1. Pavilion Gardens, 415 N Milpas Street – Final Approval as submitted.
2. Arts & Culture Center, 1330 State Street – Final Approval as submitted.
3. Fiesta The Money Store, 33 W Anapamu Street – Final approval as submitted.
4. Glenda's Party Cove, 3319 State Street "A" – Final approval as submitted.
5. Chaucer's Books, 3319 State Street "B" – 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 Pemberton will be either late or not make it to the meeting at all, and that Item #1, 2946 De La Vina Street was continued indefinitely at the applicant's request.

Chair Cope requested that staff resend the real estate leasing signage notification enforcement letters to various real estate businesses on State Street. Staff suggested that Sign Committee members could report such Ordinance violations to staff and an enforcement case will be created and acted upon.

E. Possible Ordinance Violations and enforcement updates.

Ms. de la Torre reported temporary banner sign violations at 511 De la Vista Avenue, and that an enforcement case has already been created.

**** THE FOLLOWING ITEM WAS CONTINUED INDEFINITELY AT THE APPLICANT'S REQUEST. ****

CONCEPT REVIEW – NEW

1. **2946 DE LA VINA STREET**

C-2/SD-2 Zone

Assessor's Parcel Number: 051-122-008
 Application Number: SGN2008-00193
 Owner: Foothill Pacific, LLC
 Business Name: Forester Media
 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 indefinitely at the applicant's request.

Motion: To hear the last Discussion Item out of agenda order.

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

CONCEPT REVIEW – CONTINUED**2. 1920 STATE ST**

C-2/R-3 Zone

Assessor's Parcel Number: 025-372-015
Application Number: SGN2008-00135
Owner: Richard T. Perry, Living Trust
Business Name: Orange Tree Inn
Applicant: Sign-A-Rama Goleta

(Revised description: proposal for a new 8 square foot wall sign made of Halo-Lit letters and neon "No Vacancy" letters. The linear building frontage is 140 feet. The allowable signage is 90 square feet. The project is located in the El Pueblo Viejo Landmark District.)

(8:52)

Present: Wasantha Mohottige, Applicant.

Motion: Continued two weeks to Full Committee with comments:

- 1) Return with an alternate proposal that may or may not include a wall sign with Halo-lit lighting on the south facing wall.
- 2) Return with other suggested lighting options for projecting signage with either mounted or imbedded directed lighting.

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

CONCEPT REVIEW – NEW**3. 615 PASEO NUEVO**

C-2 Zone

Assessor's Parcel Number: 037-400-002
Application Number: SGN2009-00025
Owner: Redevelopment Agency, City of Santa Barbara
Business Name: Gap
Applicant: Benton Signs
Agent: Glen Morris

(Proposal for two new signs with new company logo replacing old signs and add three new awning signs: one 4 square foot projecting sign made of metal; one 4 square foot metal wall sign; three 0.63 (each) awning signs, for a total of 9.9 square feet. There is an existing Paseo Nuevo Sign Program in place. The linear building frontage is 45 feet. The allowable signage is 22.5 square feet. The project is located in the El Pueblo Viejo Landmark District.)

(9:03)

Present: Glen Morris, Agent; and David Benton, Applicant.

Motion: Final Approval with conditions:

- 1) The middle of the three awning signs shall be eliminated (Sign B).
- 2) Lower Sign C to be placed within its space at one third the distance from the bottom to the top.

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

CONCEPT REVIEW – NEW**4. 613 PASEO NUEVO**

C-2 Zone

Assessor's Parcel Number: 037-400-002
Application Number: SGN2009-00023
Owner: Redevelopment Agency, City of Santa Barbara
Business Name: Lush Fresh Handmade Cosmetics
Applicant: Glen Morris

(Proposal for two new signs: one 3.5 square foot projecting sign to hang on an existing bracket; one 2.5 square-foot wall sign, for a total of 6 square feet. There is an existing Paseo Nuevo Sign Program in place. The linear building frontage is 13 feet. The allowable signage is 6 square feet. The project is located in the El Pueblo Viejo Landmark District.)

(9:12)

Present: Glen Morris, Agent.

Motion: Final Approval with conditions:

- 1) The proposed store front sign is acceptable as proposed.
- 2) The proposed lighting is acceptable provided it has a bronze finish.
- 3) The internally illuminated window sign shall be eliminated as it is not allowed per the Sign Ordinance or within the El Pueblo Viejo Landmark District, and is not part of this application.

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

CONCEPT REVIEW – NEW**5. 607 PASEO NUEVO**

C-2 Zone

Assessor's Parcel Number: 037-400-002
Application Number: SGN2009-00024
Owner: Redevelopment Agency, City of Santa Barbara
Business Name: Teavana
Agent: Glen Morris

(Proposal for three new signs and two logos: two 5.05 square foot wall signs made of internally illuminated individual LED letters; one 3.66 projecting sign made of copper and aluminum to hang on an existing bracket; and two 4 square foot logos made of copper and acrylic, for a total of 21.76 square feet. There is an existing Paseo Nuevo Sign Program in place. The linear building frontage is 43 feet. The allowable signage is 21.91 square feet. The project is located in the El Pueblo Viejo Landmark District.)

(9:31)

Present: Glen Morris, Agent.

Motion: Continued one week to Conforming Review with comments:

- 1) The proposed window sign letter height shall be reduced to 8-inches and at the minimum reasonable thickness.
- 2) The spacing between the wall of the building and the blade signs shall be reduced as much as possible.
- 3) The blade sign is acceptable as presented.
- 4) It was explained to the applicant that any temporary signage attached to barricades is considered billboard signage and not allowed per the Sign Ordinance, and should be eliminated.

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

DISCUSSION ITEM**CHURCH SIGN COMPLIANCE**

Discussion to gather suggestions and input from the Sign Committee on how to resolve concerns of local churches and religious groups and address their need to have temporary signage that is in compliance with the City Ordinance and Guidelines.

Presenter: Natalie Cope, Sign Committee member.

Discussion held.

Recommendations suggested:

1. Create a Sign Program for each site regarding “permanent” temporary signage in compliance with the City Ordinance and Guidelines (which may include guidelines and direction for temporary non-profit special event signage).
2. “Permanent” temporary signage shall be located in a specific location and reviewed on a case-by-case basis.
3. Required “permanent” temporary signage location to be set back from the street.
4. Size of “permanent” temporary signage shall be in keeping with the size of the building.
5. It was noted by staff that the Sign Ordinance requires that all temporary signage be limited to 5 days out of a 30-day period, and removed after said period within 24-hours or be subject to enforcement.
6. A decision was agreed upon by the Committee to hold another meeting in the near future between a representative of the Sign Committee and representatives from the various Church groups and public meeting halls around the City, in order to give direction and provide a sample of a possible Sign Program regarding “permanent” temporary signage in compliance with the City Ordinance and Guidelines.

**** MEETING ADJOURNED AT 9:51 A.M. ****