



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Tuesday, March 17, 2009 **David Gebhard Public Meeting Room: 630 Garden Street** **8:38 A.M.**

COMMITTEE MEMBERS: NATALIE COPE, *Chair* - PRESENT
 BOB CUNNINGHAM, *Vice-Chair* – PRESENT UNTIL 9:39 A.M.
 JOSHUA PEMBERTON - PRESENT
 DAWN SHERRY (ABR) – PRESENT
 LOUISE BOUCHER (HLC) – PRESENT UNTIL 9:52 A.M.

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 @ 9:56 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, March 13, 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 **March 3, 2009.**

Motion: **Approval of the minutes of the Sign Committee meeting of March 3, 2009, with corrections.**

Action: Cunningham/Boucher, 5/0/0. (Pemberton abstained). Motion carried.

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from March 5th to 12th, 2009 are listed below:

1. Teavana, 607 Paseo Nuevo – 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 Boucher will have to leave the meeting early.
2. Committee member Cunningham will be stepping down from agenda Item #6, 352 Hitchcock Way.
3. A poll will be taken at the end of the meeting on Committee member availability for the tentatively scheduled "special" Thursday, April 2, 2009 meeting to replace the Tuesday, March 31st meeting which falls on the new Cesar Chavez holiday.

E. Possible Ordinance Violations and enforcement updates.

Committee member Cunningham reported Annual Festival banner sign violations at the Unity Church at 227 East Arrellaga Street.

CONCEPT REVIEW – NEW1. **520 W JUNIPERO ST**

R-3 Zone

Assessor's Parcel Number: 025-051-014
 Application Number: SGN2009-00029
 Business Name: Advanced Surgical Associates
 Owner: David Thoman
 Applicant: Santa Barbara Signs & Graphics

(Proposal for a 31.81 square foot ground sign made of wood. The linear building frontage is 34 feet. The allowable signage is 17 square feet.)

(8:44)

Present: Fred Barbaria, Santa Barbara Signs & Graphics.

Motion: Final Approval as submitted.

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

CONCEPT REVIEW – CONTINUED2. **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 21.6 feet. The allowable signage is 21.6 square feet.)

An exception is requested and findings are required for the oversize letter height.

(8:47)

Present: Chris Polster, AKC Services, Inc.; and Shahzad Merchant, Owner.

Staff clarified that all the current letter box sizes for the adjacent tenant spaces are the same, but the proposed letter box size is significantly larger than the rest.

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

- 1) The existing cabinet box is acceptable, but the applicant is to paint the cabinet box black as previously proposed.
- 2) The sign background color is to be the proposed white color, instead of the proposed pink color.
- 3) The blue color for the lettering is acceptable.
- 4) The logo sign is to conform to the required 12-inch maximum letter height.

Action: Cunningham/Pemberton, 4/1/0. (Boucher opposed) Motion carried.

REFERRED FROM CONFORMING SIGN REVIEW

3. **607 PASEO NUEVO**

C-2 Zone

Assessor's Parcel Number: 037-400-002

Application Number: SGN2009-00024

Business Name: Teavana

Owner: City of Santa Barbara/Redevelopment Agency

Agent: Glen Morris

(Revised description to add temporary signage to the proposal. The temporary signage is to be attached to the construction barricade for the store while the store is under remodel. The permanent signage is currently under review. 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.)

An exception is requested and findings are required for temporary signage for the barricade while the storefront is being remodeled and for two 14-inch letters.

(9:03)

Present: Glen Morris, Teavana.

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

- 1) Reduce the signage to accommodate the lettering and the logo size.
- 2) Reduce the letter size of the "T" and the "S" letters to the required 10-inch letter height.
- 3) It was noted that the requested exception is no longer necessary for the proposed project.

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

CONCEPT REVIEW – NEW**4. 3938 STATE ST** C-2/SD-2 Zone

Assessor's Parcel Number: 057-233-016
Application Number: SGN2009-00033
Business Name: Coldwell Banker
Owner: Aiken Living Trust
Applicant: Dave's Signs

(Proposal to install a 18.4 square foot non-illuminated individual letter wall sign and replace the 25.4 square foot faces on an existing internally illuminated ground sign. The linear building frontage is 100 feet. The allowable signage is 50 square feet.)

(9:17)

Present: Chris Compton, Dave's Signs.

Motion: Final Approval with the condition that the gold lettering is to have a satin finish.

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

CONCEPT REVIEW – NEW**5. 8 S MILPAS ST** C-2/M-1 Zone

Assessor's Parcel Number: 017-165-012
Application Number: SGN2009-00032
Business Name: USA Gasoline
Owner: Canoga Terrace Apartments
Applicant: Tesoro West Coast, LLC

(Proposal to reface a 43.55 square foot "as-built" monument sign and permit six dispenser valances at 2.43 square feet each and six skirts at 3.8 square feet each, for a total of 70.5 square feet. This application is to abate ENF2009-00049. The linear building frontage is 60 feet. The allowable signage is 60 square feet.)

An exception is requested and findings are required to exceed the maximum allowable square footage of 60 feet by 10.5 square feet.

(9:23)

Present: Juanito de la Cruz and Lance Buhlman for Tesoro West Coast, LLC.

Staff clarified the exception request is for the color panels for the valences and skirts which is considered signage.

Motion: Final Approval as submitted with the findings to allow the total proposed sign area to exceed the allowable 60 foot square by 10.5 square feet.

Action: Sherry/Cunningham, 3/2/0. (Cunningham/Boucher opposed) Motion carried.

CONCEPT REVIEW – NEW**6. 352 HITCHCOCK WAY**

E-3/PD/SD-2 Zone

Assessor's Parcel Number: 051-240-003
Application Number: SGN2009-00030
Owner: DCH California Investment, LLC
Architect: Peikert Group Architects

(Concept Review for new signs for a car dealership. The linear building frontage is 240.1 feet. The allowable signage is 90 square feet.)

(Courtesy Review)

(9:39)

Present: April Valencia, Peikert Group Architects.

Motion: Continued indefinitely to Full Committee with the following comments:

- 1) Reduce the "Chrysler" and "Dodge" logos crowding other sign lettering.
- 2) Restudy the thickness of the proposed temporary wood signage and to consider thicker panel.
- 3) Staff to research the exceptions and findings on the exceptions for overheight signage and allowable square footage for neighboring auto dealers.
- 4) Applicant to verify with the Transportation Division the signage proposed at the driveway access for ingress and egress access for pedestrian and vehicular safety issues.

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

**** MEETING ADJOURNED AT 10:06 A.M. ****