



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Tuesday, June 9, 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
LOUISE BOUCHER (HLC) – PRESENT

ALTERNATES: ALEX PUJO (HLC) – ABSENT
CLAY AURELL (ABR) – ABSENT

CITY COUNCIL LIAISON: GRANT HOUSE – ABSENT

STAFF: RENEE BROOKE, Senior Planner – PRESENT AT 9:23 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 should be submitted. 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 would have been dropped from the Agenda unless applicant attended the scheduled meeting. **If the applicant was unable to attend the scheduled meeting, notification need to 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 have necessitated the reduction of previously approved signage.

Approximate time the project would be reviewed was listed to the left of each item. **It was suggested that applicants arrive 15 minutes early.** Agenda schedule was subject to change as cancellations occurred.

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 at these meetings, 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: On Friday, June 5, 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 (8:34):

A. Public Comments:

No public comment.

B. Approval of the minutes of the Sign Committee meeting of May 26, 2009.

Motion: Approval of the minutes of the Sign Committee meeting of May 26, 2009, with corrections.

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

C. Listing of approved Conforming Signs.

The signs approved on Conforming Sign Review from June 2 to June 9 are as follows:

1. 2400 Bath St., Knapp Building Cottage Hospital-Approved as submitted.
2. 2403 Bath St., Cottage Hospital-Approved as submitted.
3. 2403 Castillo St., Outpatient Building Cottage Hospital-Approved as submitted.
4. 414 W Junipero St., Imaging Center Cottage Hospital- Approved as submitted.
5. 2329 Oak Park Rd., Grotenhuis Multispecialty Pediatric Cottage Hospital Approved as submitted.
6. 320 Pueblo St., Cottage Hospital- Approved as submitted.
7. 405 W Pueblo St., Pueblo Parking Garage Cottage Hospital-Approved as submitted.
8. 436 Gutierrez St., Car Quest-Approved with Conditions.

- 9. 523 Milpas St., Prestige Auto Repair & Tire-Approved as submitted.
- 10. 1229 State St., Blue Lobster Cottage-Approved as submitted.
- 11. 424 State St., Saigon In and Out-Approved as submitted.
- 12. 1282 Coast Village Rd., CVS Pharmacy-Approved as submitted.

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

None.

E. Possible Ordinance Violations.

The Board reported:

- 1. 523 N. Milpas Street, Prestige Auto Repair and Tire - previous old "Good Year" signage violations which should be removed.

CONCEPT REVIEW – NEW

1. **914 SANTA BARBARA ST** C-2 Zone

Assessor’s Parcel Number: 029-292-031
 Application Number: SGN2009-00088
 Owner: State of California
 Applicant: Karin Perissinotto
 Business Name: Santa Barbara Contractors Association

(Proposal for three new signs: one 5.4 square foot hanging sign; one 3.9 square foot wall sign; one 2 square foot wall sign, for a total of 11.3 square feet. The proposal is located on a State Historical Park, the **El Presidio de Santa Barbara site**. The linear building frontage is 54 feet. The allowable signage is 27 square feet. The project is located in **El Pueblo Viejo Landmark District**.)

(8:40)

Present: Karin Perissinotto, Executive Director of the Santa Barbara Contractor’s Association.

Motion: Final Approval as submitted with the condition of the option to change the proposed elliptical signage to a rectangular signage, if necessary, with the overall sign dimensions to remain the same as proposed.

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

Staff notes: An exception request was not deemed necessary.

CONCEPT REVIEW – NEW

2. **128 E CANON PERDIDO ST** C-2 Zone

Assessor’s Parcel Number: 031-011-004
 Application Number: SGN2009-00089
 Owner: Pueblo Viejo Properties, Ltd.
 Applicant: Freedom Signs
 Business Name: Grant House Sewing Machines

(Proposal for a 5.44 square foot projecting sign to hang on an existing bracket. The linear building frontage is 15.5 feet. The allowable signage is 15.5 square feet. The project is located in **El Pueblo Viejo Landmark District**.)

(8:53)

Present: Dan Morris, Freedom Signs.

Motion: Final Approval as submitted with the condition that the mounting detail be changed from a clamp to an eye-screw.

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

CONCEPT REVIEW – CONTINUED

3. **3939 STATE ST**

C-2/SD-2 Zone

Assessor's Parcel Number: 051-010-021
 Application Number: SGN2009-00083
 Owner: Five Points Shopping Center
 Applicant: Jenny Hodges
 Contractor: Coast Sign Inc.
 Business Name: CVS/ Pharmacy

(Revised proposal for three signs: one 52.30 square foot wall sign made of channel letters internally illuminated with LEDs; one 2.87 square foot window sign; and one three square foot "receiving" door plaque, for a total of 58.17 square feet. The Five Points sign program is in place. The linear building frontage is 124 feet. The allowable signage is 74 square feet.)

(An exception is requested and findings are required for 30-inch letter height which exceeds the maximum 12-inch height allowed by the Sign Program and the SBMC Sec. 22.70.030(D)16.)

(8:56)

Present: Jenny Hodges, Coast Sign Inc.

Motion: Final Approval as submitted for the window signs and "receiving" door plaques, with the condition that the 30-inch wall sign letter height be reduced to a 24-inch letter scheme for the building, making the findings as stated in both the Sign Program and SBMC Sec. 22.70.070(D)16 for the granting of an exception:
Findings: 1) There are exceptional or extraordinary circumstances or conditions applicable to the property involved, or to the intended use of the property, that do not apply generally to other properties in the vicinity. 2) The granting of the exception will not be materially detrimental to the public welfare or injurious to the properties or improvements in the vicinity. 3) The proposed sign is in conformance with the stated purpose and intent of the Sign Ordinance.

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

CONCEPT REVIEW – CONTINUED4. **1109 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-231-035
 Application Number: SGN2009-00084
 Owner: 1129 State Street
 Applicant: Jenny Hodges
 Contractor: Coast Sign Inc.
 Business Name: CVS/ Pharmacy

(Revised proposal for four signs: two 5.88 square foot (each) wall signs made of halo-lit channel letters; one 6.27 square foot projecting sign to hang on an existing bracket; one three square foot "receiving" plaque, for a total of 21.03 square feet. The linear building frontage is 80 feet. The allowable signage is 65 square feet. The project is located in **El Pueblo Viejo Landmark District.**)

(9:06)

Present: Jenny Hodges, Coast Sign Inc.

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

- 1) The blade sign lettering to be reduced by 10 % (the overall size of the board is to remain as proposed).
- 2) The three square foot "receiving" plaque to be painted on the building.

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

Staff notes: The Applicant clarified that the wall sign was 10-inches in height. There were no issues requiring an exception request.

CONCEPT REVIEW – CONTINUED5. **2973 STATE ST**

C-2/SD-2 Zone

Assessor's Parcel Number: 051-122-011
 Application Number: SGN2009-00081
 Owner: Walter George and Josephine O.T. Dushais
 Applicant: Jenny Hodges
 Contractor: Coast Sign Inc.
 Business Name: CVS/ Pharmacy

(Proposal for four signs: one 13.06 square foot wall sign made of channel letters and logo internally illuminated with LEDs; one 2.87 square foot window sign; one 13 square foot "hours" plaque; and one reface of a 23.8 square foot ground sign, for a total of 52.76 square feet. The linear building frontage is 198 feet. The allowable signage is 90 square feet.)

(The proposal has been revised reducing the total square footage to 52.76 square feet and no longer requiring an exception to exceed the maximum allowable square footage. The revision also includes reducing the letter height to 15 inches which still exceeds the maximum letter height of 12 inches allowed by SBMC Sec. 22.70.030(D)16. Therefore, an exception is requested and findings are required to allow the 15-inch letter height.)

(9:14)

Present: Jenny Hodges, Coast Sign Inc.

Motion: Final Approval as submitted with conditions:

- 1) The window sign and 13 square foot "hours" plaque are acceptable.
- 2) Reduce wall sign lettering to the 12-inch maximum letter height allowed by SBMC Sec. 22.70.030(D)16.
- 3) The reduced exception request of a 15-inch letter height is hereby denied.

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

Staff notes: Two Committee members commented that the monument sign should provide sufficient signage on the site.

DISCUSSION ITEM**6. BANNER AND REAL ESTATE SIGNS.**

Presenter: Bob Cunningham, Sign Committee member.

(9:24)

PRESENT: Staff: Renee Brooke, Zoning Supervisor.

Discussion held.Committee comments:

1. Committee member Cunningham expressed concern that the Sign Ordinance allows inappropriate signage (including prohibited banners) if they are located four feet behind a window and, in some observed instances, with or without an actual window but near an open door.
2. Mr. Cunningham previously reported an inappropriate permanently mounted "managed by" sign at 1535 Anacapa Street, which has since been replaced by an equally inappropriate permanently mounted "For Lease" sign.
3. Mr. Cunningham stated that "For Lease" signage shouldn't be so obviously and blatantly advertising for the managing company.
4. For such management signage, three main concerns continue to be: a) the 30-day length of time that such management signs are permitted; b) the content of the permitted signage; and c) the prominent location of some of these signs on buildings. Ms. Brooke stated that she will investigate the intent and try to clarify that for the Committee. Ms. Brooke recommended that the Ordinance language be amended in the future to address these issues. Requirements to keeping the lettering to maximum two-inch-letter height and in an appropriate location will continue to be enforced.
5. Mr. Cunningham stated that he would prefer that "For Lease" type signs be located no higher than eye level, and painted to match the building. He thought that a maximum of two-inch letters would be appropriate.
6. Committee member Louise Boucher commented that "Open House" signs shouldn't be allowed to have anything attached to them (balloons, etc.), should be limited in the amount of signage allowed, and not be located in the public right-of-way.
7. Ms. Brooke stated that she would follow-up on all of the Committee's concerns and report back to the Committee at the following meeting.

**** MEETING ADJOURNED AT 9:41 A.M. ****