



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Tuesday, July 21, 2009

David Gebhard Public Meeting Room: 630 Garden Street

8:36 A.M.

COMMITTEE MEMBERS:

NATALIE COPE, *Chair* - ABSENT
BOB CUNNINGHAM, *Vice-Chair* - ABSENT
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 DALE FRANCISCO (ALTERNATE) - ABSENT

STAFF:

RENEE BROOKE, Senior Planner – PRESENT UNTIL 8:49 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 scheduled meeting. If the applicant is unable to attend scheduled meeting, Staff must be notified by the applicant prior to 4:00 P.M. the day before the meeting. Call Elva de la Torre, at the city of Santa Barbara, Planning Division, 564-5470.

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 at least 15 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. Check website for closure schedule.

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, July 16, 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 July 7, 2009.

Motion: **Approval of the minutes of the Sign Committee meeting of July 7, 2009, as submitted.**

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

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from July 16, 2009 are listed below:

1. Scott Trade, 1101 Anacapa Street – Final approval with conditions.

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

Ms. de la Torre announced that Committee Chair Natalie Cope and Vice-Chair Bob Cunningham will both be absent from the meeting. Committee member Sherry will Chair the meeting.

E. Possible Ordinance Violations and enforcement updates.

Committee members Sherry and Boucher reported the following Ordinance violations:

1. Tony's Auto, 526 Anacapa Street: Two very large "Grand Opening" banners.
2. At the corner of State and Anapamu Streets: One very large plastic "Art Show" banner with large lettering for.

DISCUSSION ITEM

COMMEMORATIVE PLAQUE DESIGN

(8:41) Presenter: Tim Downey, Urban Forest Superintendent; and Steve Hausz, Architect.

Discussion was held regarding the placement of commemorative plaques at selective tree locations around the City.

Some issues discussed were:

1. Legibility from a distance was a factor considered for the size of the proposed plaque capital lettering.
2. Plaque materials of rebar with epoxy and aluminum and potential trip hazard issues were discussed.
3. The potential for a trip hazard was discussed; however, the proposed location near trees will eliminate some trip hazard.

Committee comment(s): A majority of the Committee accepts the commemorative plaque design, and feels the project should move forward.

CONCEPT REVIEW – NEW1. **407 STATE**

C-M Zone

Assessor's Parcel Number: 037-211-016
 Application Number: SGN2009-00098
 Owner: Eugene and Gail Zannon
 Agent: Freedom Signs
 Business Name: Golden Eagle Tattoo

(Proposal for two new signs including one 6.64 square foot hanging sign and one 7.27 square foot wall sign made of pin-mounted letters, for a total of 13.91 square feet. The linear building frontage is 27 feet. The allowable signage is 27 square feet. The project is located in the El Pueblo Viejo Landmark District.)

(8:49)

Present: Dan Morris and George Totten, Freedom Signs; and Eugene and Gail Zannon, Owners.

Motion: Final Approval as submitted.

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

CONCEPT REVIEW – CONTINUED**2. 834 STATE ST**

C-2 Zone

Assessor's Parcel Number: 037-052-021
Application Number: SGN2009-00094
Owner: First States Properties 80
Applicant: Steve Hausz
Business Name: Bank of America

(Proposal for two signs and replacement of one existing sign: one 3.0 square foot projecting sign with a new bracket; one 5.6 square foot painted wall sign, and replacement of a tile wall sign with a 10.2 square foot halo-lit individual lettered sign, for a total of 18.8 square feet. The linear building frontage is 125 feet. The allowable signage is 90 square feet.)

(8:53)

Present: Steve Hausz, Applicant/Architect.

Point-of-Order: Staff clarified that if the lantern and the signs are proposed to remain attached together and built into the same fixture, then the Historic Landmarks Commission would not need to be consulted for review of the proposed signage.

Motion: Continued two weeks to Full Committee with comments:

- 1) Study the projecting sign and whether the lighting is to be attached or unattached to the sign.
- 2) The lantern is to be reduced in size to be in proportion to the sign panel.
- 3) The Committee appreciates the simplicity of the proposed bracket.

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

CONCEPT REVIEW – NEW**3. 901 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-321-029
Application Number: SGN2009-00103
Owner: Aryana, LLC
Applicant: CBG Sign Solutions
Business Name: Forever 21

(Proposal for a new 3.5 square foot projecting sign to hang on a new bracket. The linear building frontage is 50 feet. The allowable signage is 50 square feet. The project is located in the El Pueblo Viejo Landmark District.)

(9:12)

Present: Chris Compton, CBG Sign Solutions.

Motion: Final Approval with condition that the background color of the proposed projecting sign is to be similar to the Frazee #CLW1013W Akamina color.

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

CONCEPT REVIEW – NEW**4. 210 W CARRILLO ST**

C-2 Zone

Assessor's Parcel Number: 039-271-025
Application Number: SGN2009-00099
Owner: DBN Carrillo, LLC
Applicant: DCM Graphics
Business Name: The Word of Life Christian Center

(Proposal to re-face the existing 18 square foot wood ground sign. The linear building frontage is 111 feet. The allowable signage is 65 square feet. The project is located in the El Pueblo Viejo Landmark District.)

(9:18)

Present: Alex Marshall and Franco Rizzo, DCM Graphics.

Point-of-Order: Staff clarified that precedent was set by "Smart Signs" (NOT located in the EPV District) conditioning typeface lettering for second line text on ground signs to be less than 2-inches in height.

Motion: Continued two weeks to Full Committee with comments:

- 1) The background color of the ground sign shall be similar to the building color.
- 2) Incorporate a border on the ground sign.
- 3) Eliminate the words "Reaching people, touching lives" from the ground sign.
- 4) Lighting was not proposed as part of this application.

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

CONCEPT REVIEW – NEW**5. 3902 STATE ST**

C-2/R-O/SD-2 Zone

Assessor's Parcel Number: 057-233-030
Application Number: SGN2009-00100
Owner: Navigo Capital Group, LP
Applicant: Alex Marshall
Business Name: Tremblay Financial Services

(Proposal to new reface an existing 24 square foot curved ground sign. The linear building frontage is 30 feet. The allowable signage is 30 square feet.)

(9:30)

Present: Alex Alex Marshall and Franco Rizzo, DCM Graphics.

Motion: Continued to Conforming Sign Review with comments:

- 1) Provide photograph documentation of the existing signage and the building.
- 2) The proposed existing ground sign is acceptable.

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

CONCEPT REVIEW – NEW**6. 613 N MILPAS ST**

C-2 Zone

Assessor's Parcel Number: 031-181-011
Application Number: SGN2009-00102
Owner: Milpas Property, LLC
Agent: Alex Marshall
Business Name: Joyeria Latina Americana Jewlery

(Proposal for a face change to an existing cabinet box with a 6.13 square foot acrylic face and a new 3 square foot wall sign, for a total of 9.13 square feet. There is an existing Sign Program in place. The site is listed on the Historic Landmarks Commission Potential List for designation as Structure of Merit. The linear building frontage is 14 feet. The allowable signage is 14 square feet.)

(9:36)

Present: Alex Marshall and Franco Rizzo, DCM Graphics.

Motion: Final Approval with the condition that the letters on the wall signage on the front building are to be reduced to a 6-inch letter height.

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

**** MEETING ADJOURNED AT 9:42 A.M. ****