



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

**Tuesday, August 4, 2009**

**David Gebhard Public Meeting Room: 630 Garden Street**

**8:30 A.M.**

**COMMITTEE MEMBERS:**

NATALIE COPE, *Chair* - ABSENT  
BOB CUNNINGHAM, *Vice-Chair* - PRESENT  
JOSHUA PEMBERTON - PRESENT  
DAWN SHERRY (ABR) – ABSENT  
LOUISE BOUCHER (HLC) - PRESENT

**ALTERNATES:**

ALEX PUJO (HLC) - PRESENT    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](http://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](http://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 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](http://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 21, 2009.**

**Motion:** To table approval of the Sign Committee meeting minutes of July 21, 2009 until the August 18, 2009 meeting.

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

**C. Listing of Approved Conforming Signs.**

The signs approved on Conforming Sign Review from July 23<sup>rd</sup> to July 30<sup>th</sup>, 2009 are listed below:

1. Van Sande Structural Consultant's, 1 N. Calle Cesar Chavez, Ste 210 –Approval as submitted of Review After Final.
2. Santa Barbara Contractor's Association, 914 Santa Barbara Street – Approval as submitted of Review After Final.

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

Ms. de la Torre made the following announcements:

1. Sign Committee member Dawn Sherry and Chair Natalie Cope will be absent from the meeting, and Vice-Chair Bob Cunningham will be chairing the meeting in Ms. Cope's absence.
2. Vice-Chair Cunningham will be stepping down on agenda Item #3, 15 S. Hope Avenue, and Sign Committee Alternate Alex Pujo will be stepping in to satisfy quorum purposes on that item.
3. Agenda item #4, 834 State Street has been postponed indefinitely at the applicant's request.

E. Possible Ordinance Violations and enforcement updates.

Committee member Boucher reported an observed a large banner violation at "Nathan's \$1 Store" on 526 Anacapa Street.

Committee member Cunningham reported the following violations:

1. Tire Pros, 401 W. Carrillo Street: three (3) banner sign violations on the site.
2. Max's, 3514 State Street: one (1) over-size "Open" window sign violation, and one (1) over-size "We're Open for Business" banner sign violation.

**CONCEPT REVIEW – NEW**

1. **1101 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-231-015  
 Application Number: SGN2009-00104  
 Owner: George C. Price Trust  
 Applicant: Amesia Dol Garcia  
 Architect: Ted Meeder  
 Business Name: The French Press  
 Business Name: Arcobaleno Trade

(Proposal to construct one 6.5 square foot wall sign, one 4.5 square foot wall sign, and two 2 square foot projecting signs for the French Press and Arcobaleno Trade located at the same store front. The total square footage proposed is 15 square feet. The linear building frontage is 17.5 feet. The allowable signage is 17.5 square feet. The project is located in the El Pueblo Viejo Landmark District.)

(8:41)

Present: Ted Meeder, Architect; and Amesia Dol Garcia, Applicant.

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

- 1) Applicant to return with: a) The "French Press" wall sign with the font size reduced by approximately 1-inch for a total 8-inch maximum letter height (including the "Arcobaleno Trade" wall sign with reduced font size to match); b) Two elevation drawings with one drawing prepared without dimensions so Conforming Sign Reviewer can better assess the visual impact of the graphics on the space; and one elevation drawing with dimensions for the building inspectors to reference.
- 2) Applicant to return with a revision of the black color changed to Malaga Green, and with the blade sign background to match the building color instead of the proposed stark white color.
- 3) Applicant to return with enlarged sign boards with plans to scale and text unchanged. The proposed enlarged boards should not result in exceeding the square footage limit.

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

**CONCEPT REVIEW - CONTINUED****2. 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 with the name of a new tenant. 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.)

(8:46)

Present: Alex Marshall, DCM Graphics.

**Motion: Final Approval as submitted.**

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

**CONCEPT REVIEW – NEW****3. 15 S HOPE AVE**

C-2/SD-2 Zone

Assessor's Parcel Number: 051-040-058  
Application Number: SGN2009-00101  
Owner: Johnman Holding, LLC  
Applicant: Alex Marshall  
Business Name: AGA John Oriental Rugs

(Proposal for three signs: one reface of an existing 15 square foot ground sign, one 22 square foot individual pin-mounted letters wall sign, one 9 square foot individual pin-mounted letters wall sign, for a total of 42 square feet. The linear building frontage is 69 feet. The allowable signage is 65 square feet.)

(8:49)

Present: Alex Marshall and Franco Rizzo, DCM Graphics.

**Motion: Final Approval as submitted.**

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

**CONCEPT REVIEW – CONTINUED**

4. **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

(Revised proposal: one 10 square foot projecting sign to hang on a new bracket that incorporates a lighting fixture in the design. The linear building frontage is 125 feet. The allowable signage is 90 square feet.)

**Postponed indefinitely at the applicant's request.**

**\*\* MEETING ADJOURNED AT 9:01 A.M. \*\***