



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

**Tuesday, August 18, 2009**      **David Gebhard Public Meeting Room: 630 Garden Street**      **8:30 A.M.**

**COMMITTEE MEMBERS:**      NATALIE COPE, *Chair* - PRESENT  
   BOB CUNNINGHAM, *Vice-Chair* - PRESENT  
   JOSHUA PEMBERTON – PRESENT @ 9:04 A.M.  
   DAWN SHERRY (ABR) – ABSENT  
   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 - 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, August 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](http://www.SantaBarbaraCa.gov/sign).

**GENERAL BUSINESS (8:36):****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, and August 4, 2009.**

**Motion:** To table review of the previous minutes of July 21, 2009, and August 4, 2009.

Action: Cunningham/Louise, 3/0/0. Motion carried. (Pemberton/Sherry absent).

**Motion:** To un-table review of the previous minutes of July 21, 2009, and August 4, 2009.

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

Motion: Approval of the minutes of the Sign Committee meeting of July 21, 2009, with corrections.

Action: Boucher/Pemberton, 2/0/2. (Cope/Cunningham abstained, Sherry absent). Motion carried.

Motion: **Approval of the minutes of the Sign Committee meeting of August 4, 2009, with corrections.**

Action: Cunningham/Boucher, 3/0/1. (Cope abstained, Sherry absent). Motion carried.

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from August 3<sup>rd</sup> to August 13<sup>th</sup>, 2009 are listed below:

1. The French Press and Arcobaleno Trade, 1101 State Street – Final Approval as submitted.

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

None.

E. Possible Ordinance Violations and enforcement updates.

Committee member Boucher reported the following violations:

1. Italian Pottery Outlet, 929 State Street: various off-site banners.
2. Santa Barbara Scrapbooks, 918 Chapala Street: banners and balloons (pending existing enforcement case ENF2009-01019 for balloons, banners, and excessive signage violations).

Committee member Cunningham reported the following violation:

1. DCM Graphics, Los Positas & State Streets: to remove the “thank you fire fighters” banner and off-premises banner.

### **CONCEPT REVIEW – NEW**

1. **1014 STATE ST**

C-2 Zone

Assessor’s Parcel Number: 039-282-027  
 Application Number: SGN2009-00107  
 Owner: Bailard Family, LLC  
 Contractor: Freedom Signs  
 Business Name: Brazilian Jiu-Jitsu

(Proposal to construct a 9.66 square foot wall sign made of pin mounted individual letters, and a 5.16 square foot projecting sign, to hang on an existing bracket, for a total of 14.82 square feet. The linear building frontage is 22 feet. The allowable signage is 22 square feet. The project is located in the El Pueblo Viejo Landmark District.)

(8:39)

Present: Dan Morris, Freedom Signs; and Rodrigo Clark, Agent.

**Motion: Final Approval as submitted with the condition for the signage colors to be muted to a terra cotta color.**

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

**CONCEPT REVIEW – CONTINUED****2. 135 S MILPAS ST**

C-2/SD-3 Zone

Assessor's Parcel Number: 017-251-017  
Application Number: SGN2008-00157  
Owner: Robert Drewisch  
Business Name: Car Stereo Guys  
Applicant: Casey Hurd  
Applicant: DCM Graphics

(Proposal to reface one existing 22 square foot wooden ground sign with existing lighting and add two new signs: a 15 square foot wall sign, and a 1.74 square foot wall sign, for a total of 38.74 square feet. The linear building frontage is 48 feet. The allowable signage is 48 square feet.)

(8:42)

Present: Alex Marshall, Applicant.

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

- 1) The proposed wall sign over the roll-up garage door is to be reduced in size to fit within the space of the doorway.
- 2) Relocate the building address to be more visible from the street.
- 3) Lighting for the proposed wall signage is to be resubmitted and reviewed again with a different option than currently proposed.

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

The Board suggested the applicant reduce the size of the lettering and return with proposed renderings at Conforming Sign Review.

**REFERRED FROM CONFORMING SIGN REVIEW****3. 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  
Business Name: Tremblay Financial Services  
Applicant: Alex Marshall

(Revised proposal to add a field location on the monument sign for a second tenant. The linear building frontage is 30 feet. The allowable signage is 30 square feet.)

(8:54)

Present: Alex Marshall, Applicant.

**Motion: Final Approval with conditions:**

- 1) Lettering of "Tremblay" on signage is to be reduced to 6-inch maximum letter height, and the lettering of "Financial" is to be reduced proportionately.
- 2) Lighting fixtures are to be positioned or relocated lower in front of the signage so that they are hidden behind the hedge plantings.

Action: Boucher/Cunningham, 3/0/0. Motion carried. (Pemberton/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. The project is located in the El Pueblo Viejo Landmark District.)

(9:01)

Present: Jeff Hausz, Applicant.

**Motion: Final Approval as submitted.**

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

**\*\* MEETING ADJOURNED AT 9:06 A.M. \*\***