



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

**Tuesday, September 1, 2009**      **David Gebhard Public Meeting Room: 630 Garden Street**      **8:38 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      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 27, 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 (8:38):****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 August 18, 2009.**

Motion: **Approval of the minutes of the Sign Committee meeting of August 18, 2009, as submitted.**

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

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

The signs approved on Conforming Sign Review from August 20 to August 27, 2009 are listed below:

1. Re/Max, 1903 State Street – Final Approval as submitted.
2. California Pasta, 3979 State Street – Final Approval as submitted.
3. Renaissance, 1118 State Street – Final Approval as submitted.

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

Ms. de la Torre announced that staff received one opposition email from Mike Bishop for agenda Item #3, 928 State Street, which had already been forwarded to the Committee.

## E. Possible Ordinance Violations and enforcement updates.

Committee member Boucher requested staff verify the legality of the moving signage on the Land Shark tour trolley/bus.

At Committee member Cunningham's request, staff confirmed that temporary banner signs on vehicle windows at Perry Lincoln on Hitchcock and Calle Real Avenues are in violation of the Sign Ordinance.

**\* THE FOLLOWING AGENDA ITEMS WERE REVIEWED IN THE ORDER OF ITEMS: #2, #4, #3 (CONTINUED), AND #1. \***

**Motion:** To table agenda Item #1, 1920 State Street until the applicant's has time to attend the meeting, and to review agenda Item #2, 835 N. Milpas Street.

**Action:** Cunningham/Sherry, 5/0/0. Motion carried.

**\*\* THE COMMITTEE BRIEFLY RECESSED AT 8:59 A.M., AND RECONVENED AT 9:02 A.M. \*\***

**Motion:** To un-table agenda Item #1, 1920 State Street.

**Action:** Sherry/Boucher, 5/0/0. Motion carried.

**CONCEPT REVIEW – CONTINUED**

1. **1920 STATE ST**

C-2/R-3 Zone

Assessor's Parcel Number: 025-372-015  
 Application Number: SGN2008-00135  
 Owner: Richard Perry, Living Trust  
 Business Name: Orange Tree Inn  
 Applicant: Sign-A-Rama Goleta

(Revised proposal for two new signs: one 8.3 square foot wall sign with exterior gooseneck lighting, to sit on a new bracket; one 1.8 square foot wall sign, for a total of 10.1 square feet. The linear building frontage is 140 feet. The allowable signage is 90 square feet. The project is located in the El Pueblo Viejo Landmark District.)

(9:02)

**Present:** Wasantha Mohottige, Sign-A-Rama Goleta.

**Motion:** Continued two weeks to Full Committee with comments:

- 1) A Halo-lit projecting sign is deemed inappropriate for the site.
- 2) Applicant to return with a Halo-lit wall-mounted sign on either the State Street frontage, or the interior driveway elevation.
- 3) Study possible "no vacancy" sign to be either: a) hung from the existing plaster beam extension; or b) hung from the bottom of the balcony facing State Street; or c) incorporated into the Halo-lit signage.
- 4) The font of sign lettering for all proposed signage is to be consistent with existing previously approved signage.

**Action:** Sherry/Cunningham, 5/0/0. Motion carried.

**Staff notes:** Applicant was informed that all exposed conduit are to be removed.

**CONCEPT REVIEW – NEW****2. 835 N MILPAS ST**

C-2 Zone

Assessor's Parcel Number: 031-042-025  
 Application Number: SGN2009-00111  
 Owner: Constance Doolittle  
 Contractor: Signs By Ken  
 Business Name: Aggressive Soccer

(Proposal to install two wooden wall signs, 12.5 square feet each, for a total of 25 square feet. The linear building frontage is 54 feet. The allowable signage is 54 square feet.)

(8:41)

Present: Ken Sorgman, Signs By Ken.

**Motion:** Continued two weeks to Full Committee with comments:

- 1) Applicant to return with an alternative design; a suggested option is for wall signage lettering to be painted directly on the wall with lettering altered to suit the location.
- 2) The font of the sign lettering and layout of the sign are acceptable, but the sign is too large with the background, and could be improved by painting the sign directly on the wall.
- 3) The Committee might consider a proposal of reduced wall signage.

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

**Motion:** To table agenda Item #3, 928 State Street until staff can confirm the applicant's attendance.

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

(8:58)

**Motion:** To un-table agenda Item #3, 928 State Street.

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

**CONCEPT REVIEW – NEW****3. 928 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-322-032  
 Application Number: SGN2009-00110  
 Owner: Goodfield Family, Revocable Trust  
 Architect: Cearnal Andrulaitis  
 Business Name: The Apple Store

(Proposal to remove an existing flag and install two new projecting signs that are 4 square feet each, for a total of 8 square feet. The site is located in the Rogers Furniture Building. The linear building frontage is 56 feet. The allowable signage is 56 square feet. The project is located in the El Pueblo Viejo Landmark District.)

(8:58)

**Motion:** Continued two weeks to Full Committee at the applicant's request.

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

**CONCEPT REVIEW – NEW**

4. **2034 CLIFF DR**

C-P/R-2 Zone

Assessor's Parcel Number: 035-141-007  
Application Number: SGN2009-00109  
Owner: Gordon Macdonald, Living Trust  
Business Name: Advanced Eyecare

(Proposal for two "as built" 17.44 square feet (each), lettered wall signs and one "as-built" face change to a ground sign, for a total of 52.32 square feet. The linear building frontage is 52.5 feet. The allowable signage is 52.5 square feet.)

(8:49)

Present: Ken Sorgman, Signs By Ken.

**Motion: Final Approval as submitted.**

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

**\*\* THE COMMITTEE BRIEFLY RECESSED AT 8:55 A.M., AND RECONVENED AT 8:58 A.M. \*\***

**\*\* MEETING ADJOURNED AT 9:24 A.M. \*\***