



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

**Tuesday, September 29, 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 @ 8:42 A.M.  
   DAWN SHERRY (ABR) – PRESENT  
   LOUISE BOUCHER (HLC) – PRESENT UNTIL 9:44 A.M.

**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, September 24, 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 **September 15, 2009.****

Motion: **Approval of the minutes of the Sign Committee meeting of September 15, 2009, with corrections.**

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

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

The signs approved on Conforming Sign Review from September 17<sup>th</sup> to September 24, 2009 are listed below:

1. Handbag & Luggage Repair Store, 609 Chapala Street – Final Approval as submitted.

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

No announcements or requests.

## E. Possible Ordinance Violations and enforcement updates.

Ms. de la Torre announced the following reported alleged violations:

1. 232 E. Yanonali Street: large "For Lease" sign hanging from parapet.
2. Phantom Cargo, 121 Santa Barbara Street: giant flags at doorway and unpermitted signs.
3. CVS Pharmacy, 2973 State Street: illuminated sale sign with oversize lettering in window, and illuminated ATM sign.
4. CVS Pharmacy, 3939 State Street: illuminated sale sign with oversize lettering in window.
5. Cabaña Homes, 111 Santa Barbara Street: sidewalk sign at the corner of Yanonali and Santa Barbara Streets.
6. Brazilian Jujitsu, 1014 State Street: presumably unpermitted plastic signs.
7. Alki Chiropractic, 209 Santa Barbara Street: sidewalk sign at driveway.
8. (Private residence), 2104 State Street: temporary landscape designer sign in front yard.
9. Select Personal Services, 1919 State Street: "For Lease" sign attached to wall projecting above roof line, and management company sign over driveway and on wall facing State Street.
10. 7-11 Store, 3430 State Street: most of landscaping has been removed.

Committee member Cunningham requested an update from staff regarding a previous request for a citywide gas station signage review. Staff to research.

**Motion:** To table agenda Item #1, 1131 Coast Village Road until the applicant can attend the meeting.

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

**Motion:** To review agenda Items #6, 23 S. Hope Ave., and Item #7, 1030 State Street out of agenda order.

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

**Motion:** To un-table agenda Item ##1, 1131 Coast Village Road.

Action: Cope/Sherry, 4/0/0. Motion carried.

### CONCEPT REVIEW – NEW

#### 1. 1131 COAST VILLAGE RD

C-1/SD-3 Zone

Assessor's Parcel Number: 009-291-003

Application Number: SGN2009-00120

Owner: Coast Village Investments

Applicant: Jeremy Roberts

Business Name: Lily

(Proposal for one 4.65 square foot hanging wood sign. The linear building frontage is 13.80 feet. The allowable signage is 6.88 square feet.)

(8:53)

Present: Jeremy Roberts, Architect and Designer.

**Motion:** Final Approval with the condition that the chain and hardware of the bracket is to be of a rustic brown, wrought iron or bronze finish; not a galvanized finish.

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

**Motion:** To table agenda Item #2, 220 Anacapa Street until the applicant can attend the meeting.

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

**Motion:** To un-table agenda Item #2, 220 Anacapa Street.

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

### CONCEPT REVIEW – NEW

#### 2. 220 ANACAPA ST

OC/HRC-2/SD-3 Zone

Assessor's Parcel Number: 033-053-022

Application Number: SGN2009-00122

Owner: Kjerulf Family Partnership

Contractor: Wasantha Mohottige

Business Name: Ayers Auto Repair

(Proposal for one 5.9 square foot wall sign made of individual channel letters. The linear building frontage is 100 feet. The allowable signage is 90 square feet.)

(9:45)

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

**Motion:** Final Approval with condition that the illegal banner signage is to be removed from the fence.

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

### CONCEPT REVIEW – NEW

#### 3. 7 W HALEY ST

C-M Zone

Assessor's Parcel Number: 037-211-006

Application Number: SGN2009-00121

Owner: Yee Ling-Chai Trustee

Contractor: Signs By Ken

Business Name: Studio 7

(Proposal for one new six square foot projecting wood sign to hang on a new bracket. The linear building frontage is 16 feet. The allowable signage is 16 square feet. The project is located in the El Pueblo Viejo Landmark District.)

(8:57)

Present: Ken Sorgman, Signs By Ken.

**Motion:** Final Approval as submitted.

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

**CONCEPT REVIEW – NEW****4. 1226 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-183-026  
Application Number: SGN2009-00118  
Owner: Alec Alexander, Trustee  
Applicant: Signs By Ken  
Business Name: Ultimate Bagels

(Proposal for four new signs: two 0.64 square feet (each) window signs; one nine square foot window sign; one 2.88 square foot projecting sign to hang on a previously approved bracket, for a total of 12.52 square feet. The linear building frontage is 20 feet. The allowable signage is 20 square feet. The project is located in the El Pueblo Viejo Landmark District.

(8:59)

Present: Ken Sorgman, Signs By Ken.

**Motion: Final Approval with the condition that the existing lighting under the soffit is to be removed.**

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

Staff notes: Staff confirmed that the signage "805 Inc." at the adjacent property was permitted.

**CONCEPT REVIEW – NEW****5. 21 N MILPAS ST**

C-2 Zone

Assessor's Parcel Number: 017-123-013  
Application Number: SGN2009-00119  
Owner: Guanahani Milpas, LLC  
Applicant: Signs By Ken  
Business Name: Sherwin Williams Paints

(Proposal for five "as-built" signs: one 17.44 square foot can sign; one 4.79 square foot hanging sign; and three window signs each 3.36 square feet, for a total of 32.31 square feet. This application is to abate ENF2008-00490. The linear building frontage is 84 feet. The allowable signage is 65 square feet.)

(9:03)

Present: Ken Sorgman, Signs By Ken.

**Motion: Final Approval of the can sign and hanging sign with the condition that the three (3) window signs are to be removed.**

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

**CONCEPT REVIEW – NEW****6. 23 S HOPE AVE**

C-2/SD-2 Zone

Assessor's Parcel Number: 051-040-051  
 Application Number: SGN2009-00105  
 Owner: Cavalier Investments-Hope Avenue, LLC  
 Contractor: Coast Sign Inc.  
 Business Name: FedEx Office

(Proposal to replace two existing sets of illuminated channel letters with two new sets of illuminated channel letters each 6.58 square feet, and two additional new signs: 0.97 square feet of window vinyl; 2.88 square feet of door vinyl respectively, for a total of 22.19 square feet. The linear building frontage is 108 feet. The allowable signage is 65 square feet.)

(8:37)

Present: Jeff Reich, Agent for Coast Sign Inc.

**Motion: Final Approval with conditions:**

- 1) Remove sign #EO6 from the proposal.
- 2) Regarding window sign #EO4, reduce all letters to 2-inches or less.

Action: Cunningham/Boucher, 4/1/0. Motion carried. (Cope opposed).

Staff notes: Applicant was requested to restudy the white color of the lettering.

**CONCEPT REVIEW – NEW****7. 1030 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-282-001  
 Application Number: SGN2009-00106  
 Owner: Levon Investments  
 Contractor: Coast Sign Inc.  
 Business Name: FedEx Office

(Proposal to reface three existing signs with new company signage and add two new door signs: reface one 9 square foot existing wood sandblasted sign; reface two 5.8 square feet (each) sign boards. New signs including one 1.55 square foot and one 2.89 square foot door signs, for a total of 25.04 square feet. The site is listed on the Potential Historic list as the Elks Club Building. The linear building frontage is 40 feet. The allowable signage is 40 square feet. The project is located in the El Pueblo Viejo Landmark District.)

(9:06)

Present: Jeff Reich, Agent for Coast Sign Inc.

Point-of-Order: Staff clarified that the existing signage was previously approved and permitted.

**Motion: Final Approval with conditions:**

- 1) The two projecting signs (located in front and rear); as well as the front sign that spans the arch are to be a natural wood finish.
- 2) Return with a sample of the proposed wood material and finish that matches the existing wood door (at the rear of the building).
- 3) Color the horizontal bracket under the arch a natural wrought iron or dark bronze to match the frame of the existing storefront.
- 4) Reduce text on proposed window signs to 2 inches or less.
- 5) Darken the proposed off-white lettering one shade; all the signs are to match concerning letter color; all letters are to match the same off-white tone.
- 6) Reduce the beacon sign to 16-inches.
- 7) No lighting is included in this proposal.

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

**CONCEPT REVIEW – NEW****8. 602 E MONTECITO ST**

M-1 Zone

Assessor's Parcel Number: 017-030-003

Application Number: SGN2009-00123

Owner: Levon Investments, LLC

Contractor: Benton Signs & Designs

Business Name: Ferguson Bath, Kitchen & Lighting

(Proposal to reface two monument signs and add two new wall signs: two monument signs each 15 square feet; one 20 square foot wall sign; one 8.53 square foot wall sign, for a total of 58.53 square feet. The linear building frontage is 205 feet. The allowable signage is 90 square feet.)

(9:31)

Present: Dave Benton, Benton Signs

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

- 1) Sign C is to be reduced by approximately 20%.
- 2) The tile behind the wall sign is to be painted to match the building.

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

**REFERRED FROM CONFORMING SIGN REVIEW**9. **3987 STATE ST**

C-2/SD-2 Zone

Assessor's Parcel Number: 051-010-021

Application Number: SGN2009-00116

Owner: FW Ca-Five Points Shopping Center

Business Name: Saigon In And Out

(Proposal for two wall signs made of internally illuminated channel letters 9.1 square feet each for a total of 18.2 square feet. The Five Points Sign Program is in place. The linear building frontage is 62 feet. The allowable signage is 62 square feet.)

(9:54)

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

**Motion:** Continued two weeks to Full Committee with the comment for the applicant to return with a physical example illustrating the combining of the letters in one channel illuminated sign, and the two-tone, and to provide sample photos (of each).

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

**\*\* MEETING ADJOURNED AT 9:56 A.M. \*\***