



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

**Tuesday, November 24, 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 at 8:32 a.m.  
   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  
   ELVA de la TORRE, Planning Technician - Absent  
   KATHLEEN GOO, Commission Secretary - Absent  
   GABRIELA FELICIANO, 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 have necessitated the reduction of previously approved signage.

Approximate time the project would be reviewed was listed to the left of each item. The actual time of review is now shown in its place. It was suggested that applicants arrive at least 15 minutes early. Agenda schedule was subject to change as cancellations occurred.

**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, November 20, 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:**

No comments.

**B. Approval of the minutes of the Sign Committee meeting of **November 10, 2009**.**

Motion: **Approval of the minutes of the Sign Committee meeting of November 10, 2009, as submitted.**

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

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

The sign approved on Conforming Sign Review on November 19, 2009, is listed below:

1. Bank of America, 1722 State Street – Final Approval with conditions.

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

1. Ms. Brooke announced that the December 22<sup>nd</sup> meeting has been cancelled due to the City's mandatory furlough.

E. Possible Ordinance Violations and enforcement updates.

Committee member Boucher reported the following violation:

1. Whole Foods, 3761 State Street: advertisement signage all over the windows.

## **DISCUSSION ITEM**

### **REAL ESTATE OPEN HOUSE SIGNS**

(8:35)

Present: Renee Brooke, Senior Planner

Ms. Brooke stated that staff will send a letter to the Board of Realtors, reminding the members of the regulations regarding "Open House" signs.

## **CONCEPT REVIEW – NEW**

### **1. 1019 STATE ST**

C-2 Zone

**(8:38)**

Assessor's Parcel Number: 039-281-017  
 Application Number: SGN2009-00145  
 Owner: Ray Mahboob  
 Contractor: Benton Signs  
 Business Name: American Apparel

(Proposal to install a 6.5 square foot projecting sign on a new steel bracket for American Apparel. An existing wall sign is to remain unaltered. The linear building frontage is 25 feet. The allowable signage is 25 square feet.)

Present: David Benton, Benton Sign Company

**Motion: Final Approval and continued to Conforming Sign Review with the condition that the applicant shall reduce the height of the sign by 20%.**

Action: Sherry/Cope, 3/2/0. Motion carried. (Boucher/Cunningham opposed because they did not agree with the color choices.)

**CONCEPT REVIEW – NEW****2. 631 N MILPAS ST**

C-2 Zone

**(8:50)**

Assessor's Parcel Number: 031-181-009  
Application Number: SGN2009-00144  
Owner: Don and Kathleen Scott, Trustees  
Contractor: Signs By Ken  
Business Name: Jams Jasmi Alternative Music School

(Proposal for two signs: one 3.2 square foot wall sign; and one 2.0 square foot projecting sign for 5.2 total square feet. The linear building frontage is 18 feet. The allowable signage is 18 square feet.)

Present: Ken Sorgman, Signs By Ken

**Motion: Final Approval with the condition that the sign shall be a matte finish.**

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

**REVIEW AFTER FINAL****3. 1101 ANACAPA ST**

C-2 Zone

**(8:52)**

Assessor's Parcel Number: 039-232-018  
Application Number: SGN2008-00185  
Owner: 1101 Anacapa, LLC  
Applicant: Signs By Ken  
Agent: Investec

(Revised proposal to amend the Berkley Aviation sign program to change the designated location for two wall signs. The linear building frontage is 108 feet. The allowable signage is 90 square feet. The project is located in the El Pueblo Viejo Landmark District.)

Present: Ken Sorgman, Signs By Ken

**Motion: Final Approval as submitted.**

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

**CONCEPT REVIEW – NEW**4. **702 E MONTECITO ST**

M-1 Zone

**(8:57)** Assessor's Parcel Number: 017-041-001  
Application Number: SGN2009-00140  
Owner: Linda McGaughey, Trustee  
Contractor: Freedom Signs  
Business Name: Mission Linen Supply

(Proposal to install a 19 square foot wall sign made of pin-mounted letters with a 32 inch logo. The linear building frontage is 100 feet. The allowable signage is 65 square feet.)

Present: Dan Morris, Freedom Signs

**Motion:** Continued to Conforming Sign Review with the condition that the logo be reduced in height so that the smaller tower is aligned with the top of the "M" in the word "Mission."

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

**CONCEPT REVIEW – NEW**5. **523 CHAPALA STREET STE 1**

C-2 Zone

**(9:02)** Assessor's Parcel Number: 037-163-021  
Application Number: SGN2009-00142  
Contractor: Dan Upton Construction, Inc.  
Owner: Leon Olson & Carlo Sarmiento  
Applicant: Alexa Schlohl & Jeff Shelton  
Business Name: Pacific Point Advisors

(Proposal for two 5.8 square foot (each) blade signs with steel brackets, for a total 11.6 square feet. The site is located in a mixed use building. The linear building frontage is 143.5 feet. The allowable signage is 90 square feet. The project is located in the El Pueblo Viejo Landmark District.)

Present: Jeff Shelton, Architect

**Motion:** Final Approval as submitted.

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

**REFERRED FROM CONFORMING SIGN REVIEW****6. 1920 STATE ST**

C-2/R-3 Zone

**(9:08)**

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

(A revised proposal for three new signs: one 16.6 square foot monument sign with reverse halo-lit letters; two 1.8 square foot (each) wall signs, for a total 20.2 square feet. Three existing wall signs are to remain unaltered; two have previously approved lighting. This application is also to abate ENF2008-00502 and clarify a prior approval for three gooseneck light fixtures. 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.)

Present: Wasantha Mohottige, Sign-A-Rama

**Motion: Final Approval of Signs A, D, E and F with the following conditions:**

- 1) Monument Sign A is approved; however:
  - a) The sign shall not exceed 72" as measured from the sidewalk to the top of the sign.
  - b) The existing unpermitted planter spotlight shall be removed.
  - c) No existing landscaping is to be removed to make room for Sign A.
- 2) Signs B and C are not necessary and are not approved.
- 3) Wall Sign D facing State Street is approved along with the original lighting in the planter from the 1974 approval; however:
  - a) The previously approved row of dwarf orange trees, three to five in quantity, shall be reinstalled.
  - b) In addition to the originally approved landscaping being reinstalled, additional landscaping to screen the light fixture shall be installed so that it is not visible from the street.
- 4) Wall Sign E facing the parking lot is approved; however, the unpermitted lighting shall be removed and replaced with one gooseneck light fixture per the original 1974 approval.
- 5) Wall Sign F facing north up State Street is approved; however:
  - a) The sign shall be relocated to the originally approved location and shall be centered vertically between the two windows per the 1974 approval.
  - b) Three gooseneck light fixtures mounted above the sign are acceptable.
- 6) A "vacancy" sign is not proposed as part of this submittal.
- 7) All the new gooseneck lights shall match previously approved light fixtures.

Action: Sherry/Cunningham, 3/2/1. Motion carried. (Boucher opposed to the gooseneck lights. Cope abstained.)

**\*\* MEETING ADJOURNED AT 9:47 A.M. \*\***