



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Tuesday, December 8, 2009 **David Gebhard Public Meeting Room: 630 Garden Street** **8:33 A.M.**

COMMITTEE MEMBERS: NATALIE COPE, *Chair* – PRESENT
 BOB CUNNINGHAM, *Vice-Chair* – PRESENT
 LOUISE BOUCHER (HLC) – PRESENT UNTIL 9:00 A.M.
 JOSHUA PEMBERTON – PRESENT
 DAWN SHERRY (ABR) – 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

**** SIGN COMMITTEE SUBMITTAL CHECKLIST ****

The Sign Committee would have taken action if the following was 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 was submitted, it would be assumed that no lighting was planned, and any lighting erected would 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 would have been dropped from the Agenda unless applicant attended the scheduled meeting. If the applicant was unable to attend the scheduled meeting, Staff must have been notified by the applicant prior to 4:00 P.M. the day before the meeting. The Staff contact is Elva de la Torre, at the City of Santa Barbara, Planning Division, 564-5470.

No application is to 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. 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 Friday, December 4, 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.

GENERAL BUSINESS (8:30):**A. Public Comments:**

No comments.

B. Approval of the minutes of the Sign Committee meeting of November 24, 2009.

Motion: **Approval of the minutes of the Sign Committee meeting of November 24, 2009, as amended.**

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

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from December 3, 2009 are listed below:

1. Ayer's Automotive Repair, 220 Anacapa Street – Final Approval with conditions.
2. Mission Linen, 702 E. Montecito Street – Final Approval as submitted.
3. American Apparel, 1019 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 Committee member Boucher will be leaving the meeting at 9:05 a.m., and that Committee member Sherry will be stepping down from Item #4. 18 E. Cota Street.

E. Possible Ordinance Violations and enforcement updates.

Committee member Boucher reported a "For Lease" banner violation on a fence location at 303 E. Haley Street.

CONCEPT REVIEW – NEW

1. **209 SANTA BARBARA ST** OC/SD-3 Zone

(8:37) Assessor's Parcel Number: 033-054-028
Application Number: SGN2009-00146
Owner: Castagnola Italo Etal Trustees
Business Name: Alki Art & Wellness Institute

(Proposal for a 10 square foot "as-built" painted wall sign. This application is to abate ENF2009-01191. The linear building frontage is 46 feet. The allowable signage is 23 square feet.)

Present: Dr. Grant Park, Agent for Applicant.

Motion: Final Approval as submitted.

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

Board comment: Committee member Cunningham commented that in his opinion as a new sign application, the proposed sign would've been inappropriately over-large for the proposed location and crowds the space.

CONCEPT REVIEW – NEW

2. **345 CHAPALA ST** C-2 Zone

(8:41) Assessor's Parcel Number: 037-245-003
Application Number: SGN2009-00149
Owner: Gutierrez Limited Partnership
Contractor: Signs By Ken
Business Name: Lenco Mobile - Admax Media

(Proposal for a 9.6 square foot sandblasted projecting sign with a new bracket. The linear building frontage is 68 feet. The allowable signage is 65 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Ken Sorgman, Signs By Ken.

Motion: Final Approval as submitted.

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

**** THE COMMITTEE BRIEFLY RECESSED AT 8:42 A.M., AND RECONVENED AT 8:47 A.M. ****

CONCEPT REVIEW – NEW**3. 421 N MILPAS ST**

C-2 Zone

(8:48) Assessor's Parcel Number: 031-303-021
Application Number: SGN2009-00148
Owner: D. Becker
Contractor: Freedom Signs
Business Name: Becker Studios and Pelago

(Proposal for three wall signs for two commercial tenants: two wall signs each at 3.0 square feet for the ground floor tenant; one 0.83 square foot wall sign for the second floor tenant, for a total of 6.83 square feet. The linear building frontage is 48 feet. The allowable signage is 48 square feet.)

Present: Dan Morris, Freedom Signs.

Motion: Final Approval as submitted.

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

CONCEPT REVIEW – NEW**4. 18 E COTA ST**

C-M Zone

(8:51) Assessor's Parcel Number: 037-173-003
Application Number: SGN2009-00147
Owner: Howe Family Corporation
Contractor: Freedom Signs
Business Name: Café Luck

(Proposal to add one 5.75 square foot projecting sign on a new bracket, for a business that has five existing approved signs totaling 11.91 square feet, for a total of 17.66 square feet on the site. The linear building frontage is 42 feet. The allowable signage is 42 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Dan Morris, Freedom Signs.

Motion: Final Approval with the condition that the proposed sign is to be located between the arches and at the same elevation as the existing blade signs on the building.

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

**** THE COMMITTEE BRIEFLY RECESSED AT 8:59 A.M., AND RECONVENED AT 9:20 A.M. ****

Motion: To table agenda Item #5, 1155 Coast Village Road until the applicant can attend the meeting, and to review Item #6, 3761 State Street out of agenda order.

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

REVIEW AFTER FINAL**5. 1155 COAST VILLAGE RD D**

C-1/SD-3 Zone

(10:49) Assessor's Parcel Number: 009-291-006
 Application Number: SGN2008-00011
 Owner: Costa Villa Associates, LP
 Applicant: Gary Jensen
 Contractor: Benton Sign Company
 Business Name: Costa Villa

(Proposal to amend an existing sign program to add the option of a projecting sign.)

Motion: To un-table agenda Item #5, 1155 Coast Village Road.

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

Motion: Postponed indefinitely due to the applicant's absence.

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

Staff notes: Two attempts were made by staff to contact the applicant for attendance to the meeting.

CONCEPT REVIEW – CONTINUED**6. 3761 STATE ST**

C-P/SD-2 Zone

(9:21) Assessor's Parcel Number: 051-040-053
 Application Number: SGN2009-00138
 Owner: Regency Centers, LP
 Applicant: Patrick Faranal
 Business Name: Paseo Del Sol Regency Centers

(Proposal for a new sign program for the Paseo del Sol Regency Center.)

Present: Claude Ellena, Agent for Owner.

Point-of-Order: Staff clarified that there is a pending review by the Transportation Division on the proposed signs. Staff will verify the correct elevations and height of proposed signage per the Sign Ordinance as measured from sidewalk level or from natural grade.

Motion: Continued two weeks to Full Committee with comments regarding the proposed Sign Program, as follows:

- 1) Capitalize all reference to "City" in clear reference to the "City of Santa Barbara" and the Sign Committee.
- 2) Resolve all contradictions regarding reference to permitted neon signage, which is only allowed in areas outside the El Pueblo Viejo Landmark District [see El Pueblo Viejo (EPV) Landmark District Guidelines].
- 3) In reference to the review and approval process, submission shall include the City of Santa Barbara Design Review process (e.g., "...*subject to City of Santa Barbara Design Review approval*" – Page 6). On page 4, regarding halo-lit reverse channel letters, eliminate any references to neon lighting, such as "...*with exposed neon accents*".
- 4) All proposed signage shall adhere to and observe all applicable City of Santa Barbara Sign Ordinance, sign submittal, and Sign Guidelines.

- 5) On page 4, include insertion as follows: “acceptable sign styles *may* include...”.
- 6) Monument Sign B is to be designated for exclusive future use by shop tenants (reference page 9).
- 7) Monument Signs A and C are to be restricted to exclusive future use by tenants of the major anchor tenant Whole Foods building (and on page 23)
- 8) Sign C is to return with a band of dark green color under the matching dark green “Whole Foods” lettering (reference page 24).
- 9) All sign lettering is to be kept at a 3-inch maximum depth.
- 10) Face-lit and halo-lit internally illuminated channel letters are to be properly illuminated at a minimum depth of 1/8-inch to a maximum depth of 5 inches (reference page 9).
- 11) Omit all reference to externally illuminated “goose neck” fixture lighting.
- 12) Include reference that all externally illuminated light fixtures are to be approved by the City of Santa Barbara, Sign Committee.
- 13) All proposed cabinet signage is not to exceed a 10-foot maximum length.
- 14) The overall height of the monument “City Bank” Sign B is to be changed to a 4-foot, 4-inch maximum height, and the sign cabinet signage changed to a 2-foot maximum height (reference page 20 and page 24).
- 15) All proposed signage materials, size, and colors are to be called-out on plans.
- 16) The stone work is to match the trash enclosure on-site.
- 17) Eliminate reference to registered trade mark symbols and copyright emblems as they are not allowed.

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

Staff notes: The Applicant was requested to make all changes and updates in red.

**** MEETING ADJOURNED AT 10:51 A.M. ****