



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Tuesday, January 5, 2010 **David Gebhard Public Meeting Room: 630 Garden Street** **8:30 A.M.**

COMMITTEE MEMBERS: NATALIE COPE, *Chair* – Present
 BOB CUNNINGHAM, *Vice-Chair* – Present
 LOUISE BOUCHER (HLC) – Present
 JOSHUA PEMBERTON – Present
 DAWN SHERRY (ABR) – Absent

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 – Absent
 GABRIELA FELICIANO, 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 18, 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 (8:35):**A. Public Comments:**

No comments.

B. Approval of the minutes of the Sign Committee meeting of **December 8, 2009.**

Motion: **Approval of the minutes of the Sign Committee meeting of December 8, 2009, as submitted.**

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

C. Listing of Approved Conforming Signs.

Following are the signs approved on Conforming Sign Review on **December 10, 2009:**

1. FedEx Office, 23 S. Hope Avenue – Final Approval as submitted.
2. Saigon In and Out, 3987 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 Pemberton reported red DVD rental machines at different locations. Staff explained that they are open enforcement cases at both the upper State Street and Montecito Street sites.

FINAL REVIEW1. **1155 COAST VILLAGE RD D**

C-1/SD-3 Zone

(8:36) 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.)

Present: David Benton, Benton Sign Company

Motion: Final Approval with the condition that the applicant shall return to Staff with an updated graphic depiction of the sign location.

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

CONCEPT REVIEW – NEW2. **726 STATE**

C-2 Zone

(8:47) Assessor's Parcel Number: 037-092-024
 Application Number: SGN2009-00150
 Owner: Roward Chaffe
 Owner: Stanley and Pui Mar, Trustees
 Applicant: Jeff Reich
 Business Name: Super Cuts

(Proposal for a new 4.48 square foot wall sign made of halo-lit aluminum reverse channel letters. This application is to abate ENF2009-00515. The linear building frontage is 21.6 feet. The allowable signage is 21.6 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Jeff Reich, Applicant

Motion: Continued one week to Conforming Review with the following comments:

- 1) Color shall either be Frazee Bulls Eye # CLC1288 or Lava Cake # CLC1289N to reduce the brightness of the proposed red lettering.
- 2) Lighting should be halo-lit white LED.
- 3) Sign location should be approximately 2/3 down from the roof.
- 4) The paint color should have a matte finish.
- 5) Provide a sample of the letter material and color.

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

CONCEPT REVIEW – NEW**3. 3660 STATE ST**

R-O/SD-2 Zone

(8:57)

Assessor's Parcel Number: 053-311-037
Application Number: SGN2009-00152
Owner: Bosse Commercial Properties, LLC
Contractor: Signs By Ken
Business Name: Wells Fargo Advisors

(Proposal to reface an existing five square foot ground sign; add a new 21.3 square foot wall sign with reverse channel letters; add a 0.9 square foot window sign, for a total of 27.2 square feet. The linear building frontage is 128 feet. The allowable signage is 90 square feet.)

Present: Ken Sorgman, Signs By Ken

Motion: Final Approval as submitted.

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

CONCEPT REVIEW – NEW**4. 429 N MILPAS ST**

C-2 Zone

(9:01)

Assessor's Parcel Number: 031-303-019
Application Number: SGN2009-00153
Owner: David Back, Revocable Trust
Applicant: DCM Graphics
Business Name: Torresanta Insurance Services

(Proposal to construct two window signs for two businesses located in the same building: one five square foot window sign for Torresanta, and one 10 square foot window sign for Joya El Dorado, for a total of 15 square feet. The linear building frontage is 30 feet. The allowable signage is 30 square feet.)

Present: Alex Marshall, DCM Graphics

Motion: Final Approval as submitted.

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

CONCEPT REVIEW – NEW**5. 118 E CARRILLO ST**

C-2 Zone

(9:04)

Assessor's Parcel Number: 029-291-002
Application Number: SGN2009-00151
Owner: Friedrich Enterprises, LP
Contractor: John Crispis
Business Name: Morgan Stanley Smith Barney

(Proposal to add two new signs: one 12.4 square foot wall sign and one 4.2 square foot window sign, for a total of 16.6 square feet. The linear building frontage is 58 feet. The allowable signage is 58 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: John Crispis, Contractor

Motion: Continued one week to Conforming Review with the following comments:

- 1) The brushed aluminum material is not acceptable.
- 2) The applicant is to restudy the color of the wall sign and provide a sample.

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

CONCEPT REVIEW – CONTINUED

6. **3761 STATE ST**

C-P/SD-2 Zone

(9:13)

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: Patrick Faranal, National Sign & Marketing Corporation

Motion: Continued one week to Conforming Review for applicant to make the following changes to the proposed sign program:

- 1) The sandstone sample is approved as submitted.
- 2) The style of cut on the sandstone should match the building's predominant style.
- 3) On pages 4 and 7 it reads "not to exceed five inches in depth", but that is extremely deep and it should be changed consistently throughout the sign program to be three inches in depth.
- 4) On page 4, Item # 4 comment regarding neon accents should be stricken.
- 5) On page 4 add the word "may" to read "acceptable signs may include..."
- 6) On page 6, simplify and clarify the requirement for the city Sign Committee approval.
- 7) On pages 8, 9 and 10, under lighting, the term "goose neck lamps" should be removed.
- 8) On pages 21 and 22, Monuments A and B, should be specified that the maximum tenant letter height shall be eight inches.
- 9) On page 23, Monument C, provide the overall dimension of the tenant sign, and the specific tenant letter height should be called out as 80% of the space allotted per tenant.
- 10) Change the sample texture finish for all monument signs so that it corresponds with the description on page 22 of a smooth troweled matte finish to match the building plaster.

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

**** MEETING ADJOURNED AT 9:43 A.M. ****