



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

**Tuesday, January 19, 2010 David Gebhard Public Meeting Room: 630 Garden Street 8:34 A.M.**

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

**ALTERNATES:** ALEX PUJO (HLC) - ABSENT  
KEITH RIVERA (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 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](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 Friday, January 15, 2010, 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 **January 5, 2010**.

Motion: **Approval of the minutes of the Sign Committee meeting of January 5, 2010, as submitted.**

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

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from **January 14, 2010** through **January 19, 2010**, are listed below:

1. Paseo Del Sol Regency Centers, 3761 State Street – Final Approval with conditions.
2. Super Cuts, 726 State Street– Final approval as submitted.
3. Morgan Stanley Smith Barney, 118 E Carrillo Street – Final Approval with conditions.

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

Ms. de la Torre announced that the applicant for Item #4, 120 S Hope Ave F-115 requested a postponement/continuance. The Board made a motion granting an indefinite continuance.

E. Possible Ordinance Violations and enforcement updates.

Committee member Boucher reported that Esau’s Cafe, at 721 Chapala Street allegedly had event balloons attached to signage.

**CONCEPT REVIEW – NEW**

1. **3700 STATE ST** R-O/SD-2 Zone

Assessor’s Parcel Number: 053-311-031  
Application Number: SGN2010-00003  
Owner: Bosse Commercial Properties, LLC  
Applicant: Ken Sorgman  
Business Name: Wedbush Morgan Securities Inc.

(Proposal for one set of pin-mounted bronze letters totaling 6.58 square feet. The linear building frontage is 150 feet. The allowable signage is 90 square feet.)

(8:38)

Present: Ken Sorgman, Signs By Ken.

**Motion: Final Approval as submitted.**

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

**CONCEPT REVIEW – NEW**

2. **127 W CANON PERDIDO ST** C-2 Zone

Assessor’s Parcel Number: 037-042-002  
Application Number: SGN2010-00004  
Owner: 127 WCP, LLC  
Applicant: Ken Sorgman  
Business Name: 127 West Canon Perdido

(Proposal for a sign program, including four wall signs, for a three tenant building. The linear building frontage is 100 feet. The allowable signage is 90 square feet.)

(8:40)

Present: Ken Sorgman, Signs By Ken.

**Motion: Continued indefinitely to Conforming Sign Review with comments:**

1. Provide revised elevations and verify that the dimensions are proportional, as shown, with the larger scale elevation of the plans with dimensions to be 55/65 to 70 between the windows and the eaves, and not equidistant.
2. Revise Section H for clarity with the clear statement that the Sign Committee reserves the right to either approve or disapprove the application.

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

**\*\* THE COMMITTEE BRIEFLY RECESSED AT 8:54 A.M., AND RECONVENED AT 9:02 A.M. \*\***

**CONCEPT REVIEW – NEW****3. 3902 STATE ST**

C-2/R-O/SD-2 Zone

Assessor's Parcel Number: 057-233-030  
 Application Number: SGN2010-00008  
 Owner: Navigo Capital Group, LP  
 Contractor: Benton Signs  
 Business Name: Tremblay Financial Services

(Proposal for four signs: two ten square foot (each) wall signs constructed of pin-mounted acrylic letters; one 2.3 square foot window sign, and one 1.9 square foot plaque face change to an existing directory sign, for a total of 24.2 square feet. The linear building frontage is 80 feet. The allowable signage is 0 square feet.)

(9:02)

Present: Vanessa Tremblay, Owner.

Point-of-Order: Staff clarified that the Applicant has not submitted an application for a Building Permit.

**Motion: Final Approval with the condition that Sign C lettering be reduced to 10-inches in height for the large letters and with the remaining letters reduced proportionately; provide revised plans.**

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

**CONCEPT REVIEW – NEW****4. 120 S HOPE AVE F-115**

C-2/SD-2 Zone

Assessor's Parcel Number: 051-010-014  
 Application Number: SGN2010-00010  
 Owner: Macerich Company  
 Applicant: Matt Honea, Primo Designs

(Proposal for four wall signs for the La Cumbre Plaza Guest Services office, which include: two 9.5 square feet (each) wall signs constructed of dimensional halo-lit letters; two 2.75 square feet (each) plaque wall signs, for a total of 24.5 square feet. The linear building frontage is 47 feet. The allowable signage is 47 square feet.)

**Motion: Continued indefinitely at the applicant's request.**

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

**CONCEPT REVIEW – NEW****5. 436 N MILPAS ST**

C-2 Zone

Assessor's Parcel Number: 031-311-032  
 Application Number: SGN2010-00007  
 Owner: Mary Lou Sherwin, Trust  
 Applicant: CB&G Sign Solutions  
 Business Name: O'Reilly Auto Parts

(Proposal for three 9.5 square foot (each) wall signs constructed of internally illuminated channel letters, for a total of 28.5 square feet. The linear building frontage is 106 feet. The allowable signage is 90 square feet.)

(9:17)

Present: Dave Tilsner, Applicant for CB&G Sign Solutions.

**Motion: Final Approval as submitted.**

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

**CONCEPT REVIEW – NEW**

**6. 55 S LA CUMBRE RD**

C-2/SD-2 Zone

Assessor’s Parcel Number: 051-022-028  
Application Number: SGN2010-00006  
Owner: Stephen and Barbara Grimm, Trustees  
Applicant: CB&G Sign Solutions  
Business Name: O’Reilly Auto Parts

(Proposal for a 9.2 square foot wall sign constructed of internally illuminated channel letters. The linear building frontage is 36 feet. The allowable signage is 36 square feet.)

(9:20)

Present: Dave Tilsner, Applicant for CB&G Sign Solutions.

**Motion: Final Approval with the condition that the raceway is to be removed from the plans.**

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

**CONCEPT REVIEW – NEW**

**7. 3890 LA CUMBRE PLAZA LN**

C-2/SD-2 Zone

Assessor’s Parcel Number: 051-010-016  
Application Number: SGN2010-00005  
Owner: Reichard Family Trust  
Applicant: CB&G Sign Solutions  
Business Name: H & R Block

(Proposal for a 22 square foot wall sign constructed of internally illuminated channel letters and logo. The linear building frontage is 162 feet. The allowable signage is 90 square feet.)

(9:26)

Present: Dave Tilsner, Applicant for CB&G Sign Solutions.

Point-of-Order: Committee requested staff to clarify the gooseneck lighting and the previous enforcement case (ENF2008-01104).

**Motion: Final Approval with the conditions:**

- 1) The proposed total letter height is to be reduced to 10-inches.
- 2) The proposed logo square is to be reduced to 16-inches.
- 3) The existing gooseneck lighting fixtures are to be removed and the building repaired.

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

**\*\* THE COMMITTEE BRIEFLY RECESSED AT 9:30 A.M., AND RECONVENED AT 9:35 A.M. \*\***

**CONCEPT REVIEW – NEW**

**8. 440 HITCHCOCK WAY**

E-3/PD/SD-2 Zone

Assessor’s Parcel Number: 051-240-012  
Application Number: SGN2010-00001  
Owner: Falk Properties Santa Barbara, LLC  
Applicant: AKC Services, Inc.  
Business Name: Perry Ford

(Concept review for a face change to an existing 63.1 square foot monument sign. The linear building frontage is 325 feet. The allowable signage is 0 square feet.)

(9:35)

Present: Walter Alfaro, Agent for Perry Ford; and Chris Polster, Applicant for AKC Services, Inc.

Point-of-Order: Comparable oversize lettering on signage for a similar auto group dealership *Santa Barbara Auto Group*, was researched by staff.

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

- 1) The Committee could not make findings for overall signage height or letter height until a standard of comparison can be confirmed for the requested exception. Applicant to provide examples of other previously approved signage.
- 2) The proposed oval should remain within the existing height and width of the monument sign.
- 3) Return with all proportions and scale dimensions of proposed signage and lettering.

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

**\*\* MEETING ADJOURNED AT 9:54 A.M. \*\***