



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Tuesday, February 2, 2010 **David Gebhard Public Meeting Room: 630 Garden Street** **8:32 A.M.**

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

**** 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. 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 29, 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.

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 **January 19, 2010.**

Motion: **Approval of the minutes of the Sign Committee meeting of January 19, 2010, as submitted.**

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

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from **January 21, 2010** through **January 28, 2010**, are listed below:

1. 1933 Cliff Drive Sign Program, 1933 Cliff Drive – Final Approval as submitted.
2. 127 W. Canon Perdido Sign Program, 127 W. Canon Perdido Street – Final Approval as submitted.
3. Morgan Stanley Smith Barney, 118 E. Carrillo Street– Final Approval with conditions.
4. Anthropologie, 1123 State Street – Final approval as submitted.

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

Ms. de la Torre announced:

- 1) Committee Chair Cope will be absent from the meeting, with Vice-Chair Cunningham to serve as Chair for the meeting.
- 2) Committee Vice-Chair Cunningham will be stepping down from agenda Item #7, 1253 Coast Village Road.
- 3) Agenda Item #10, 1129 State Street, San Marcos Building Complex, was continued indefinitely at the applicant's request.

E. Possible Ordinance Violations and enforcement updates.

Committee member Cunningham submitted various alleged violations.

CONCEPT REVIEW – NEW1. **3558 STATE**

C-2/SD-2 Zone

Assessor's Parcel Number: 053-313-016
 Application Number: SGN2010-00011
 Owner: Barbara Starlene Nergaard, Living Trust
 Applicant: Freedom Signs
 Business Name: Vices & Spices

(Proposal for a 2.64 square foot "as-built" awning sign and a new five square foot wall sign, for a total of 7.64 square feet. This application is to abate violations outlined in ENF2009-00527. The linear building frontage is 18 feet. The allowable signage is 18 square feet.)

(8:35)

Present: Dan Morris, Freedom Signs.

Motion: Final Approval as submitted.

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

CONCEPT REVIEW – NEW2. **907 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-321-028
 Application Number: SGN2010-00013
 Owner: Eleanore Alexander
 Applicant: Vogue Sign Company
 Business Name: Happy Feet

(Proposal for one 13.72 square foot wall sign and the relocation of a previously approved 2.25 square foot blade sign, for a total of 15.97 square feet. The Bothin building is on the list for potential designation and is located in El Pueblo Viejo District. The linear building frontage is 23 feet. The allowable signage is 23 square feet. The project is located in El Pueblo Viejo Landmark District.)

(8:36)

Present: Christian Muldoon, Vogue Sign Company; Harry Kim, Tenant, Owner of Business.

Point-of-Order: Staff clarified that the correct name of the business will be “Happy Feet Stepping Out”.

Motion: Continued two weeks to Full Committee with comments:

- 1) The words “Happy Feet” are to be placed over the arch opening, following the curve of the arch.
- 2) The words “Cobbler Extraordinaire” are not to be part of the signage, but can be placed with a 2-inch maximum letter height in the windows.
- 3) The existing projecting blade sign is to be replaced by a double-sided blade sign, to hang on the existing bracket.

Action: Boucher/Cunningham, 2/2/0. Motion failed. (Pemberton/Sherry opposed, Cope absent).

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

- 1) The words “Happy Feet” are to be placed over the arch opening, following the curve of the arch.
- 2) The words “Cobbler Extraordinaire” are not to be part of the signage, but can be placed with a 2-inch maximum letter height in the windows.
- 3) The Committee recommends incorporating the existing glass cube into the design of the proposed projecting sign, and includes a wrought iron bracket design that would support the weight of the cube.

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

Motion: To table agenda Item #4, 31 W. Gutierrez Street until the applicant can attend the meeting.

Action: Cunningham/Boucher, 5/0/0. Motion carried. Motion carried. (Cope absent).

Motion: To un-table agenda Item #4, 31 W. Gutierrez Street.

Action: Boucher/Sherry, 5/0/0. Motion carried. Motion carried. (Cope absent).

CONCEPT REVIEW – NEW

3. 31 W GUTIERREZ STREET

Assessor’s Parcel Number: 037-450-022

Application Number: SGN2010-00012

Owner: 350 Chapala, LLC

Applicant: Alex Marshall, DCM Graphics

Business Name: Pueblo Radiology

(Proposal for a 3.5 square foot projecting sign to hang on a previously approved bracket. The linear building frontage is 58 feet. The allowable signage is 58 square feet. The project is located in El Pueblo Viejo Landmark District.)

(9:37)

Present: Frank Rizzo, DCM Graphics.

Motion: Final Approval as submitted.

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

CONCEPT REVIEW – NEW**4. 618 ANACAPA ST**

Assessor's Parcel Number: 031-540-010
 Application Number: SGN2010-00017
 Owner: Jason D. Leggitt
 Contractor: Signs By Ken
 Business Name: Chateau Belle

(Proposal to construct a 9.33 square foot wall sign made of pin-mounted letters and a three square foot logo wall sign (24 inches in height), for a total of 12.33 square feet. The linear building frontage is 33 feet. The allowable signage is 33 square feet. The project is located in El Pueblo Viejo Landmark District.)

(9:00)

Present: Ken Sorgman, Signs By Ken.

Motion: Final Approval as submitted.

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

CONCEPT REVIEW – NEW**5. 920 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-322-052
 Application Number: SGN2010-00015
 Owner: City of Santa Barbara
 Contractor: Signs By Ken
 Business Name: The Closet Trading Company

(Proposal for five signs: one 5.33 square foot projecting sign; two 1.66 square foot (each) awning signs; two 0.8 square foot (each) window signs, for a total of 10.25 square feet. The linear building frontage is 36 feet. The allowable signage is 36 square feet. The project is located in El Pueblo Viejo Landmark District.)

(9:06)

Present: Ken Sorgman, Signs By Ken.

Motion: Final Approval with conditions:

- 1) The projecting sign and bracket are approved as submitted.
- 2) Reduce the valance lettering to a 5-inch maximum letter height.
- 3) Relocate the window signs to the door location.
- 4) The second window sign is to be located on the center window panel.

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

CONCEPT REVIEW – NEW**6. 308 E CARRILLO ST**

C-2 Zone

Assessor's Parcel Number: 029-301-001
 Application Number: SGN2010-00014
 Owner: Marital Deduction Trust
 Contractor: Signs By Ken
 Business Name: The Rottman Group

(Proposal for three painted wall signs: one at 6.89 square feet, one at 5.73 square feet, and one at 4.73 square feet, for a total of 17.35 square feet. The linear building frontage is 60 feet. The allowable signage is 60 square feet. The project is located in El Pueblo Viejo Landmark District.)

(9:12)

Present: Ken Sorgman, Signs By Ken.

Motion: Continued two weeks with comments:

- 1) The directory sign is acceptable as submitted.
- 2) The Applicant was given two options regarding the remaining two wall signs, to either:
 - a) Reduce both signs and relocate them on either side of the arch opening closer to the base of the arch; or
 - b) Leave the "The Rottman Group" signage in the existing sign location, and relocate the World Business sign over the arch closer to Carrillo Street.

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

CONCEPT REVIEW – NEW**7. 1253 COAST VILLAGE RD**

C-1/SD-3 Zone

Assessor's Parcel Number: 009-291-023
 Application Number: SGN2010-00016
 Owner: Tomooka Brothers
 Contractor: Signs By Ken
 Owner: Towbes Group
 Business Name: Coast Village Square

(Proposal for a Sign Program for Coast Village Square. The linear building frontage is 98 feet. The allowable signage is 65 square feet.)

(9:20)

Present: Ken Sorgman, Signs By Ken; and Tracy Tate, Towbes Group.

Motion: Final Approval of the Sign Program with conditions:

- 1) Reduce the lettering of the tenant sign to a 9-inch maximum letter height.
- 2) Lower the "Jeanine's" signage so the top of the sign lines up with the top of the lattice panel.
- 3) The wooden ground sign as installed shall conform to the previous sign program requirements.
- 4) The future tenant(s) for Jeanine's tenant space #201 shall conform to the new Sign Program requirements, including the 9-inch maximum letter height.
- 5) Revise General Requirements, Item #3, to state that: "The hanging sign for Suite #201 will hang in the same manner as Suites #202-#204."

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

REVIEW AFTER FINAL**8. 120 S HOPE E-144**

C-2/SD-2 Zone

Assessor's Parcel Number: 051-010-014
 Application Number: SGN2007-00106
 Owner: Patricia S. Nettleship, Trustee
 Business Name: La Cumbre Plaza
 Applicant: Matt Honea
 Applicant: Macerich

(Proposal to amend the La Cumbre Mall sign program by adding a 2.8 square foot plaque as an option for the Guest Services office.)

(9:41)

Present: Matt Honea, Applicant.

Motion: Continued two weeks to Full Committee with comments:

- 1) The bronze plaque Signs C and D are acceptable as presented.
- 2) The as-built blade sign is acceptable on the courtyard side of the building.
- 3) Redesign the bracket on the courtyard side of the building and replace with an alternative solution; remove the blade sign on the east elevation facing the parking lot.
- 4) The size of the sign type above the frieze is unacceptable. The Committee suggests hanging the sign over the double doors within the arch opening.

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

CONCEPT REVIEW – NEW**9. 29 N MILPAS ST**

C-2 Zone

Assessor's Parcel Number: 017-123-014
 Application Number: SGN2010-00021
 Owner: McDonald's Corporation
 Business Name: McDonald's

(Proposal for three signs: one 13.6 square foot wall sign; one 11.1 square foot wall sign; one 36 square foot wall sign. There is an existing 30 square foot monument sign that will remain, for a total of 90.7 square feet of signage. The linear building frontage is 55 feet. The allowable signage is 55 square feet.)

An exception is requested and findings are required for exceeding the maximum allowable square footage of 55 square feet by 35.7 square feet, and for 24 inch letters, which exceed the 12 inch maximum letter height SBMC 22.70.030.D.16

(9:58)

Present: Tony Rector, McDonald's Corporation.

Motion: Continued two weeks to Conforming Sign Review with comments:

- 1) Reduce Sign A in size so that no letters exceed the 12-inch maximum letter height.
- 2) The location of Sign C is acceptable as presented.
- 3) Sign B is to be relocated and centered between the top of the cornice and the top of the shed roof, where it meets the vertical face of the building.
- 4) Confirm that the total overall sign square footage does not exceed the maximum allowable square footage, and reduce the size of the logo to accommodate this condition.
- 5) The Committee cannot make the findings for the exception request per the criteria for exceptions in the Sign Ordinance.

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

REVIEW AFTER FINAL**10. 1129 STATE ST** C-2 Zone

Assessor's Parcel Number: 039-231-037
 Application Number: SGN2009-00009
 Owner: 1129 State Street
 Business Name: San Marcos Building Complex
 Applicant: Benton Signs

(Proposal to add a new bracket and window design to the approved San Marcos Sign Program. The building is a Historic Structure and listed on the California Inventory of Historic Resources. The linear building frontage is 498 feet. The allowable signage is 498 square feet. The project is located in El Pueblo Viejo Landmark District.)

Motion: Postponed indefinitely at the applicant's request.

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

CONCEPT REVIEW – NEW**11. 222 W CARRILLO ST** C-2 Zone

Assessor's Parcel Number: 039-271-013
 Application Number: SGN2010-00019
 Owner: 222-228 W. Carrillo, LLC
 Business Name: CVS/Pharmacy

(Proposal for a conceptual review, of window shades with graphics of historical images and a CVS sign. The "Pythian Castle Lodge Hall" building is a Historic Structure and listed on the California Register. The linear building frontage is 64 feet. The allowable signage is 64 square feet.)

(10:20)

Present: Dan Shultz, Agent for Owner, and Mike Haas, CVS Pharmacy.

Motion: Continued indefinitely to the Historic Landmark Commission for a determination on the proposed window graphics, as the graphics are not under the purview of the Sign Committee.

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

**** MEETING ADJOURNED AT 10:28 A.M. ****