



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Tuesday, March 2, 2010 **David Gebhard Public Meeting Room: 630 Garden Street** **8:30 A.M.**

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

ALTERNATES: ALEX PUJO (HLC) - ABSENT KEITH RIVERA (ABR) - ABSENT
CITY COUNCIL LIAISON: MICHAEL SELF - ABSENT DALE FRANCISCO (ALTERNATE) - ABSENT

STAFF: JAIME LIMÓN, Senior Planner – PRESENT UNTIL 8:45 A.M.
 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 Thursday, February 25, 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 **February 16, 2010.**

Motion: **Approval of the minutes of the Sign Committee meeting of February 16, 2010, as submitted.**

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

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from February 9, 2010 are listed below:

1. Cos Bar, 1253 Coast Village Road – Final Approval as submitted.
2. Wells Fargo Advisor, 1165 Coast Village Road – 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 Cunningham will be absent from the meeting.

Mr. Limón announced that he will be taking over supervisor duties for the Sign Committee and staff, for possible near future budget related changes for the next fiscal year.

E. Possible Ordinance Violations and enforcement updates.

Committee member Boucher reported the following other violations:

1. Santa Barbara Auto Group, 402 S. Hope Street: alleged violation for illegal signage of previous owner.
2. In the public parkway at 1717 Santa Barbara Street: two alleged construction sign violations.

REFERRED FROM CONFORMING SIGN REVIEW

1. **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
 Applicant: Tony Rector

(Proposal for a 31.52 square foot "as-built" monument sign and three new signs: one 9.5 square foot wall sign; two 7.5 square foot (each) logo wall signs, for a total of 56.02 square feet. 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

(8:35)

Present: Tony Rector, Agent for Superior Electrical Advertising (Sign Contractor).

Point-of-Order: Staff clarified that the existing transportation sign has recently been approved by the Transportation Division, and that the applicant has paid the exception fee for exceeding the maximum letter height and exceeding the maximum allowable square footage as the applicant's letter was originally submitted for larger square footage.

Motion: Continued one week to Conforming Sign Review with comments:

- 1) Applicant to return with an exception letter for the submitted oversize letter height (especially the oversize monument "M" logo letter), and for exceeding the maximum allowable square footage.
- 2) Return with accurately revised square footage on the drawings and plans which has not been clarified or approved; especially for all three "as-built" monument "M" logo signs that are not to exceed the 55-foot maximum allowable square footage.
- 3) Findings were made to approve the exception for the exceeding the maximum letter height which shall not exceed what was previously submitted, and the Committee understood that the height will probably have to be reduced.

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

CONCEPT REVIEW – CONTINUED**2. 526 LAGUNA ST**

C-M Zone

Assessor's Parcel Number: 031-212-025
 Application Number: SGN2010-00023
 Owner: Kinnear Trust, 7/13/00
 Business Name: Santa Barbara Paint Depot
 Applicant: Fred Barbaria

(Proposal for one 5.43 square foot projecting sign and three wall signs: one 23.8 square foot, and two one square foot (each), for a total of 31.23 square feet. The linear building frontage is 75 feet. The allowable signage is 65 square feet.)

(8:59)

Present: Fred Barbaria, Santa Barbara Signs and Graphics/Applicant.

Point-of-Order: Staff requested the Applicant to clarify the height for the projecting sign.

Motion: Final Approval as submitted and the Committee understood there was no lighting proposed as part of the approval.

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

CONCEPT REVIEW – NEW**3. 34 W VICTORIA ST**

C-2 Zone

Assessor's Parcel Number: 039-131-016
 Application Number: SGN2010-00027
 Owner: Victoria Street Partners, LLC
 Designer: Diana Kelly
 Business Name: Santa Barbara Valet, Inc.

(Proposal for four ground signs: one at six square feet; three at three square feet (each), for a total of 15 square feet. The signs are to identify a parking lot service, and the application is to abate ENF2009-01338. The linear building frontage is 120 feet. The allowable signage is 65 square feet. The project is located in El Pueblo Viejo Landmark District.)

(9:02)

Present: Diana Kelly, Designer.

Motion: Final Approval as submitted.

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

CONCEPT REVIEW – NEW**4. 812 ANACAPA ST**

C-2 Zone

Assessor's Parcel Number: 031-011-014
 Application Number: SGN2010-00030
 Owner: Presidio Properties II LP
 Contractor: Signs By Ken
 Business Name: Omega Financial Group

(Proposal for a four square foot hanging sign. The sign will be placed on a building designated as a Structure of Merit, the El Presidio Office and Cafe. The linear building frontage is 33 feet. The allowable signage is 33 square feet.)

(9:07)

Present: Ken Sorgman, Signs By Ken.

Motion: Final Approval as submitted and the Committee understood there was no lighting proposed as part of the approval.

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

**** THE COMMITTEE BRIEFLY RECESSED AT 9:07 A.M., AND RECONVENED AT 9:12 A.M. ****

CONCEPT REVIEW – NEW

5. **418 STATE ST**

C-M Zone

Assessor's Parcel Number: 037-212-024

Application Number: SGN2010-00031

Owner: Gregory and Cheryl Young

Applicant: Trevor Martinson

Business Name: India House

(Proposal for two signs: one 12 square foot wall sign; one eight square foot projecting sign, for a total of 20 square feet. The linear building frontage is 39 feet. The allowable signage is 39 square feet. The project is located in El Pueblo Viejo Landmark District.)

(9:12)

Present: Trevor Martinson, Applicant/Agent for Krishan Gupta (Tenant) of India House.

Point-of-Order: Staff requested the Applicant clarify the alleged prior approval of the sign wall bracket, and that the burden of proof of prior approval is to be demonstrated by the applicant.

Motion: Continued one week to Conforming Sign Review with comments:

- 1) The proposed projecting blade sign with "American Typewriter" font lettering is ready for approval as submitted. One Committee member believed the raised letters of the projecting blade sign is ready for approval at a reduced 1-inch thickness. Applicant to relocate the projecting blade sign to the right above the flush column, and not centered as proposed.
- 2) Return with proof of prior approval for the projecting blade sign bracket.
- 3) Relocate the address sign to be centered between the two arches, as the proposed location conflicts with the arches and the proposed wall sign above.
- 4) The wall sign lettering is to be of the same font type lettering as "American Typewriter" projecting blade sign.
- 5) The wall sign is to be painted the same color as the "American Typewriter" projecting blade sign.

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

CONCEPT REVIEW – NEW**6. 935 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-321-006
 Application Number: SGN2010-00032
 Owner: Three West Carrillo Partners
 Business Name: True Religion Brand Jeans
 Architect: Kenneth Park Architects

(Proposal for two signs: one 3.4 square foot wall sign; one 5.6 square foot projecting sign, for a total of nine square feet. The linear building frontage is 22.80 feet. The allowable signage is 22.80 square feet. The project is located in El Pueblo Viejo Landmark District.)

Motion: Continued indefinitely to Full Committee at the applicant's request.

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

**** THE COMMITTEE BRIEFLY RECESSED AT 9:38 A.M., AND RECONVENED AT 9:40 A.M. ****

Motion: To table agenda Item #7, 515 N. Milpas Street until the applicant can attend the meeting, and to review Item #8, 3898 State Street out of agenda order.

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

Motion: To un-table agenda Item #7, 515 N. Milpas Street.

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

CONCEPT REVIEW – NEW**7. 515 N MILPAS ST**

C-2 Zone

Assessor's Parcel Number: 031-234-020
 Application Number: SGN2010-00033
 Owner: Christian and Asta Johansen
 Business Name: Kentucky Fried Chicken
 Agent: Safi Ishrati

(Proposal to replace an existing 20 square foot internally illuminated wall sign with a 20.6 square foot internally illuminated logo wall sign. The linear building frontage is 60 feet. The allowable signage is 60 square feet.)

(9:48)

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

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

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

CONCEPT REVIEW – NEW

8. **3898 STATE ST**

C-2/SD-2 Zone

Assessor's Parcel Number: 057-240-044
Application Number: SGN2010-00034
Owner: Four Jays, LP
Applicant: Earthform Design
Business Name: Union 76

(Proposal for a 18 square foot double-faced internally illuminated monument sign. The linear building frontage is 49 feet. The allowable signage is 49 square feet.)

(9:40)

Present: Josh Monroy, Applicant; and Sam Maphis, Landscape Architect.

Motion: Final Approval as submitted with the condition that one single-sided sign is to be parallel with the curb.

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

**** MEETING ADJOURNED AT 9:48 A.M. ****