



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

**Tuesday, March 16, 2010**      **David Gebhard Public Meeting Room: 630 Garden Street**      **8:36 A.M.**

**COMMITTEE MEMBERS:**      NATALIE COPE, *Chair* - PRESENT  
   BOB CUNNINGHAM, *Vice-Chair* - PRESENT  
   JOSHUA PEMBERTON – PRESENT @ 9:15 A.M.  
   DAWN SHERRY (ABR) – PRESENT @ 8:37 A.M.  
   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](http://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](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 Thursday, March 11, 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:**

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 **March 2, 2010**.**

Motion: **Approval of the minutes of the Sign Committee meeting of March 2, 2010, as submitted.**

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

**C. Listing of Approved Conforming Signs.**

The signs approved on Conforming Sign Review from **March 2, 2010** through **March 9, 2010**, are listed below:

1. McDonald's, 29 N. Milpas Street – Final Approval with conditions.
2. Bank of Santa Barbara, 12 E. Figueroa Street – Final Approval as submitted.
3. Design Fusion Gallery, 826 E. Cota Street – Final approval with conditions.

4. Citibank, 3757 State Street – Final approval as submitted.
5. Peanuts Maternity, 9 E. Figueroa Street – Final approval as submitted.
6. Whole Foods, 3761 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 Pemberton will be late to the meeting, and that Committee member Cunningham announced that he will be stepping down on Item #7, 3305 State Street.

E. Possible Ordinance Violations and enforcement updates.

None.

### **CONCEPT REVIEW – NEW**

1. **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 8 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.)

(8:38)

Present: Trevor Martinson, Applicant.

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

- 1) The words "India House" are to be centered in the border area on the wall sign.
- 2) The blade sign is to be increased in size to accommodate the 2-inch lettering stating "Shopping and Restaurant" with the understanding that the sign will be located at least 7 feet above grade.
- 3) Return with a color board sample of all materials.
- 4) The Committee understood that no lighting was proposed as part of the application.
- 5) Return with the letter depth detailing of the proposed wall sign.

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

**Motion: To table agenda Item #2, 515 Milpas Street until submitted photographs for the application could be located, and to review Item #3, 907 State Street out of agenda order.**

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

**Motion: To un-table agenda Item #2.**

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

**CONCEPT REVIEW – NEW****2. 515 N MILPAS ST**

C-2 Zone

Assessor's Parcel Number: 031-234-020  
Application Number: SGN2010-00033  
Owner: Christian 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.)

(8:52/9:13)

Present: Safi Ishrati, Agent for Owner.

**Motion: Continued two weeks to Full Committee with the Applicant to return with the logo wall sign reduced approximately 20 percent in size.**

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

Committee comments: The Committee suggested the applicant return with several different sample percentage sizes of the wall sign.

**CONCEPT REVIEW – CONTINUED****3. 907 STATE ST**

C-2 Zone

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

(Proposal for one 15 square foot wall sign and the relocation of a previously approved 2.25 square foot blade sign, for a total of 17.25 square feet. This building is on the City's List of Potential Historic Resources: "Bothin Building." the linear building frontage is 23 feet. The allowable signage is 23 square feet. The project is located in El Pueblo Viejo Landmark District.)

(9:07)

Present: Kirk Hamilton, Applicant.

**Motion: Final Approval as submitted.**

Action: Sherry/Cunningham, 2/1/1. Motion carried. (Boucher opposed, Cope abstained, Pemberton absent).

**CONCEPT REVIEW – NEW****4. 409 ANACAPA ST**

C-M Zone

Assessor's Parcel Number: 037-212-030  
 Application Number: SGN2010-00041  
 Owner: Tom Williams  
 Contractor: Vogue Sign Company  
 Business Name: Reid's Appliances

(Proposal to install three walls signs at 23 square feet (each) made of individual flush-mounted plastic letters, for a total of 69 square feet. The linear building frontage is 82.5 feet. The allowable signage is 82.5 square feet.)

(9:13)

Present: Tim Leprell, Reid's Appliances; and Kirk Hamilton, Vogue Sign Company.

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

- 1) Return with Sign B reduced approximately 20 percent in size.
- 2) Return with Sign C with the proposed awning shown in place on the plans, and with the suggestion for Sign C to be reduced approximately 20 percent in size.

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

**CONCEPT REVIEW – NEW****5. 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 9 square feet. The linear building frontage is 22.8 feet. The allowable signage is 22.8 square feet. The project is located in El Pueblo Viejo Landmark District.)

(9:19)

Present: Douglas Keith, Agent for Kenneth Park Architects.

**Motion: Final Approval with condition that the "World Tour" letters will be reduced by a quarter inch to a 2-inch height or less.**

Action: Sherry, 5/0/0. Motion withdrawn due to lack of a second.

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

- 1) Reduce the "World Tour" letters by a quarter inch to a 2-inch height or less.
- 2) Both the wall sign and projecting blade sign are to be of sandblasted wood material (a metal trim would be acceptable).

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

**CONCEPT REVIEW – NEW****6. 2541 MODOC RD**

E-1 Zone

Assessor's Parcel Number: 049-170-011  
 Application Number: SGN2010-00040  
 Owner: MRP Santa Barbara, LLC  
 Business Name: Messina Apartment Complex  
 Applicant: Goodland Signs

(Proposal for an "as-built" 16 square foot ground sign for an apartment complex. This application is to abate ENF2009-01256. The linear building frontage is 50 feet. The allowable signage is 50 square feet.)

(9:26)

Present: Kevin Hansen, Agent for RCMI (Owners).

Point-of-Order: Staff had previously requested the Applicant bring the requested corrections for a scaled site plan, elevations showing front linear dimensions, matching dimensions, dimensions for Transportation Division's site plan, floor plan, color and material samples, cut sheets for a lighting plan, and a landscape plan, which were not in evidence during the presentation to the Committee. Staff also confirmed that Transportation Division staff have reviewed and approved the monument ground sign in its current location.

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

- 1) Return with the previously requested and required information and documentation.
- 2) The middle section of the proposed sign where the address and phone number currently exist are to be removed and replaced with four new tiles representing the address numbers "2541" centered on the top line, with the wording "Modoc Road" centered on the second line, and the word "Road" spelled out. The Committee informed the Applicant that phone numbers on signage are not permitted per the Sign Ordinance.

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

**CONCEPT REVIEW – NEW****7. 3305 STATE ST**

C-L/C-P/SD-2 Zone

Assessor's Parcel Number: 051-100-001  
 Application Number: SGN2010-00035  
 Owner: James De Loreto  
 Business Name: Loretto Plaza  
 Applicant: Signs By Ken

(Proposal to amend the existing sign program for Loretto Plaza to include an additional green color to the approved color palette.)

(9:41)

Present: Ken Sorgman, Signs By Ken.

**Motion: Final Approval as submitted.**

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

**\*\* MEETING ADJOURNED AT 9:47 A.M. \*\***