



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

Tuesday, April 13, 2010      David Gebhard Public Meeting Room: 630 Garden Street      8:30 A.M.

**COMMITTEE MEMBERS:**      NATALIE COPE, *Chair* - PRESENT  
   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:**      MICHAEL SELF - ABSENT      DALE FRANCISCO (ALTERNATE) - ABSENT

**STAFF:**      JAIME LIMÓN, Senior Planner – PRESENT UNTIL 8:42 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 Friday, April 09, 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 30, 2010.****

Upon review of the previous March 30<sup>th</sup> agenda item #3, 216 E. Cota Street, the Committee reviewed staff's note, "One Board member requested the applicant remove all electrical conduits, but staff later raised the point of order that such a request is against City policy." to include the following clarification:

Staff clarified that the Sign Committee cannot make a ruling on installed electrical conduit(s) if it is not related (providing power) to the sign or sign lighting as part of the submitted sign application. Staff reported that the Committee could stipulate that the installed electrical conduit(s) be submitted as a complaint enforcement issue for removal.

Motion: **Approval of the minutes of the Sign Committee meeting of March 30, 2010, as amended.**

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

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from **March 30, 2010** through **April 06, 2010**, are listed below:

1. Reid's, 409 Anacapa Street – Final Approval with conditions.
2. Arbor, 1221 State Street – Final Approval as submitted.
3. Punch, 1223 State Street – Final approval as submitted.
4. La Tarola, 1102 State Street – Final approval as submitted.
5. French Lessons, 1253 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 step down from Item #5, 1214 State Street (Granada Theater).

Mr. Jaime Limón, announced that the next agendaized Committee meeting will include a discussion to clarify the Fiscal Plan for 2010-2011 FY for the Community Development Department including potential budget impacts to the Sign Committee.

E. Possible Ordinance Violations and enforcement updates.

Committee member Cunningham reported the following complaints:

1. Presidio Fencing Club, 216 E. Cota Street: exposed electrical conduit to be removed.
2. Plaza de Oro Theatre, 351 Hitchcock: multiple signs on street corner with “Sunday” Church signs.
3. Kernohan's Toys, 0-100 W. Anapamu Street: alleged violation regarding unpermitted spot lighting and electrical conduit installed above signage.

**CONCEPT REVIEW – CONTINUED**

1. **605 STATE ST**

C-M Zone

Assessor's Parcel Number: 037-131-009  
 Application Number: SGN2010-00042  
 Owner: Alejandro Hurtado  
 Contractor: Freedom Signs  
 Business Name: Dr. Hurtado Dentistry & Orthodontic

(Revised proposal to relocate a five square foot hanging sign and add a 14.5 square foot wall sign made of three dimensional letters, for a total of 19.5square feet on site. The application includes two gooseneck lighting fixtures. The linear building frontage is 25 feet. The allowable signage is 25 square feet. The project is located in El Pueblo Viejo Landmark District.)

(8:39)

Present: Dan Morris, Freedom Signs; and Alejandro Hurtado, Owner.

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

- 1) Sign B is acceptable as modified and is to be back-lit with white LED, including only the words “orthodontics” and “dentistry”, and relocated as shown on the plans.
- 2) Signs are to be off-black in color.
- 3) The tooth projecting sign is to be relocated (away from the window) as shown on the plans.
- 4) The lantern is to be relocated to a location near the tooth's existing location.

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

**CONCEPT REVIEW – NEW****2. 516 E GUTIERREZ ST**

M-1 Zone

Assessor's Parcel Number: 031-351-013  
Application Number: SGN2010-00053  
Owner: Roy and Annie Cole, Living Trust  
Contractor: Signs By Ken  
Business Name: Vista Paint

(Proposal to construct one 9.5 square foot wall made of LED Channel letters and one 6.46 square foot wall sign made of Acrylic and foam letters, for a total of 15.45 square feet. The linear building frontage is 114 feet. The allowable signage is 90 square feet.)

(8:59)

Present: Ken Sorgman, Signs By Ken.

**Motion: Final Approval as submitted.**

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

**CONCEPT REVIEW – NEW****3. 435 STATE ST**

C-M Zone

Assessor's Parcel Number: 037-211-007  
Application Number: SGN2010-00049  
Owner: Stella Anthes, Trustee  
Architect: Henry Lenny  
Business Name: Whiskey Richards

(Proposal for a 9.75 square foot internally illuminated back-lit wrought iron wall sign. The linear building frontage is 25 feet. The allowable signage is 25 square feet. The project is located in El Pueblo Viejo Landmark District.)

(9:08)

Present: Henry Lenny, Architect.

**Motion: Final Approval with the condition that the applicant is to utilize either rope or neon lighting to show consistent lighting with no "hot" spots.**

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

**\*\* THE COMMITTEE BRIEFLY RECESSED AT 9:17 A.M., AND RECONVENED AT 9:19 A.M. \*\***

**CONCEPT REVIEW – NEW****4. 17 W HALEY ST**

C-M Zone

Assessor's Parcel Number: 037-211-003  
 Application Number: SGN2010-00050  
 Owner: SB Hotel Partners  
 Contractor: Coast Sign, Inc.

(Proposal for six wall signs: two four square feet (each) canopy signs; one 12 square foot letter and logo; two three square feet (each) letter and logo; one six square foot letter and logo, for a total of 32 square feet. The signs will replace existing signs. The linear building frontage is 230 feet. The allowable signage is 90 square feet. The project is located in El Pueblo Viejo Landmark District.)

(9:19)

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

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

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

**CONCEPT REVIEW – CONTINUED****5. 1214 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-183-019  
 Application Number: SGN2007-00055  
 Owner: Santa Barbara Center for the Performing Arts  
 Applicant: Stephen Metsch  
 Applicant: William Cochran  
 Business Name: Granada Theater

(Revised proposal to add two projecting signs at 2.75 each, for a total of 5.5 square feet of additional signage. The linear building frontage is 80 feet. The allowable signage is 65 square feet. The project is located in El Pueblo Viejo Landmark District.)

**(An exception is requested to exceed the maximum allowable square footage of 80 square feet. A previous exception was requested for 576 square feet of signage which included the marquee and received HLC approval and is existing. An additional 5.5 square feet is requested for a total of 609 square feet for the site.)**

(9:20)

**Present:** William Cochran, Applicant.

**Motion:** Final Approval as submitted with findings made for the exception to exceed the maximum allowable square footage of 80 square feet by an additional 5.5 square feet for a total of 609 square feet.

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

Staff note: A new revised exception letter is requested from the applicant to include the 5.5 additional square feet that exceeds the maximum allowable square footage of 80 square feet.

**\*\* MEETING ADJOURNED AT 9:33 A.M. \*\***