



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

Tuesday, April 27, 2010      David Gebhard Public Meeting Room: 630 Garden Street      8:30 A.M.

**COMMITTEE MEMBERS:**      NATALIE COPE, *Chair* - PRESENT  
   BOB CUNNINGHAM, *Vice-Chair* - PRESENT  
   LOUISE BOUCHER (HLC) - PRESENT  
   JOSHUA PEMBERTON – PRESENT @ 8:53 A.M.  
   DAWN SHERRY (ABR) – 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 9:18 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 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 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 were dropped from the Agenda unless applicant attended scheduled meeting. If the applicant was unable to attend scheduled meeting, Staff should have been notified by the applicant prior to 4:00 P.M. the day before the meeting. Elva de la Torre can be reached at the City of Santa Barbara, Planning Division, 564-5470.

No application can 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 would have been reviewed was listed to the left of each item. **It was suggested that applicants arrive at least 15 minutes early.** Agenda schedules are 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 these meetings, 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 23, 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 **April 13, 2010.**

Motion: **Approval of the minutes of the Sign Committee meeting of April 13, 2010, as amended.**

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

## C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from **April 20, 2010**, are listed below:

1. Arbor, 1221 State Street – Final Approval as submitted.
2. Punch, 1223 State Street – Final Approval as submitted.
3. La Tavola, 1102 State Street– Final approval as submitted.
4. French Lessons, 1253 Coast Village Road – Final approval with conditions.
5. The Lyne Building, 27 E. Cota Street – Final approval as submitted.

- D. Announcements, requests by applicants for continuances and withdrawals, and future agenda items.
- 1) Ms. Boucher announced that the use of goose-neck fixtures in the El Pueblo Viejo District will be clarified as restricted from that district in the pending revisions to the Sign Ordinance.
  - 2) Ms. de la Torre announced an address correction to the agenda Item #3, to be "820 State Street" instead of "27 El Paseo".
  - 3) Ms. de la Torre announced the indefinite continuance at the applicant's request for agenda Item #5, 3790 State Street, and Item #6, 1096 Coast Village Road. Motions so made by Committee members Boucher/Cunningham.
- E. Possible Ordinance Violations and enforcement updates.
- Committee member Cunningham reported the complaint regarding alleged church banner violations on the southwest corner of Victoria and Anacapa Streets.

### **DISCUSSION ITEM:**

#### 1. **BUDGET FOR FISCAL YEAR 2010-2011**

Staff: Bettie Weiss, City Planner; and Jaime Limón, Senior Planner  
(Presentation of Community Development Department budget information for FY2010-2011, including potential budget impacts regarding Sign Committee Review.)

Discussion held.

### **CONCEPT REVIEW – NEW**

#### 2. **18 E ORTEGA ST**

C-M Zone

Assessor's Parcel Number: 037-132-025  
Application Number: SGN2010-00055  
Owner: Alan R. Porter  
Applicant: Dave Tilsner  
Business Name: Dargan's Irish Pub

(Proposal to remove existing signs, with the exception of one 10 square foot wall sign which is to remain unaltered, and add two 12 square foot (each) steel projecting signs, for a total of 24 square feet. The linear building frontage is 40 feet. The allowable signage is 40 square feet. The project is located in El Pueblo Viejo Landmark District.)

(9:18)

Present: Dave Tilsner, Applicant.

Point-of-Order: Staff clarified that the exception cannot be commented upon by the Committee since the applicant hasn't yet paid the exception fee and the proposed illuminated blade sign is not allowed in the El Pueblo Viejo District.

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

- 1) All signs are not to be internally illuminated.
- 2) The existing sign on Ortega Street is to be removed in compliance with the restriction in the El Pueblo Viejo Landmark District.

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

**CONCEPT REVIEW – NEW****3. 820 STATE ST**

C-2 Zone

Assessor's Parcel Number: 037-052-024  
Application Number: SGN2010-00054  
Owner: Ella Paseo, LLC  
Applicant: Dave Tilsner  
Business Name: Guess

(Proposal for two new signs: one 4 square foot projecting aluminum sign and one 3 square foot aluminum acrylic wall sign, for a total of 7 square feet. The linear building frontage is 69 feet. The allowable signage is 69 square feet. The project is located in El Pueblo Viejo Landmark District.)

**(An exception is requested and findings are required for exceeding the maximum allowable letter height of 10 inches, with a 19 inch letter and a 15 7/8 inch letter.)**

(9:31)

Present: Dave Tilsner, Applicant.

**Motion 1: Continued indefinitely to Conforming Sign Review with comments:**

- 1) The capital letter "G" in the word "Guess" is to be reduced to the height of 12-inches and not eliminated.
- 2) The wording "by Guess" is to be proposed at the discretion of the applicant.
- 3) The blade sign will be acceptable if the capital letter "G" in the word "Guess" on the blade sign is reduced to the height of 12-inches with the surrounding black border reduced proportionately.

Action: Sherry/Pemberton, 4/1/0. Motion carried. (Boucher opposed).

Point-of-Order: Staff requested the Board include making the findings for the exception in the motion.

**Motion 2: Continued indefinitely to Conforming Sign Review making the findings for the exception to exceed the maximum allowable letter height of 10 inches for a 12-inch letter height, as follows:**

- 1) The Committee finds that there are exceptional or extraordinary circumstances or conditions applicable to the property involved or intended use of the property, that do not apply generally to the other properties in the vicinity.
- 2) The granting of the exception will not materially detrimental to the public welfare, neighborhoods, or to the properties or environments in the vicinity.
- 3) The proposed signs are intended to be in conformance and consistent with the intent of the Sign Ordinance.

Action: Sherry/Pemberton, 4/1/0. Motion carried. (Boucher opposed).

**CONCEPT REVIEW – NEW****4. 3120 STATE ST**

C-2/SD-2 Zone

Assessor's Parcel Number: 053-332-017  
 Application Number: SGN2010-00056  
 Owner: Paul Uyesaka  
 Applicant: Ruben Rey  
 Business Name: Pueblo del Rey Funeral Services

(Proposal for a 26.6 square foot wall sign. The linear building frontage is 40 feet. The allowable signage is 40 square feet.)

(9:51)

Present: Ruben Rey, Applicant.

**Motion: Final Approval with conditions:**

- 1) The sign logo as submitted is to be painted onto the building, with the sign board and the border of the sign eliminated.
- 2) Applicant to apply appropriate spacing both above and below the wording "Funeral Service" with the sign and lettering proportionately reduced in size.

Action: Sherry. Motion failed due to lack of a second.

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

- 1) Applicant to return with the sign board and sign border eliminated, and a different sign plan layout drawn to scale with the sign fascia appropriately spaced out in a linear manner.
- 2) The Committee prefers the sign logo to be painted on the building.

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

**CONCEPT REVIEW – NEW****5. 3790 STATE ST**

C-P/SD-2 Zone

Assessor's Parcel Number: 053-300-025  
 Application Number: SGN2010-00058  
 Owner: Bank of America  
 Applicant: Coast Sign  
 Business Name: Bank of America

(Proposal to replace Bank of America logo signs. Proposal for seven signs: one 22.08 square foot internally illuminated monument sign; two 20.22 square foot (each) internally illuminated wall signs; three 2 square feet (each) directional signs; one 4.2 window sign, for a total of 84.72. The linear building frontage is 103 feet. The allowable signage is 90 square feet.)

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

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

**CONCEPT REVIEW – NEW****6. 1096 COAST VILLAGE RD**

C-1/SD-3 Zone

Assessor's Parcel Number: 009-221-006  
Application Number: SGN2010-00057  
Owner: 1096 Old Coast Highway, LLC  
Applicant: Coast Sign  
Business Name: Bank of America

(Proposal for three signs: one 28.59 square foot internally illuminated monument sign; one 27.17 square foot internally illuminated wall sign; one 8.75 square foot hanging sign, for a total of 64.46 square feet. The linear building frontage is 70 feet. The allowable signage is 65 square feet.)

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

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

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

C-2 Zone

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

(Proposal to replace an existing 20 square foot internally illuminated wall sign with a 20.6 square foot internally illuminated logo wall sign. The new logo identification sign is proposed to change to a new mug sign depicting "Colonel Sanders". The linear building frontage is 25 feet. The allowable signage is 25 square feet.)

(10:10)

Present: Safi Ishrati, Architect; and an agent for the franchise owner.

**Motion: Final Approval with the condition that the dimensions of the wall sign are to be 3 feet in width by 4 feet, 5-inches in height.**

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

**\*\* MEETING ADJOURNED AT 10:15 A.M. \*\***