



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Tuesday, May 25, 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 8:41 A.M.
 ELVA La Conte, Planning Technician – ABSENT
 JOANNE LA CONTE, Assistant Planner - 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, May 20, 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 **April 27, 2010.**

Motion: **Approval of the minutes of the Sign Committee meeting of April 27, 2010, as amended.**

Action: Cunningham/Boucher, 4/0/1. Motion carried. (Pemberton abstained).

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from **May 4, 2010 through May 18, 2010**, are listed below:

1. Kozmo's, 714 State Street – Final Approval as submitted.
2. Pueblo Del Rey, 3120 State Street – Final approval with conditions.
3. Food Bank, 1525 State Street #100– Final approval with conditions.
4. Santa Barbara Window Design, 16 Calle Laureles – Final approval as submitted.

5. O'Reilly Auto Parts, 55 S. La Cumbre – Final approval with conditions.
6. O'Reilly Auto Parts, 436 N. Milpas Street – Final approval with conditions.
7. Guess, 820 State Street – Final approval with conditions.
8. Fidelity National Title, 3700 State Street – Final Approval with conditions.

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

Ms. La Conte announced that Committee member Sherry will be stepping down from Item #3, 18 E. Ortega Street, Dargan's Irish Pub, and Committee member Cunningham will be stepping down from Item #5, 401 S. Hope Avenue, Cutter Properties, LTD.

Mr. Jaime Limón reported on submittal requirements reviewed by staff for sign applications.

E. Possible Ordinance Violations and enforcement updates: None.

CONCEPT REVIEW – NEW

1. 503 STATE ST

C-M Zone

Assessor's Parcel Number: 037-172-011
 Application Number: SGN2010-00064
 Owner: 501 State Street, Inc.
 Applicant: Benton Signs
 Business Name: Mac's Fish and Chip Shop

(Proposal for two signs: one 11 square foot wall sign, and one 7.6 square foot projecting sign to hang on an existing bracket, for a total of 18.6 square feet. The linear building frontage is 45 feet. The allowable signage is 45 square feet. The project is located in El Pueblo Viejo Landmark District.)

(8:41)

Present: Dave Benton, Benton Signs.

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

- 1) The blade sign is acceptable as submitted.
- 2) Return with upper and lower case capitals, with first letters at a 9-inch letter height, and the remaining letters at smaller dimension proportional with the "Mac's" logo on the blade sign.

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

CONCEPT REVIEW – NEW

2. 608 ANACAPA ST

C-M Zone

Assessor's Parcel Number: 031-151-017
 Application Number: SGN2010-00067
 Owner: Jason D. Leggitt
 Applicant: Fred Barbaria
 Business Name: Arch Rock Fish

(Proposal for two signs: one 18.62 square foot wall sign made of pin-mounted stainless steel reverse channel letters, and a double-sided 9.92 square foot sandblasted projecting sign, for a total of 28.34 square feet. The linear building frontage is 73 feet. The allowable signage is 65 square feet.)

(8:48)

Present: Fred Barbaria, Santa Barbara Signs and Graphics; and Jamie Kostechko, Arch Rock Fish.

Motion: **Final Approval with the condition that the “Office Space Available” sign is to be removed from the public parkway strip.**

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

Motion: **To table agenda Item #3, 18 E. Ortega Street until the applicant can attend the meeting, and to review Item #4, 917 State Street out of agenda order.**

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

Motion: **To un-table agenda Item #3, 18 E. Ortega Street.**

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

REFERRED FROM CONFORMING SIGN REVIEW

3. **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.)

(9:05)

Present: Dave Tilsner, Applicant.

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

1) Lanterns and signage at the main entrance to building are acceptable as submitted.

2) Return with alternate lighting for the Harp logo and the blade sign.

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

Staff notes: Staff advised the Applicant submit a letter explaining their proposal for off-site (directory) signage on State Street in order to determine if their proposal could be processed under the exception provisions of the Sign Ordinance.

THE FOLLOWING AGENDA ITEM WAS HEARD OUT OF AGENDA ORDER.**CONCEPT REVIEW – NEW****4. 917 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-321-039
 Application Number: SGN2010-00066
 Owner: David and Susan Hughes, Family Trust
 Business Name: Tillys
 Applicant: Blake Sign Company

(Proposal for five new signs: one 5.69 square foot wall sign; one 7.33 square foot projecting sign and three awnings signs 0.69 square feet (each), for a total of 15.09 square feet. The linear building frontage is 55 feet. The allowable signage is 55 square feet. The project is located in El Pueblo Viejo Landmark District.)

(8:54)

Present: Neil Graham; Blake Sign Company.

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

- 1) Return with samples of the proposed off-black sign color and proposed wood or wood stain treatment.
- 2) Provide detailed plans of the appropriate blade sign bracket.
- 3) Remove all the signage on the awnings and windows.

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

Staff notes: Awning sign request was withdrawn by the applicant. The bracket detail was the same as approved and shown in the street files for Z Gallery. Applicant was advised to clean-up the application, show the appropriate blade sign bracket, and remove signage from awnings and window from the plans.

Motion: To table agenda Item #5, 401 S. Hope Street until the applicant can attend the meeting, and to review Item #6, 3968 Via Lucero out of agenda order.

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

CONCEPT REVIEW – NEW**5. 401 S HOPE AVE**

E-3/P-D/SP-4/SD-2 Zone

Assessor's Parcel Number: 051-240-018
 Application Number: SGN2010-00063
 Owner: Cutter Properties, LTD

(Proposal to permit an "as-built" 21.6 square foot dimensional lettered wall sign, for a site with existing signage of 93.02 square feet, for a total of 114.6 square feet. The linear building frontage is 200 feet. The allowable signage is 90 square feet.)

(Two exceptions are requested with findings required, (1) to exceed the maximum site signage allowed of 90 square feet with an addition 21.6 square feet of signage and (2) to exceed the maximum 12" letter height, requesting letter size to be 22" in height.)

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

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

THE FOLLOWING AGENDA ITEM WAS HEARD OUT OF AGENDA ORDER.**CONCEPT REVIEW – NEW****6. 3968 VIA LUCERO**

R-3/SD-2 Zone

Assessor's Parcel Number: 057-232-022
Application Number: SGN2010-00051
Owner: Essex Portfolio, LP
Contractor: Wolfpack Sign Group
Business Name: Hope Ranch Collection

(Proposal for a 21.59 square foot monument sign for an existing apartment complex. The linear building frontage is 213 feet. The allowable signage is 25 square feet.)

(9:17)

Present: Tracy Parker, Wolfpack Sign Group.

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

- 1) Eliminate the telephone number on all signs, as the purpose of the sign is to identify the property.
- 2) All letters are to be centered within the sign area.
- 3) Provide samples of the bar material below the sign and the proposed flat wood caps as the wood should not be thin nor wrap around the stone.
- 4) Return with more detailed dimensioned drawings and plans of materials, etc., specifically of the proposed caps, with all appropriate identifications.

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

CONCEPT REVIEW – NEW**7. 3999 VIA LUCERO**

R-3/SD-2 Zone

Assessor's Parcel Number: 057-233-025
Application Number: SGN2010-00052
Owner: Essex Portfolio, LP
Contractor: Wolfpack Sign Group
Business Name: Hope Ranch Collection

(Proposal to permit a 12 square foot "as-built" wall sign, and add one 18.46 square foot ground sign, for a total of 30.46 square feet, to an existing apartment complex. The linear building frontage is 335 feet. The allowable signage is 25 square feet.)

(An exception is requested and findings are required for exceeding the 25 square foot maximum allowable square footage by an excess of 5.46 square feet, and to allow a second sign for an existing apartment complex.)

(9:26)

Present: Tracy Parker, Wolfpack Sign Group.

Motion: Continued two weeks to Full Committee with comments:

- 1) Return with a modified monument sign with the strong suggestion that the right-hand end column be omitted.
- 2) Remove the telephone numbers on all signs, as the purpose of the sign is to identify the property.
- 3) Remove the address numbers in the upper right corner of the signs, and relocate the address within the framed portion of the sign and above the word "Hope".
- 4) Lettering to be rearranged proportionately to fit the proposed signage.
- 5) Return with precise square footage dimensions on the plans for the new signage.
- 6) The wall sign dimensions are to conform to the 25-foot maximum allowable square footage or the wall sign is to be removed.
- 7) Consider removing all exposed sign conduit.

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

Staff Notes: Applicant was advised remove the scroll element on the monument sign. Public Works staff to verify the monument sign location. Applicant verified the location of the wall sign as behind the existing tree. Staff to research the purpose of the sign conduit.

**** MEETING ADJOURNED AT 9:44 A.M. ****