



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

**Tuesday, June 22, 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) – ABSENT  
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 - ABSENT  
JOANNE LA CONTE, Assistant Planner - PRESENT  
KATHLEEN GOO, Commission Secretary - PRESENT

**Website:** [www.SantaBarbaraCa.gov](http://www.SantaBarbaraCa.gov)

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**\*\* 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, June 17, 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 **June 8, 2010**.**

Motion: **Approval of the minutes of the Sign Committee meeting of June 8, 2010, as amended.**

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

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

The signs approved on Conforming Sign Review from **June 8, 2010** through **June 15, 2010**, are listed below:

1. Hope Ranch Collection, 3968 Via Lucero – Continued to Conforming Review with comments.
2. Dargan's Irish Pub, 18 W. Ortega Street – Final Approval as submitted.
3. "1221 Victoria Court," 17 W. Victoria Street – Final Approval with conditions.
4. Hope Ranch Collection, 3968 Via Lucero – Final Approval as submitted.
5. Hope Ranch Collection, 3999 Via Lucero – Final Approval with conditions.
6. Subway, 3967 State Street – Continued indefinitely to Conforming Review.

7. Antioch University, Santa Barbara, 801 Garden Street – Final approval as submitted.
8. GNC Live Well, 136 S. Hope Street – Continued indefinitely to Conforming Review.

D. Announcements, requests by applicants for continuances and withdrawals, and future agenda items.  
Ms. La Conte announced that Committee member Sherry will be absent from the meeting.

E. Possible Ordinance violations and enforcement updates.

Committee member Boucher reported the following other violations:

1. Happy Feet, 903 State Street: staff to verify if the sign over the arch was installed according to the approved plans.

Committee member Cunningham reported the following violations:

1. Pueblo Del Rey Funeral Services, 3120 State Street: the approved sign was to be painted on the building, but has not been installed according to the approval. Staff to check status of the approved permit and to advise the Building Inspector of the issues if the permit has not yet received final approval.

### CONCEPT REVIEW – CONTINUED

1. **206 CASTILLO ST** HRC-1/SD-3 Zone

Assessor's Parcel Number: 033-031-016  
 Application Number: SGN2010-00070  
 Owner: Harborside Inns of Santa Barbara  
 Applicant: Signs By Ken  
 Business Name: Lavendar Inn

(Proposal to install a 33 square foot. ground sign, and a 12.8 square foot projecting sign for a total of 45.8 square foot of signs (including a neon vacancy insert) for Lavender Inn by the Sea. All existing signs are to be removed. The linear building frontage is 204 feet. The allowable signage is 90 square feet. The project is located in El Pueblo Viejo Landmark District.)

(8:40)

Present: Ken Sorgman, Signs By Ken.

**Motion: Final Approval as submitted.**

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

### CONCEPT REVIEW – NEW

2. **2939 DE LA VINA ST** C-2/SD-2 Zone

Assessor's Parcel Number: 051-202-002  
 Application Number: SGN2010-00081  
 Owner: Michael and Dirk Probstel  
 Business Name: Visions Smoke Shop  
 Contractor: DCM Graphics

(Proposed 13 square foot wall sign for a retail store at an existing commercial space. The linear building frontage is 53 feet. The allowable signage is 53 square feet.)

(8:43)

Present: Alex Marshall, DCM Graphics.

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

- 1) Reduce the "Smoke Shop" lettering size to better integrate the proposed "Vishions" logo with the lettering.
- 2) Return with a more a muted letter color than the proposed bright red letter color for the requested signage.

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

**CONCEPT REVIEW – NEW**

3. **624 SANTA BARBARA ST**

C-M Zone

Assessor's Parcel Number: 031-152-027  
 Application Number: SGN2010-00078  
 Owner: Alphonso Sanchez Estate  
 Business Name: Stock Building Supply  
 Applicant: Alex Marshall, DCM Graphics

(Proposal to install a 20 square foot hanging sign for Stock Building Supply. The linear building frontage is 20 feet. The allowable signage is 20 square feet. The project is located in El Pueblo Viejo Landmark District.)

(8:51)

Present: Alex Marshall, DCM Graphics.

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

- 1) Reduce the length of the proposed hanging sign to fit over the entrance to the building.
- 2) For letters other than the proposed business name, reduce the proposed letter height to a 2-inch letter height.

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

**CONCEPT REVIEW – CONTINUED**

4. **3948 STATE ST**

C-2/SD-2 Zone

Assessor's Parcel Number: 057-233-032  
 Application Number: SGN2010-00076  
 Owner: Gelb Family Trust  
 Contractor: Vogue Sign Company  
 Business Name: Firestone

(Proposal to install a 7 square foot wall sign and a 13.5 square foot ground sign, for a total of 20.5 square feet of signs for Firestone. The proposal will replace the existing signage. The linear building frontage is 62 feet. The allowable signage is 62 square feet.)

(9:00)

Present: Christian Muldoon, Vogue Sign Company.

**Motion: Final Approval with the conditions to reduce the thickness of the lettering on the wall sign to 3-inches, and remove one wall sign.**

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

**CONCEPT REVIEW – CONTINUED****5. 132 E MONTECITO ST**

OC/HRC-2/SD-3 Zone

Assessor's Parcel Number: 033-054-026  
Application Number: SGN2010-00075  
Owner: Italo and Dario and George Castagnola  
Agent: Dave's Signs  
Contractor: Mega H2 Electric  
Business Name: Glidden Paint Center

(Proposal to install two 31.22 square foot wall signs for a total of 62.44 square feet of signs for Glidden Paint Center. All existing signs are to be removed. The linear building frontage is 89 feet. The allowable signage is 89 square feet.)

(9:05)

Present: Dave Tilsner, Dave's Signs.

**Motion: Final Approval with conditions:**

- 1) Relocate the wall sign facing Santa Barbara Street to be centered over the entrance, and lowered to an approximate height (3-foot, 6-inch reduction) as measured from the bottom of the sign to 10 feet above center grade, and centered over the doorway.
- 2) Remove the trademark on both signs.
- 3) Applicant to resubmit revised drawings to staff for verification.

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

**CONCEPT REVIEW – NEW****6. 17 W HALEY ST**

C-M Zone

Assessor's Parcel Number: 037-211-003  
Application Number: SGN2010-00050  
Owner: Santa Barbara Hotel Partners  
Contractor: Coast Sign, Inc.  
Business Name: Holiday Inn Express  
Applicant: Sue Modereger

(Proposal for six wall signs: two canopy signs each four square feet; one 12 square foot letter and logo; two letter and logo signs each three square feet; and 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.)

(9:18)

Present: Sue Modereger, Coast Sign, Inc.

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

- 1) Signs A and B are approved as submitted.
- 2) Signs C and D are to be crafted from bronze material rather than the proposed stainless steel material. All other aspects of the signs are acceptable.
- 3) Sign E: Rearrange the text into one line and reduce the logo to match that of Sign F.
- 4) Sign F is acceptable as submitted.

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

**CONCEPT REVIEW – NEW****7. 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, Inc.  
 Business Name: Bank of America

(Proposal for six signs: one 28.59 square foot internally illuminated monument sign; one 27.12 square foot internally illuminated wall sign; one 8.75 square foot hanging wood sign; two informational/directional signs at 2.25 square feet each, and one informational/directional sign at 2 square feet for a total of 71.71 square feet. Three existing signs at 5.76 square feet are proposed to remain and one existing monument sign and two existing wall signs are proposed to be removed. The total square footage of all signs proposed and to remain is 77.47 square feet. The linear building frontage is 70 feet. The allowable signage is 65 square feet.)

**An exception is requested to exceed the maximum allowable signage of 65 square feet.**

(9:30)

Present: Dennis Stout, Coast Sign, Inc.

**Motion:** **Continued one week to Conforming Sign Review making the findings for the exception to exceed the maximum allowable signage of 65 square feet, and with comments as follows:**

- a) 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.
  - b) The granting of the exception will not materially detrimental to the public welfare, neighborhoods, or to the properties or environments in the vicinity.
  - c) The proposed signs are intended to be in conformance and consistent with the intent of the Sign Ordinance.
- 1) Return with modified application reflecting removal of the "Exit Only" signs with their locations indicated on the plans.
  - 2) Remove Sign #6, and apply the text of Sign #6 to the blank portion of Sign #5.
  - 3) Return with a more toned down red color alternative option for the terracotta.
  - 4) If signs are permitted for illumination, the illuminated monument Sign B shall be with:
    - a) An opaque (toned down) red color background.
    - b) Illuminated-through letters.
    - c) Blue and red logo only.

Action: Cunningham/Boucher, 3/1/0. Motion carried. (Pemberton opposed, Sherry absent).

Staff notes: Staff to verify the permit status for the proposed illuminated monument sign. Staff requested the applicant to return with a revised statistic form with the corrected calculations for the requested reduced signage.

**CONCEPT REVIEW – NEW****8. 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, Inc.  
Business Name: Bank of America

(Proposal to replace Bank of America logo signs. Proposal for thirteen signs: one 22.08 square foot internally illuminated monument sign; two internally illuminated wall signs each 20.23 square feet; six directional signs each 2 square feet; two window signs each 1 square foot, and two window signs each 2.24 square feet, for a total of 81.02. Two existing ATM signs totaling 3.45 square feet are proposed to remain. An existing ground side, two existing wall signs and a directional sign totaling 84.9 square feet are proposed to be removed. The linear building frontage is 103 feet. The allowable signage is 90 square feet.)

(9:58)

Present: Dennis Stout, Coast Sign, Inc.

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

- 1) Restudy the size and location of Sign #2.
- 2) The red color of Sign #1 is to be modified; the illumination is to be limited only to the Bank of America logo.
- 3) Remove all redundant informational/directional signage from the parking area, as those provided at the parking entrances should be sufficient.
- 4) Replace all red ATM signs with silver ATM signs.

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

**\*\* MEETING ADJOURNED AT 10:14 A.M. \*\***