



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Tuesday, July 6, 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 at 8:36 a.m.
DAWN SHERRY (ABR) – Present until 9:50 a.m.

ALTERNATES: ALEX PUJO (HLC) – Absent
KEITH RIVERA (ABR) – Absent

CITY COUNCIL LIAISON: MICHAEL SELF – Absent

STAFF: JAIME LIMÓN, Senior Planner/Design Review Supervisor – Present at 9:10 a.m.
ELVA DE LA TORRE, Planning Technician – Present
KATHLEEN GOO, Commission Secretary - Absent
GABRIELA FELICIANO, 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 the scheduled meeting. If the applicant is unable to attend the scheduled meeting, notification must be communicated by 4:00 P.M. on the day before the meeting to Elva de la Torre, at the city of Santa Barbara Planning Division, (805) 564-5470 extension 4554; otherwise a postponement/rescheduling fee will be charged.

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 Street and agendas and minutes are posted online at www.SantaBarbaraCa.gov/sign. 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 Elva de la Torre, at (805) 564-5470 extension 4554, or by email at edelatorre@santabarbaraca.gov. Our office hours are 8:30 a.m. to 4:00 p.m., Monday through Thursday, and every other Friday. Please check our website under City Calendar to verify closure dates.

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 July 1, 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.

No public comment.

B. Approval of the minutes of the Sign Committee meeting of June 22, 2010.

Motion: **Approval of the minutes of the Sign Committee meeting of June 22, 2010, as amended.**

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

C. Listing of approved Conforming Signs: from **June 22** through **June 29, 2010**.

1. Dargain's Irish Pub, 18 E. Ortega Street – Final Approval as submitted.
2. Olio E Limone Pizzeria, 17 W. Victoria Street – Final Approval as submitted.

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

None.

E. Possible Ordinance Violations.

Ms. de La Torre announced the following possible ordinance violations that were recently reported:

1. 3534 State Street, Pizza Guru – banner sign.
2. 7 N. Nopal Street, Big Brand Tire Company – banner signs on freeway side of the building.
3. 37 Gregory Way (200 block of Hitchcock Avenue) – temporary sign in driveway.
4. 210 E. Figueroa Street – yellow banner on building advertising availability.

CONCEPT REVIEW – NEW1. **913 STATE ST**

C-2 Zone

(8:36)

Assessor's Parcel Number: 039-321-037
 Application Number: SGN2010-00085
 Owner: Aryana Jeans, LLC
 Applicant: Sign-A-Rama
 Business Name: Dear Diary...

(Proposal for four signs: one 8.16 square foot wall sign made of individual letters; one 5.25 square foot projecting sign; two 1.1 square foot (each) window signs, for a total of 15.61 square feet. The linear building frontage is 26 feet. The allowable signage is 65 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Ron Smith, Sign-A-Rama.

Motion: Continued two weeks with the following comments:

1. Provide completed drawings of the new façade on the building with architectural elevations and letter height called-out.
2. Provide a photograph of the side view of the existing bracket.
3. Window lettering shall be of a maximum 2 mm vinyl material.

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

Commission comment: Staff shall look into the removal of the management company sign from the building.

CONCEPT REVIEW – NEW**2. 742 STATE ST**

C-2 Zone

(8:46)

Assessor's Parcel Number: 037-092-001
 Application Number: SGN2010-00084
 Owner: Atlantico, Inc.
 Applicant: Freedom Signs
 Business Name: This Little Piggy Wears Cotton

(Proposal for six signs: one 4.34 square foot projecting sign; one 7.56 square foot projecting sign; one 4.02 square foot wall sign; one 7.22 square foot wall sign, and two 2.12 square foot (each) window signs, for a total of 27.4 square feet. **The site is located in a building listed as a potential for designation; known as both the La Placita building and the McKay-Bothin building.** The linear building frontage is 36 feet. The allowable signage is 36 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Dan Morris, Freedom Signs.

Motion: Final approval with the condition that the window sign shall have a maximum 2 mm vinyl material lettering.

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

CONCEPT REVIEW – CONTINUED**3. 2939 DE LA VINA ST**

C-2/SD-2 Zone

(8:54)

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

(Proposal for a 13 square foot wall sign constructed of individual letters. The linear building frontage is 53 feet. The allowable signage is 53 square feet.)

Present: Alex Marshall, DCM Graphics.

Motion: Continued two weeks and to carrying forward the previous June 22, 2010 meeting motion comments:

1. Integrate the name of the business into the logo.
2. Reduce the "Smoke Shop" lettering size to better integrate the proposed "Visions" logo with the lettering, which is the same direction given during the last review.

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

**** THE FOLLOWING ITEM WAS REVIEWED OUT OF AGENDA ORDER. ****

CONCEPT REVIEW – NEW

4. 1025 STATE ST

C-2 Zone

(9:44)

Assessor's Parcel Number: 039-281-014
 Application Number: SGN2010-00082
 Owner: Russell J. and Alma L. Eckerstrom, Trustees
 Designer: Sam Sánchez
 Business Name: Crossroads Trading Co.

(Proposal for three signs: one 12.2 square foot wall sign; one 2.62 square foot wall sign and one 5.33 square foot hanging sign, for a total of 20.16 square feet. The linear building frontage is 21.8 feet. The allowable signage is 21.8 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Sam Sánchez, Designer.

Motion: Continued two weeks to the Conforming Calendar with the following comments:

1. Off-black color should be used on all signs.
2. **Sign A, wall sign:**
 - a) Reduce by 10%.
 - b) The logo should be painted on the sign.
 - c) The dimension should be called-out on the plans.
3. **Sign B, blade sign:**
 - a) Simplify by removing the wording "fashion recycled" and "buy sell trade."
 - b) The remaining wording should be reconfigured.
4. **Sign C, acrylic sign:**
 - a) Remove the wording "fashion recycle."
 - b) The logo would be acceptable in vinyl on the wall.

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

**** THE FOLLOWING ITEM WAS REVIEWED OUT OF AGENDA ORDER. ****

CONCEPT REVIEW – CONTINUED

5. 2003 STATE ST

C-2 Zone

(9:02)

Assessor's Parcel Number: 025-311-013
 Application Number: SGN2010-00073
 Owner: Thomas G. Foley, Jr.
 Applicant: Wasantha Mohottige
 Business Name: Dementia

(Proposal for three signs: one three square foot window sign; one 11 square foot window sign and a one square foot door sign, for a total of 15 square feet. The linear building frontage is 20 feet. The allowable signage is 20 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Wasantha Mohottige, Sign-A-Rama.

Motion: Continued two weeks to the Conforming Calendar with the following comments:

1. The door sign shall be reduced by approximately 25%.
2. It was suggested that a thin white outline be added to the letters for both window signs.

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

DISCUSSION ITEM:6. **SUBMITTAL REQUIREMENTS AND MATERIALS****(9:08)**

Staff: Jaime Limón, Senior Planner/Design Review Supervisor
(Discussion with respect to Sign Application submittal requirements and Sign Materials.)

Present: Jaime Limón, Senior Planner
Ken Sorgman, Signs By Ken

Submittal Requirements: Applicants will still be required to complete the check list entitled “El Pueblo Viejo Conformance Questionnaire” that is part of the updated *Sign Committee Submittal Packet*. Its purpose is to ensure that all submittal requirements are met by applicants before a proposal is reviewed by the Committee. The check list will be provided to the Committee during the review of projects.

The need of scaled elevations and site plan submittals was discussed.

Conforming Review: The intent is to have staff determine ahead of time if the proposed signage meets the Sign Committee Guidelines and the City Ordinance in order to refer more projects to the Conforming Review calendar instead of having them reviewed at the Architectural Board of Review and Historic Landmarks Commission Consent Calendars.

Use of materials in El Pueblo Viejo Landmark District: Aluminum is acceptable if it has high quality paint that does not look like aluminum and is not polished or exposed. The vinyl lettering would have to be a longer lasting material in a 2 mm thickness, high quality vinyl and placed inside of the window. The same standard would apply to wood signs, but it is discouraged to have wood signs with vinyl lettering in EPV.

Guidelines: Staff will continue drafting proposed changes to the Sign Committee Guidelines in order to assist applicants in their submittal and in proposing acceptable materials.

**** THE SIGN COMMITTEE ADJOURNED AT 10:04 A.M. ****