



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Tuesday, July 20, 2010 **David Gebhard Public Meeting Room: 630 Garden Street** **8:31 A.M.**

COMMITTEE MEMBERS: NATALIE COPE, *Chair* - PRESENT
 BOB CUNNINGHAM, *Vice-Chair* - PRESENT
 JOSHUA PEMBERTON - ABSENT
 DAWN SHERRY (ABR) – ABSENT
 LOUISE BOUCHER (HLC) – PRESENT UNTIL 9:53 A.M.

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 @ 8:51 A.M.
 RENEE BROOKE, Renee Brooke, Senior Planner – PRESENT UNTIL 8:39 A.M.
 ELVA de la TORRE, Planning Technician - 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 Friday, July 16, 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 July 6, 2010.

Motion: Approval of the minutes of the Sign Committee meeting of July 6, 2010, as submitted.

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

Motion: To reopen the approval of the previous July 6, 2010 Draft Minutes, for reconsideration of the motions for Item #1, 913 State Street, and Item #2, 742 State Street specifically regarding the use of vinyl materials according to the revised Draft Sign Review Guidelines:

1) For previous Item #1, 913 State Street, Motion #3: “*Window lettering should not be vinyl,*” will be amended to: “**Window lettering should be of a maximum 2 mm vinyl material.**”

2) For previous Item #2, 742 State Street, Motion: “*Final approval with the condition that the window sign be painted instead of using a vinyl material,*” will be amended to: “**Final approval with the condition that the window sign shall have a maximum 2 mm vinyl material lettering.**”

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

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from **July 6, 2010** through **July 13, 2010**, are listed below:

1. Transition House, 421 E. Cota Street – Final Approval as submitted.
2. Messina Apartment Complex, 2541 Modoc 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 members Sherry and Pemberton would be absent from the meeting.

Ms. Brooke announced that the current meeting will be the last official Sign Committee meeting before all future sign applications are transitioned into both the Architectural Board of Review and the Historic Landmarks Commission, and commended the Sign Review work done by Elva de la Torre, Planning Technician, for the Committee and sign applicants. She also thanked the Committee for all their hard work, time, and dedication.

E. Possible Ordinance Violations and enforcement updates.

Committee member Cunningham submitted a list of the following possible violations:

1. A real estate company, 360 Hope Avenue/360 Hitchcock Way: possible “For Lease” banner violation at southwest corner, and unpermitted signage mounting on wall.
2. Synergy Church, 350 S. Hope Avenue: possible unpermitted sidewalk sign on Sundays, erected tent canopy, and displaced hall flags are persistently appearing at corner of Hitchcock Way and the entrance to Plaza Del Oro.
3. Santa Barbara Bank & Trust, 20 E. Carrillo Street: possible unpermitted permanent signage at the rear entrance of the business.
4. O’Reilly Auto Parts, 55 S. La Cumbre Road: possible banner violation over the entrance to the business.
5. Galvary Construction, located immediately east of 14 E. Cota Street: possible multiple unpermitted construction signage violation on fence.
6. Private residence at 2111 Anacapa Street: possible unpermitted architect and contractor sign located in public right-of-way.

CONCEPT REVIEW – CONTINUED

1. **913 STATE ST**

C-2 Zone

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

(Revised proposal for four signs: one 6.04 square foot wall sign made of individual letters; one 5.25 square foot projecting sign; two 0.90 square foot (each) window signs, for a total of 13.09 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.)

(8:39)

Present: Ron Smith, Sign-A-Rama.

Point-of-Order: Staff clarified that there exists an open enforcement case for the completed installation of the façade without a building permit, and the approval is conditional upon resolution of the encroachment of the doors into the public right-of-way at the front entrance. It was also clarified by the Committee that vinyl material is considered a modern contemporary style and the material and is not allowed in El Pueblo Viejo Landmark District.

Motion: **Final Approval with the condition that the Applicant is to obtain resolution of the building permit (and existing enforcement case issues).**

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

CONCEPT REVIEW – CONTINUED

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

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

(Revised proposal, for one 15 square foot wall sign. The linear building frontage is 53.00 feet. The allowable signage is 53 square feet.)

(8:51)

Present: Alex Marshall, DCM Graphics; and Michael/Dirk Probstel, Owner(s).

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

- 1) Return with a modified sign board background color within the same family or similar to the proposed off-white building color, only lighter in color. Provide a color sample of the proposed replacement background color.
- 2) It was understood that the sign board would have a dark, contrasting ½-inch outline along the edge of the sign.

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

CONCEPT REVIEW – NEW

3. **3052 STATE ST** C-2/SD-2 Zone

Assessor's Parcel Number: 053-342-033
 Application Number: SGN2010-00089
 Owner: Timothy and Claudia Garrett
 Business Name: BEVMO
 Applicant: Ad Art

(Proposal for three 4.14 square foot halo-lit channel lettered wall signs, and one 3.5 square foot entrance wall sign, for a total of 15.95 square feet. The linear building frontage is 98 feet. The allowable signage is 25 square feet.)

(8:59)

Present: Richard E. Benson, Ad Art.

Point-of-Order: Mr. Limón clarified that the proposed walkway (or enhanced pathway) on the site plan was configured to provide sufficient landscaping and pedestrian lighting.

- Motion:** **Continued indefinitely to Architectural Board of Review Consent with comments:**
- 1) Return with a monument sign proposal positioned perpendicular to State Street.
 - 2) Wall Sign A is acceptable as configured at the proposed location on the building.
 - 3) Sign B, C, and D (directional signs) are not acceptable as proposed.
 - 4) All sign lettering is to be of a terra cotta color.
 - 5) Return with color-chip samples of the building and all proposed sign materials.
 - 6) Return with a revised east elevation outlining the suggested location for the wall sign placed on the building and over the main entrance facing the east parking lot and the north alley. Sign letters are to be a maximum of 6 inches in height and may be painted or pin-mounted halo lit.
- Action:** Cunningham/Boucher, 3/0/0. Motion carried. (Sherry/Pemberton absent).

Staff notes: The Applicant requested documentation that allows the City to request a change to the appearance or color of the business logo or architecture to be consistent with the building, historic district or neighborhood architecture. Mr. Limón stated that such a change is allowed if it does not constitute a significant change to the business logo or registered trademark.

DISCUSSION ITEM (CONT):

4. SUBMITTAL REQUIREMENTS AND MATERIALS (Continued Discussion)

(9:15) Staff: Jaime Limón, Senior Planner, and Renee Brooke, Associate Planner.
(20 MIN) (Continued discussion with respect to Sign Application submittal requirements and Sign Materials.)

Mr. Limón sought Committee clarification on revising the Sign Review Guidelines regarding the following topics:

- a) New scheduled sign reviews at the Historic Landmarks Commission meetings and Architectural Board of Review Consent meetings;
- b) Exception reviews and fees;
- c) Revised conforming and committee review fee;
- d) Revised continuances, postponements, referrals and absences;
- e) Revised appeal, exceptions, and expiration of approvals;
- f) Revised time extensions and permits;
- g) Policy revision regarding business logos and registered trademarks;
- h) Policy revision regarding the use of traditional materials and face changes;
- i) Policy revision to sign lighting requirements;
- j) Policy revision to sign program requirements; and
- k) Revision to strike meeting procedures, membership, election of officers, and agenda organization from the Guidelines.

Discussion held.

**** MEETING ADJOURNED AT 9:56 A.M. ****