



City of Santa Barbara

Planning Division

SIGN COMMITTEE CONSENT CALENDAR MINUTES

Monday, November 12, 2012 630 Garden Street: David Gebhard Public Meeting Room 2:00 P.M.

COMMITTEE MEMBERS:

NATALIE COPE, Chair
BOB CUNNINGHAM, Vice-Chair (Consent Calendar Representative)
LOUISE BOUCHER (HLC)
DAWN SHERRY (ABR) (Consent Calendar Representative)
PAUL ZINK (ABR) (Consent Calendar Alternate)

CITY COUNCIL LIAISON:

RANDY ROWSE

STAFF:

JAIME LIMÓN, Senior Planner
TONY BOUGHMAN, Planning Technician
GLORIA SHAFER, Commission Secretary

Website: www.SantaBarbaraCa.gov

Representatives present: Dawn Sherry and Kirk Gradin

Staff present: Tony Boughman

Recorder: Gabriela Feliciano

GENERAL BUSINESS

A. Public Comments: None.

B. Review of the minutes of the Sign Committee meeting of October 1, 2012.

Motion: Approve the October 1, 2012, meeting minutes as submitted.

Action: 1/0/1, Sherry/Gradin. Motion carried. Gradin abstained.

C. Listing of approved Conforming Signs from October 2 through November 7, 2012.

October 10, 2012

1. 16-B Calle Laureles, DCM Direct Contact Marketing – Final Approval as submitted.
2. 2912 De La Vina, Daily Grind – Final Approval with conditions.

October 17, 2012

3. 3126 State Street, Uptown Lounge – Final Approval as submitted.

October 24, 2012

4. 436 E. Gutierrez Street, Tent Merchant – Final Approval as submitted.

October 31, 2012

5. 601 W. Mission Street, Reverse Osmosis Water – Final Approval with condition.

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

No announcements.

CONTINUED ITEM**A. 401 S HOPE AVE**

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

Assessor's Parcel Number: 051-240-018
 Application Number: SGN2012-00102
 Applicant: Chris Compton
 Business Name: Acura

(Concept review of permanent signs for Acura to replace their temporary signs. The application includes an exception request to increase the total square footage on the site where the maximum allowable square footage is already exceeded. Proposed are two 6.2 square foot face-lit channel letter wall signs and an internally illuminated 27 square foot ground sign. The total proposed 39.4 square feet of permanent signage replaces 19.5 square feet of temporary signage. An exception is requested to allow the proposed total of 180.5 square feet to exceed the maximum of 90 square feet. 39.4 square feet of signage is being requested in addition to 160.6 square feet of existing signage. The linear building frontage is 260 feet. The allowable signage is 90 square feet.)

(Second Concept Review. Project requires exception findings.)

Present: Chris Cottrell, Dave's Signs

Motion: Continued indefinitely to Conforming Review with comments:

1. As stated in the first concept review, exception findings can be made for total square footage of signage. The exception request for an overheight ground sign is not supported and findings cannot be made.
2. The plans submitted do not demonstrate how the proposed 5 foot 7 inch tall ground sign located on the bank will not exceed 6 feet above the sidewalk.
3. It appears that the size of the sign will have to be reduced. Provide detailed plans that demonstrate how the 6 foot height limit will be achieved.

Action: Sherry/Gradin, 2/0/0. Motion carried.

CONTINUED ITEM**B. 2550 TREASURE DR**

E-3/SD-2 Zone

Assessor's Parcel Number: 051-330-003
 Application Number: SGN2012-00119
 Business Name: Samarkand A Covenant Retirement Community
 Architect: Martha Degasis
 Applicant: Arcadia Studio

(Proposal for new signage at the Samarkand. All new signs are ground signs. Proposed new signs consist of two 27.89 square foot masonry signs for complex identification; and three 17.33 square foot masonry signs, and one 12.83 square foot masonry sign. Twenty one 17.33 square foot wood-framed signs for way finding are proposed to replace existing. One existing 6.75 square foot identification sign on a site wall is proposed to remain, and 35 existing signs on the buildings totaling 102.38 square feet are proposed to remain. Exceptions are requested to allow total square footage of signage of 593.66 square feet to exceed the maximum allowable of 90 square feet, and to allow three ground signs along the Treasure Drive street frontage. 484.53 square feet of signage is being requested in addition to 109.13 square feet of existing signage.)

(Second Concept Review. Project requires exception findings.)

Present: Martha Degasis, Arcadia Studios

Motion: Final Approval of the project with details to return to Conforming Review with comments:

1. The exception request for three ground signs along Treasure Drive and the exception request for total square footage are supportable and findings are made.
2. The site is very large and is approached from several streets coming in from different directions.
3. There are many buildings on the 12 acre site and the proposed way-finding signs are necessary navigation aids for residents and visitors. This application also documents all the existing signs on the site and all existing signs proposed to remain are approved.
4. Provide samples of wayfinding sign materials.
5. Show the exact locations of large monument signs on enlarged plan drawings. Provide updated photos of the Tallant Drive sign location.

Action: Sherry/Gradin, 2/0/0. Motion carried.

NEW ITEM

C. **501 E GUTIERREZ ST**

M-1 Zone

Assessor's Parcel Number: 031-292-001

Application Number: SGN2012-00132

Contractor: Signs By Ken

(Proposal for three new signs consisting of a 7 square foot blade sign, a 6.66 square foot aluminum wall sign with vinyl lettering, and an 18.2 square foot wall sign with individual flush-mounted natural finish aluminum letters. At total of 31.85 square feet of new signs is requested. The linear building frontage is 140 feet. The allowable signage is 90 square feet.)

Present: Ken Sorgman, Signs By Ken

Motion: Final Approval with conditions:

1. The gusseted bracket is not supportable. Redesign a heavier L bracket with that does not require gussets to present a cleaner design appearance.
2. The bracket is to be black.
3. Revised plans must be submitted to staff for conformance with these conditions.

Action: Sherry/Gradin, 2/0/0. Motion carried.