



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE CONSENT CALENDAR MINUTES

*Applications within El Pueblo Viejo Landmark District*

**Wednesday, July 3, 2013      David Gebhard Public Meeting Room: 630 Garden Street      10:15 A.M.**

**COMMITTEE MEMBERS:**      NATALIE COPE, Chair (Consent Calendar Representative) – Present  
                                         BOB CUNNINGHAM, Vice-Chair  
                                         LOUISE BOUCHER (HLC) (Consent Calendar Representative)  
                                         WM. HOWARD WITTAUSCH (ABR)

**ALTERNATES:**                      CRAIG SHALLANBERGER (HLC) – Present  
                                         GARY MOSEL (ABR)

**STAFF:**      JAIME LIMÓN, Design Review Supervisor  
                                 NICOLE HERNÁNDEZ, Associate Planner/Urban Historian – Present  
                                 SUSAN GANTZ, Planning Technician  
                                 GABRIELA FELICIANO, Commission Secretary

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

### **CALL TO ORDER:**

The meeting was called to order at 10:25 a.m. by Chair Cope.

### **ATTENDANCE:**

Representatives present:      Natalie Cope and Craig Shallanberger  
Staff present:                      Nicole Hernández (Items A and B) and Michelle Bedard (Items C and D)  
Recorder:                              Gabriela Feliciano

### **GENERAL BUSINESS:**

A.      Public Comments:

No public comment.

B.      Review of the minutes of the previous Sign Committee meeting.

**Motion:**      **Approval of the minutes of the Sign Committee meeting of June 19, 2013, as submitted.**

**Action:**      Cope/Shallanberger, 2/0/0. (Boucher absent.) Motion carried.

C. Listing of approved Conforming Signs from **June 19** through **June 26**, 2013.

The Conforming Sign Calendar was reviewed by Natalie Cope.

June 19, 2013

- 1. JP Morgan Chase, 1302 State Street – Final Approval with condition.
- 2. Ring Revenue, 1025 Chapala Street – Approval of Review After Final as submitted.
- 3. Museum of Contemporary Art SB, 653 Paseo Nuevo – Final Approval as submitted.

June 26, 2013

- 4. As Seen on TV, 811 State Street G – Final Approval as submitted.

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

No announcements.

**NEW ITEM**

A. **1103-A STATE ST**

C-2 Zone

Assessor’s Parcel Number: 039-231-014  
 Application Number: SGN2013-00090  
 Business Name: Bella Rosa Galleries

(Proposal to permit an 18.78 square foot wood wall sign and a 6.25 square foot wood projecting sign on an existing bracket. An exception is requested for the total of 25.03 square feet to exceed the total allowable of 11 square feet. The linear building frontage is 11 feet. The allowable signage is 11 square feet.)

**(Concept Review only; project requires exception findings to allow total signage to exceed maximum allowed square footage.)**

**Motion: Continued four weeks with comments:**

- 1. Staff is to correct the measurements per the original project application, noting that 19.58 square feet is the correct size for the wood wall sign.
- 2. The findings cannot be made for the requested exception to exceed the maximum allowed 11 square feet. Revise the design to comply with the maximum square footage allotments for the tenant space.
- 3. Reducing the wall sign is suggested.
- 4. The colors and materials for the blade sign are acceptable as presented; study the bracket location.

Action: Cope/Shallanberger, 2/0/0. Motion carried. (Boucher absent).

**NEW ITEM****B. 1103 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-231-014  
Application Number: SGN2013-00091  
Applicant: Saul Oliva  
Architect: Bogdan Lomonosoff  
Business Name: Paris Street Boutique

(Proposal for a new 2.24 square foot wood projecting sign on an existing bracket. The linear building frontage is 11 feet. The allowable signage is 11 square feet.)

**Motion: Continued four weeks with comments:**

1. The blade sign itself is approvable.
2. Study replacing the existing bracket with a new bracket and design.
3. Two brackets should match on the corners of the storefront rather than center.
4. Study design consistency and harmony for the one building.
5. Provide matching brackets for both businesses (1103-A & 1103) with the requirement that the new bracket will be submitted and sign located on the south end of the building.

Action: Cope/Shallanberger, 2/0/0. Motion carried. (Boucher absent).

**NEW ITEM****C. 1230 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-183-027  
Application Number: SGN2013-00098  
Applicant: Sign-A-Rama  
Business Name: Jamal Rugs

(Proposal for a new 6.85 square foot wood blade sign designed to look like a scroll. The sign uses a digital image printed on canvas applied to the sign board. The proposal includes a new wrought iron bracket. The linear building frontage is 17 feet. The allowable signage is 17 square feet.)

**Motion: Continued two weeks with comments:**

1. Study a revised, more authentic, bracket detail.
2. The artistic canvas design style is appreciated; however, the vertical lettering is not acceptable and should be revised to provide a horizontal lettering solution.
3. Verify the location of the bracket details for consistency with the adjacent storefronts. Provide a complete building elevation indicating the location of all existing and proposed brackets.

Action: Cope/Shallanberger, 2/0/0. Motion carried. (Boucher absent).

**NEW ITEM****D. 35 W HALEY ST**

C-M Zone

Assessor's Parcel Number: 037-211-028  
Application Number: SGN2013-00089  
Architect: DeVicente + Mills Architecture  
Business Name: Alchemy Arts Center

(Proposal for two new non-illuminated painted wood blade signs of 7 square feet each for a total of 14 square feet. New wrought iron brackets are also proposed. Three previously-approved metal wall signs on site totaling 24.6 square feet will remain unaltered. Total signage on site will be 38.6 square feet. This building is on the *City's List of Potential Historic Resources: "Former Salvation Army Building."* The linear building frontage is 44.5 feet. The allowable signage is 44.5 square feet.)

**Motion: Final Approval as submitted.**

Action: Cope/Shallanberger, 2/0/0. Motion carried. (Boucher absent).