



City of Santa Barbara

Planning Division

SIGN COMMITTEE CONSENT MINUTES

Applications within the Historic Landmarks Commission Purview

Wednesday, September 24, 2014 David Gebhard Public Meeting Room: 630 Garden Street

10:15 A.M.

COMMITTEE MEMBERS: NATALIE COPE, Chair
BOB CUNNINGHAM, Vice-Chair
CRAIG SHALLANBERGER (HLC)
WM. HOWARD WITTAUSCH (ABR)

ALTERNATES: SCOTT HOPKINS (ABR)
BARRY WINICK (HLC)

STAFF: JAIME LIMÓN, Senior Planner
MICHELLE BEDARD, Assistant Planner
GABRIELA FELICIANO, Commission Secretary

Website: www.SantaBarbaraCA.gov

CALL TO ORDER:

The meeting was called to order at 10:30 a.m. by Chair Cope.

ATTENDANCE:

Representatives present: Natalie Cope and Craig Shallanberger
Staff present: Michelle Bedard
Recorder: Gabriela Feliciano

GENERAL BUSINESS (10:15):

A. Public Comments:

No public comment.

B. Review of previous meeting minutes:

Motion: Approval of the minutes of the Sign Committee meeting of August 27, 2014, as submitted.

Action: Cope/Shallanberger, 2/0/0. Motion carried.

C. Listing of approved Conforming Signs from August 27 through September 17, 2014:

The Conforming Signs were reviewed by Natalie Cope.

August 27, 2014:

1. World of Magic, 400 State Street – Final Approval with conditions.

September 3, 2014:

- 2. Rocket Fizz Soda Pop & Candy Shop, 1021 State Street – Final Approval with conditions.
- 3. Hanger 221, 651 Paseo Nuevo – Final Approval with conditions.

September 10, 2014:

- 4. Ana's Taco Bar, 505 State St – Final Approval with conditions.
- 5. Lilac Patisserie, 1017 State St – Final Approval as submitted.
- 6. Marketing ME Express / LegaDocs ME, 1433 State Street – Approval of Review After Final.

September 17, 2014:

- 7. Rusty's Pizza Parlor, 111 State Street – Final Approval with conditions.
- 8. World of Magic, 629 State Street – Final Approval with conditions.

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

No announcements.

NEW ITEM

A. **210 W CARRILLO ST** C-2 Zone

Assessor’s Parcel Number: 039-271-025
 Application Number: SGN2014-00108
 Applicant: Benton Signs
 Business Name: Tino's Italian Grocery

(Proposal for three new signs consisting of a 13.39 square foot wood hanging sign (Sign A), a 13.33 square foot hanging wood/metal sign (Sign B), and a 9 square foot wood wall sign (Sign C), for a total of 35.72 square feet of new signage. An approved sign program is on file. The linear building frontage is 72.6 feet. The allowable signage is 36.29 square feet.)

Time: 10:33 a.m.

Present: David Benton, Contractor

Motion: Final Approval as submitted.
 Action: Cope/Shallanberger, 2/0/0. Motion carried.

NEW ITEM

B. **33 W VICTORIA ST** C-2 Zone

Assessor’s Parcel Number: 039-181-001
 Application Number: SGN2014-00109
 Applicant: Jason Currie
 Business Name: Ensemble Theatre Company

(Concept review for a new sign program for the Ensemble Theatre Company consisting of four (4) new wall mounted flag signs (totaling 60 square feet), two (2) 4.5 square foot poster spaces mounted to walls (totaling 9 square feet), and one large 130 square foot poster case at the rear of the building. All of the above referenced signs are proposed to have inter-changeable text for specific venue events. Two (2) additional 5-square foot pole mounted signs are also proposed (totaling 10 square feet). There is an existing 3-square foot hanging sign to remain. The total proposed new signage is 209 square feet, and a

total of 212 square feet of site signage. Exceptions are requested to allow the application to exceed the maximum site square footage, and to request pole signs. The linear building frontage is 136 feet. The allowable signage is 90 square feet.)

(Exception findings are required.)

Time: 10:38 a.m.

Present: Jason Currie, PMSM Architects
Steve Metsch, Ensemble Theatre Representative

Motion: Continued two weeks to the Historic Landmarks Commission (HLC) meeting of October 8, 2014 for review by the Full Commission:

1. The Sign Committee requests that the HLC review the proposed pole fixtures and lighting for location, quantity, materials, and sensitivity to the architectural style of the existing building.
2. Pole signs:
 - a) The Sign Committee commented that they could possibly make the exception findings for the proposed light pole signs if found acceptable by the Historic Landmarks Commission, finding the proposal to be an acceptable signage solution for theater use, and concluded that an alternate building sign proposal could cause a negative impact to the historic resource.
 - b) The Committee found, in general, the proposed signs to be appropriate in colors, materials, and letter height.
3. Flag signs:
 - a) The Committee found the concept of the proposed flag signs to be appropriate for theater use.
 - b) The concept is conditionally approved with the requirement to review again after the first installation (to verify size of flags is appropriate).
 - c) The concept is also conditionally approved that the theme will remain the same for all changeable flags, with the following comments:
 - (1) The text shall be four inches maximum in height.
 - (2) The "Ensemble Theatre" logo shall be a maximum of 12 to 14 inches in height.
 - (3) It is preferred that the text and logo be located at the bottom portion of the flag (although it is understood that there may be exceptions in some cases depending on the specific event).
4. Wall "poster" sign cases:
 - a) The Committee supported allowing poster sign cases and found the quantity of proposed signage on the cases to be acceptable for proposed theater use.
 - b) The colors, materials, and letter heights are acceptable.

Action: Shallanberger/Cope, 2/0/0. Motion carried.

**** MEETING ADJOURNED AT 11:25 A.M. ****