



City of Santa Barbara

Planning Division

SIGN COMMITTEE CONSENT MINUTES

Applications within the Historic Landmarks Commission Purview

Wednesday, October 8, 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 / Design Review Supervisor
 MICHELLE BEDARD, Assistant Planner
 JOANNA KAUFMAN, Planning Technician
 GABRIELA FELICIANO, Commission Secretary

Website: www.SantaBarbaraCA.gov

CALL TO ORDER:

The meeting was called to order at 10:17 a.m. by Chair Cope.

ATTENDANCE:

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

GENERAL BUSINESS (10:15):

A. Public Comments:

No public comment.

B. Review of the previous meeting minutes.

Motion: **Approval of the minutes of the Sign Committee meeting of September 24, 2014, as submitted.**

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

C. Listing of approved Conforming Signs from September 24 through October 1, 2014.

The Conforming Signs were reviewed by Natalie Cope.

September 24, 2014:

1. Alan H. Fenton Attorney at Law, 1334 Anacapa Street– Final Approval as submitted.

October 1, 2014:

- 2. Piano Riviera Lounge, 129 E. Anapamu Street – Final Approval as submitted.
- 3. Esther's Fine Jewelry (Tenant D), 202 (220) W. Carrillo Street – Final Approval with conditions.
- 4. Fancy Nails & Spa (Tenant E), 202 (220) W. Carrillo Street – Final Approval with conditions.
- 5. Andre’s Hair Salon (Tenant F), 202 (220) W. Carrillo Street – Final Approval with conditions.
- 6. Don Elio Money Transfer (Tenant G), 202 (220) W. Carrillo Street – Final Approval with conditions.
- 7. William Wolff Attorney (Tenant K), 202 W. Carrillo Street (1015 De La Vina Street) – Final Approval with conditions.
- 8. Zugan Health (Tenant L), 202 W. Carrillo Street (1015 De La Vina Street) – Final Approval with conditions.

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

No announcements.

NEW ITEM

A. **214 E VICTORIA ST** R-O Zone

Assessor’s Parcel Number: 029-122-002
 Application Number: SGN2014-00114
 Applicant: Jeff Shelton
 Business Name: Santa Barbara Company

(Concept review for a proposed new 6'6" tall decorative pole sign for the Santa Barbara Company. An exception is requested to consider a pole sign. The linear building frontage is 26 feet. The allowable signage is 26 square feet.)

(Comments only; Concept review. The application involves an exception request.)

Time: 10:25 a.m.

Present: Jeff Shelton, Architect
Anna Lehr, Project Manager, Public Works

Motion: Final Approval with conditions:

- 1. Reduce pole sign to a maximum of 6 feet in height; therefore eliminating the exception request.
- 2. It was noted that the proposed weather vane feature is not subject to the 6 foot maximum height requirement and is acceptable as proposed.

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

NEW ITEM**B. 210 W CARRILLO ST**

C-2 Zone

Assessor's Parcel Number: 039-271-025
 Application Number: SGN2014-00115
 Applicant: Kevin Berry
 Business Name: Modern Laundry

(Proposal to request changes to the approved Sign Program for Carrillo Plaza, and request a total of 49.86 square feet of new tenant signage for Modern Laundry. Requested changes to the sign program include: (1) to reallocate the square footage allotment for tenant spaces (M, N, O, and P) which is now proposed to be occupied by one tenant, Modern Laundry; and (2) to reallocate the use of the ground sign, along the Carrillo Street frontage, to the new tenant, Modern Laundry. The ground sign was originally approved as either a sign for the anchor tenants A and B of Building One (the former Carrow's), or a directory sign for the entire plaza. The application also includes an exception request to allow the letter heights of the proposed wall signs (Signs B and C) to exceed the maximum 10-inch letter height. The proposed signs include one 8.33 square foot hanging sign (sign D), two new, halo-lit reverse channel letter, wall signs at 14.10 square feet each (totaling 28.20 square feet for Signs B and C), and a 13.33 square foot, externally illuminated, ground sign. The linear building frontage is 124 feet. The allowable signage is 81.70 square feet.)

(Exception Findings required.)

Time: 10:45 a.m.

Present: Kevin Berry, Applicant
 Katie Hay, Principal, Central Coast Real Estate, LLC

Motion: Continued to Conforming Sign Review for details with the following comments:

1. The proposed sign program changes are acceptable as follows:
 - a. The existing monument sign at Carrillo Street was supported to have the following options:
 - i. As an anchor sign for tenants other than "Tenant A" (Starbucks) and "Tenant B" (Tino's Italian Grocery).
 - ii. The original option as a plaza directory sign is still applicable.
2. The sign application for the remaining Modern Laundry signs (Signs "B", "C", "D") are supportable with the following comments:
 - a. The location of wall signs "B" and "C" shall be reduced by 10 inches and have an equivalent height above the arch for better placement on the wall.
 - b. Sign C will be reduced to fit symmetrical with Sign B around the corner.
 - c. Sign D is acceptable as proposed.

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

**** MEETING ADJOURNED AT 11:15 A.M. ****