



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Tuesday, December 23, 2008 David Gebhard Public Meeting Room: 630 Garden Street 8:30 A.M.

COMMITTEE MEMBERS: NATALIE COPE, Chair – Present
 BOB CUNNINGHAM – Present
 STEVE HAUSZ (HLC) – Present
 PAUL ZINK (ABR) – Present

ALTERNATES: ALEX PUJO (HLC) – Absent
 CLAY AURELL (ABR) – Absent

CITY COUNCIL LIAISON: GRANT HOUSE – Absent
 DALE FRANCISCO (ALTERNATE) – Absent

STAFF: RENEE BROOKE, Senior Planner – Absent
 ELVA de la TORRE, Planning Technician – Present
 KATHLEEN GOO, Commission Secretary – Absent
 GABRIELA FELICIANO, 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 the scheduled meeting. **If the applicant is unable to attend the scheduled meeting, notification must be communicated by 4:00 P.M. on the day before the meeting to Elva de la Torre, Planning Technician, at the city of Santa Barbara Planning Division, (805) 564-5470; otherwise a postponement/rescheduling fee will be charged.**

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.

Actual time the project was reviewed is listed to the left of each item. It was suggested that applicants arrive a few 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 these meetings, 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.

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: On Thursday, December 18, 2008, 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 (8:37):

A. Public Comments:

No public comments.

B. Approval of the minutes of the Sign Committee meeting of December 9, 2008.

Motion: **Approval of the minutes of the Sign Committee meeting of December 9, 2008, with corrections.**

Action: Hausz/Cunningham, 3/0/1. (Cope abstained.)

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review on Thursdays from December 11th to December 18th, are listed below:

1. Taquería El Buen Gusto, 826 N. Milpas Street. Final approval as submitted.
2. Harbor View Real Estate & Investments, 132 Harbor Way. Final approval as submitted.
3. Brummis, 3130 State Street. Final approval as submitted with conditions.
4. Russa Yog Yoga, 1905 Cliff Drive. Final approval with conditions.
5. American General, 3892 State Street. Final approval as submitted.
6. Silent Pictures Custom Framing & Art, 3001 State Street. Final approval with conditions.
7. DJM Development Partners, Inc., 922 Laguna Street. Final approval as submitted.
8. Quizno's, 1213 State Street. Final approval as submitted.
9. Lee and Associates, 1111 Chapala Street. Final approval as submitted.

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

Ms. de la Torre made the following announcements:

1. A sign sweep for the gas station pricing signs is scheduled to commence in January.
2. Three-hundred sign violations have been reported by a member of the public.

E. Possible Ordinance Violations and enforcement updates.

Committee member Cope reported the following violation:

1. Peet's Coffee, 1200 block of State Street, has a banner and sandwich board.

CONCEPT REVIEW – CONTINUED1. **1230 STATE ST**

C-2 Zone

(8:46)

Assessor's Parcel Number: 039-183-027
 Application Number: SGN2008-00169
 Owner: Aryana 1230, LLC
 Applicant: Sign-A-Rama Goleta
 Business Name: Saigon In & Out

(Proposal for three signs: a 10 square-foot vinyl window sign with logo; a one square-foot MDO blade sign; and an "as-built" relocation of an existing approved 3.8 square-foot sandblasted wood blade sign on new bracket, for a total of 14.8 square feet. This application is to abate ENF2008-00984. The linear building frontage is 23 feet. The allowable signage is 23 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Wasantha Mohottige, Sign-A-Rama

Motion: **Continued indefinitely to Conforming Sign Review with the following comments:**

- 1) Both brackets are appropriate to El Pueblo Viejo Landmark District, but the applicant should return with specifications on a heavier chain.
- 2) Modify the front sign installation so that the chains hang vertically.

Action: Hausz/Cunningham, 4/0/0. Motion carried.

CONCEPT REVIEW – NEW**2. 3008 STATE ST**

C-2/SD-2 Zone

(8:58) Assessor's Parcel Number: 053-342-019
 Application Number: SGN2008-00199
 Owner: Suko Ne Sriprajittichai
 Applicant: Sign-A-Rama Goleta
 Business Name: Best Nails

(Proposal for three signs: one 4.8 square foot "as-built" projecting sign, and one 7.2 square foot "as-built" window sign; and one new 1.5 square foot window sign, for a total of 13.5 square feet. This application is to abate ENF2008-00505. The linear building frontage is 17.5 feet. The allowable signage is 17.5 square feet.)

Present: Wasantha Mohottige, Sign-A-Rama

Motion: Continued two week with the following comments:

- 1) The accessory lettering for Sign A should be reduced to two inches or less, not to exceed a total of 1.5 square feet.
- 2) The accessory lettering for Sign B should be reduced to two inches or less for "walk-ins welcome" signage.
- 3) "Best Nails" hanging signage should comply with the Sign Ordinance as to height. It is out of proportion for its location and pedestrian scale and letter size must be reduced.
- 4) Sign C is out of scale for its location.
- 5) Sign D is accessory signage and should be reduced accordingly.
- 6) There should be consistency in the type and font styles and the font chosen should be more interesting.
- 7) The font proposed for the window sign is acceptable.

Action: Hausz/Cunningham, 4/0/0. Motion carried.

CONCEPT REVIEW – NEW**3. 801 CHAPALA ST**

C-2 Zone

(9:03) Assessor's Parcel Number: 037-042-025
 Application Number: SGN2008-00196
 Business Name: Bank of America Home Loans
 Owner: Luria & Dunn, LLC
 Applicant: Steve Therriault, Sign Tech

(Proposal for eight new signs: one 28.5 square foot wall sign made of painted aluminum, and seven awning signs each 3.22 square feet, for a total of 51.04 square feet. The awning colors are currently under review by the Historic Landmarks Commission under a separate application. The linear building frontage is 100 feet. The allowable signage is 65 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Steve Therriault, Applicant

Motion: Continued two weeks with the following comments:

- 1) Reduce the wall sign so that the overall size is no greater in width than the arch below.
- 2) The signage should relate to El Pueblo Viejo Landmark District through a change in colors or materials. It was suggested that the letters be thinner, such as ¼ or ½ inch. The colors red and blue in the proposed material should be toned down.
- 3) A maximum of three awnings would be supportable with one each facing the parking lot, De la Guerra Street and Chapala Street.
- 4) The letter color for the awnings should be the building color or off-white.

Action: Hausz/Cunningham, 4/0/0. Motion carried.

CONCEPT REVIEW – CONTINUED**4. 1101 ANACAPA ST**

C-2 Zone

(9:16) Assessor's Parcel Number: 039-232-018
 Application Number: SGN2008-00185
 Owner: 1101 Anacapa, LLC
 Applicant: Signs By Ken
 Agent: Investec
 Business Name: 1101 Anacapa, LLC

(Revised description: proposal for a new "Berkley Aviation" sign program for a building with four tenants. The linear building frontage is 108 feet. The allowable signage is 90 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Ken Sorgman, Signs By Ken
 Marilyn Leafdale, Agent

Motion: Continued two weeks to Conforming Review with the following comments:

- 1) The Committee is supportive of the sign program.
- 2) Font styles could vary between tenants.
- 3) Each tenant could have a color logo on the office door.
- 4) There should be consistency in letter height. It was suggested that the letter height be seven inches.
- 5) There should be consistency in material. It was suggested that the color be a dark bronze finish.
- 6) Signs C and D should be moved one window bay further away from the corner.

Action: Hausz/Zink, 3/0/0. (Cunningham stepped down.) Motion carried.

CONCEPT REVIEW – NEW**5. 1906 CLIFF DR**

C-P/R-2 Zone

(9:29)

Assessor's Parcel Number: 035-141-008
 Application Number: SGN2008-00202
 Owner: McDonald's Corporation
 Contractor: Signs By Ken
 Business Name: McDonald's

(Proposal to permit an "as-built" 8.7 square foot four panel menu board. A three panel menu board was previously approved and permitted. This application is to abate ENF2008-01128. The linear building frontage is 58 feet. The allowable signage is 58 square feet.)

(An exception is requested and findings are required for an additional 8.7 square feet over the 65.1 square feet previously approved, for a total of 73.8 square feet.)

Present: Daniel Monarres, Restaurant Supervisor
 Ken Sorgman, Signs By Ken

Motion: Continued two weeks with the following comments:

- 1) The majority of the Committee could not support the addition of a fourth panel as the existing signage is already quite large and is beyond the scope of what the Sign Ordinance would ordinarily allow as a menu board.
- 2) There are other ways to present the information without requiring additional signage area.

Action: Hausz/Cope, 3/0/0. (Cunningham stepped down.) Motion carried.

CONCEPT REVIEW – NEW**6. 1085 COAST VILLAGE RD**

C-1/SD-3 Zone

Assessor's Parcel Number: 009-281-003
 Application Number: SGN2008-00204
 Owner: Chevron USA, Inc.
 Architect: Liddy McKenzie
 Applicant: Gettler-Ryan, Inc.
 Business Name: Chevron USA, Inc.

(Proposal to replace signage with a new trademark logo: reface one 38.8 square foot previously permitted monument sign and to decrease it by 7.8 square feet to 31 square feet; reface two logo wall signs each 4.86 square feet; and install 4 new double sided dispenser signs with valances totaling 20 square feet, for a total of 60.72 square feet. The linear building frontage is 86 feet. The allowable signage is 65 square feet.)

This item has been indefinitely postponed due to applicant's absence.

**** MEETING ADJOURNED AT 9:47 A.M. ****