



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Thursday, July 5, 2007 **David Gebhard Public Meeting Room: 630 Garden Street** **9:00 A.M.**

COMMITTEE MEMBERS: NATALIE COPE, *Chair* – Present
 BOB CUNNINGHAM, *Vice-Chair* – Absent
 STEVE HAUSZ (HLC) – Present
 JENNIFER ROSE – Present
 PAUL ZINK (ABR) – Present

ALTERNATES: LOUISE BOUCHER (HLC) – Absent
 CLAY AURELL (ABR) – Absent

CITY COUNCIL LIAISON: GRANT HOUSE – Absent

STAFF: JAIME LIMÓN, Design Review Supervisor – Absent
 MICHELLE BEDARD, Planning Technician I – Present
 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 scheduled meeting. If the applicant is unable to attend the scheduled meeting, notification must be communicated to Staff the day before the meeting prior to 4:00 P.M. Call Michelle Bedard, at the City of Santa Barbara Planning Division, at 564-5470.

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.
- Approximate time the project will be reviewed is listed to the left of each item. It is 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 participate in this meeting, please contact the Planning Division at (805) 564-5470. Notification at least 48 hours prior to the meeting will enable the City to make reasonable arrangements.
- **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 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 noon and 1:00 p.m. to 4:00 p.m., Monday through Friday.

NOTICE:

That on June 29, 2007, 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 (9:00):**A. Public Comments:**

Any member of the public may address the Sign Committee for up to two minutes on any subject within their jurisdiction that is not scheduled for a public discussion before the Committee on that day. The total time for this item is ten minutes.

No public comment.

B. Approval of the minutes of the Sign Committee meeting of June 20, 2007.

Motion: Approval of the minutes of the Sign Committee meeting of June 20, 2007, with corrections.

Action: Hausz/Zink, 4/0/0. (Cunningham absent.) Motion carried.

C. Listing of approved Conforming Signs.

The signs approved on Conforming Sign Review on June 27 are listed below:

1. 113 W. Mission Street, Edward Jones. Final approval with condition.
2. 1309 State Street, Evolution Medical Spa. Final approval with condition.
3. 3230 State Street, Gigi's. Final approval as submitted.

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

1. Ms. Bedard requested that the Committee members confirm whether they would be able to attend a July 17th Sign Committee meeting. (On July 18th there will be a joint meeting by the Architectural Board of Review and the Historic Landmarks Commission at the same time that the Sign Committee usually meets, so that Mr. Hausz and Mr. Zink will not be able to attend the regularly scheduled Sign Committee meeting.)

E. Possible Ordinance Violations.

1. Mr. Hausz reported that Perry Ford has banners. Ms. Bedard responded that the complaint has been submitted.
2. Ms. Rose reported banners at Tonic, 634 State Street; the Study Hally, 519 State Street; and DAC Video, 1700 State Street.
3. Mr. Zink reported banners at the construction project address of 32 N. Calle César Chávez.

REFERRED FROM CONFORMING SIGN REVIEW1. **401 STATE ST** C-M Zone

(9:07) Assessor's Parcel Number: 037-211-018
 Application Number: SGN2007-00068
 Owner: Abraham Safina, Trustee
 Applicant: Vu Ngoc Nguyen
 Contractor: DCM Graphics
 Business Name: The Nails Town

(Proposal for one 9.36 square foot wall sign and one 5.25 square foot projecting sign. The linear building frontage is 21 feet. The allowable signage is 21 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Franco Rizzo and Jerry Fair, DCM Graphics

Motion: **Continued two weeks with the following comments:** **1)** Applicant to provide a complete presentation with architectural elevations to scale. **2)** On the wall sign, reduce the height of letters and move the location of the signage to just above the door. **3)** On the blade sign, explore a more traditionally designed bracket and provide details of the bracket's construction and sign frame. **4)** Colors as presented are not acceptable. Burgundy or a blue color was suggested for the background of the blade sign with off-white lettering. **5)** Serif font would be preferred for the signage. **6)** All the existing, illegal signage should be removed prior to the next hearing. The holes need to be patched properly when the signs are removed.

Action: Hausz/Rose, 4/0/0. (Cunningham absent.) Motion carried.

CONCEPT REVIEW – CONTINUED2. **436 E GUTIERREZ ST** M-1 Zone

(9:26) Assessor's Parcel Number: 031-343-009
 Application Number: SGN2007-00044
 Owner: Laguna Industrial Partners
 Agent: Sign-A-Rama
 Business Name: P. J. Milligan

(Proposal for a 7.5 square foot projecting sign and two 7.5 square foot wall mounted signs. Total proposed signage is 22.5 square feet. The linear building frontage is 65 feet. The allowable signage is 65 square feet.)

Present: Wasantha Mohottige, Sign-A-Rama

Motion: **Continued two weeks with the following comments:** 1) The **wall sign** is approved as submitted. **Blade sign:** 2) The application needs to be complete with the required drawings. 3) Fully detail the materials and dimensions of the sign bracket. 4) Carry forward the comments from the June 20, 2007, meeting: a) The blade sign seems too large for the scale of the building where it is proposed to be mounted. b) Provide a larger scale drawing showing the actual door and surrounding architectural elements, and a cross section through the wall and eave showing the relationship of the blade sign and the bracket to the building. 5) Applicant is to remove the non-permitted blade sign currently installed before the next review.

Action: Hausz/Cope, 4/0/0. (Cunningham absent.) Motion carried.

CONCEPT REVIEW – CONTINUED

3. **740 STATE ST (2 E DE LA GUERRA ST)** C-2 Zone

(9:36) Assessor's Parcel Number: 037-092-001
 Application Number: SGN2007-00058
 Owner: Atlantico, Inc.
 Applicant: Sherry & Associates
 Business Name: Peace Store

(Proposal for a 6.7 square foot projecting sign to hang from existing bracket. This address is on the California Inventory of Historic Resources and is on the List of Potential Structures of Merit and Landmarks. 4G Phase I Survey Name: La Placita Building. AKA: McKay-Bothin Building. The linear building frontage is 19 feet. The allowable signage is 19 square feet. The project is located in El Pueblo Viejo Landmark District. Note: Requires full board review.)

(The purpose is to review abatement of an existing non-permitted sign.)

Present: David Watkins, Sherry & Associates

Motion: **Continued two weeks with the following comments:** 1) The sign is still not sufficiently in compliance with the requirements of El Pueblo Viejo Guidelines. 2) Change the colors of the letters in the background to have less contrast. 3) Explore a different sign shape to help eliminate a lot of the dead area or change the graphic arrangements of the text and the logo. 4) The Committee cannot support a logo size exceeding ten inches. 5) The font should be per the registered trademark.

Action: Hausz/Zink, 4/0/0. (Cunningham absent.) Motion carried.

CONCEPT REVIEW – CONTINUED**4. 33 E CARRILLO ST**

C-2 Zone

(9:53) Assessor's Parcel Number: 039-282-009
 Application Number: SGN2007-00070
 Owner: City Commerce Bank
 Agent: Stellar Installations
 Contractor: Chandler Signs
 Business Name: Rabobank

(Proposal for three 13 square foot bronze mounted wall signs totaling 39 square feet; one non-illuminated ATM sign totaling 7.2 square feet; and replacement of parking directional signs with new name & logos. Total requested signage is 46.20 square feet. The linear building frontage is 78 feet. The allowable signage is 65 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Gary Winn, Stellar Installations

Straw votes: How many Committee members would prefer a sandblasted wood sign with wood lettering instead of sandstone? 1/3. (Cope/Rose/Zink opposed.)

How many Committee members would prefer that, if a sandblasted wood sign is used, the letters be wood and not bronze? 3/1. (Zink opposed.)

How many Committee members would support a sandblasted wood sign with wood letters and a bronze logo? 1/3. (Cope/Hausz/Rose opposed.)

Motion: **Continued two weeks with the following comments:** **1) Sign A**, wall sign on Carrillo Street, is acceptable as proposed. **2) Sign B**, wall sign facing uphill on Anacapa Street, is acceptable as proposed. **3) Sign C:** The Committee would prefer a sandblasted wood sign with wood letters and logo instead of bronze letters and logo; or an acceptable alternate would be a sandstone background with bronze letters on it. **4)** Either sign proposed should not exceed six feet. **5)** The posts height should be minimized and should not block the landscape unnecessarily. **6)** The sandblasted wood sign should have a border to it. **7)** The post should not extend above sign board. **8)** The letter height should not exceed eight inches and the logo should fit proportionally. **9) Directional Signs D, F, G, H, I, and J:** The blue color is acceptable. **10)** The sandblasted sign and off-white color is appreciated. **11)** The exit signs, **G and H**, eliminate the “Rabobank” header. **12) Sign K**, the ATM signage, is acceptable as proposed.

Action: Hausz/Rose, 4/0/0. (Cunningham absent.) Motion carried.

CONCEPT REVIEW – CONTINUED**5. 2222 BATH ST**

C-O Zone

(10:20) Assessor's Parcel Number: 025-181-019
 Application Number: SGN2007-00071
 Owner: City Commerce Bank
 Agent: Stellar Installations
 Contractor: Chandler Signs
 Business Name: Rabobank

(Proposal for a new 12 square foot sign atop an existing monument base. Also proposed is a 7 square foot wall sign and two window signs for Rabobank. The linear building frontage is 24 feet. The allowable signage is 24 square feet.)

Present: Gary Winn, Stellar Installations

Motion: Continued two weeks with the following comments: 1) Sign A, monument sign, is acceptable, except that the white border should be extended around the logo panel. 2) Sign B, wall sign, is not acceptable. 3) Sign C, directional sign, is acceptable as submitted. 4) Sign D, door sign, the Committee would accept a larger version.

Action: Rose/Hausz, 4/0/0. (Cunningham absent.) Motion carried.

CONCEPT REVIEW – CONTINUED**6. 914 CARPINTERIA ST**

C-P Zone

(10:31) Assessor's Parcel Number: 017-212-013
 Application Number: SGN2007-00072
 Owner: Waller Exemption Trust
 Agent: Stellar Installations
 Contractor: Chandler Signs
 Business Name: Rabobank

(Proposal to change the existing signage for Mid-State Bank to Rabobank at an existing shopping center. Change the monument sign (35 square feet), three wall signs (100 square feet), two illuminated ATM signs (total 7.5 square feet), an ATM wall sign, parking signs and window signs. Total proposed signage is 142.5 square feet. The linear building frontage is 64 feet. The allowable signage is 64 square feet.)

Present: Gary Winn, Stellar Installations

Staff comment: Michelle Bedard, Planning Technician I, stated that the signage previously reviewed and approved were the wall and the monument/directory sign. The “Mid-State Bank Plaza” sign was not reviewed by the Sign Committee and a permit was not issued.

Motion: Final approval as submitted with the following condition: On Sign A, monument sign, reduce the gap between the changeable panels so that the bottom of the sign can be raised and additional landscaping matching existing can be installed.

Action: Hausz/Zink, 4/0/0. (Cunningham absent.) Motion carried.

**** MEETING ADJOURNED AT 10:39 A.M. ****