



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Wednesday, October 10, 2007 **David Gebhard Public Meeting Room: 630 Garden Street** **9:00 A.M.**

COMMITTEE MEMBERS: NATALIE COPE, *Chair* – Present at 9:30 a.m.
 BOB CUNNINGHAM, *Vice-Chair* – Absent
 STEVE HAUSZ (HLC) – Present
 JENNIFER ROSE – Present, left at 9:35 a.m.
 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 – Present from 10:30 a.m. to 11:03 a.m.
 JO ANNE LA CONTE, Assistant Planner – Present
 KATHLEEN GOO, Alternate 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 SIGNwing 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. Contact Michelle Bedard at 564-5470 – City of Santa Barbara Planning Division.

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 4:00 p.m., Monday through Thursday, and every other Friday.

NOTICE:

That on October 4, 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 “Special Meeting” of September 28, 2007*.***Staff announcement:**

Staff made a slight change on Item #2, 3815 STATE G-131 – inserting ‘proposed “US PRIME” stamp brand...’ into the 2nd Committee comment on that item.

Motion: To table approval of the September 28, 2007 minutes to the next scheduled October 24, 2007 meeting.

Action: Rose/Zink, 3/0/0. (Cunningham/Cope absent) Motion carried.

C. Listing of approved Conforming Signs.

The signs approved on Conforming Sign Review on October 3rd are listed below:

1. 931 Anacapa Street, Santa Barbara Bank and Trust, Final Approval as submitted with exception findings.

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

- 1. Mr. Zink announced that 3815 State Street G-131, Ruth's Chris Steak House was denied appeal and previous Sign Committee denial was upheld at Monday's Architectural Board of Review meeting on October 9, 2007, and the applicant was requested to redesign the requested signage.
- 2. Ms. Rose announced that she would be leaving the meeting at approximately 10:00 a.m.
- 3. Ms. La Conte made the following announcements:
 - a) Mr. Cunningham will be absent from today's meeting.
 - b) Ms. Cope will be delayed in attending today's meeting until after 9:30 a.m.

E. Possible Ordinance Violations.

- 1. Ms. Rose reported numerous illegal sale sign banner violations at 620 State Street, Urban Outfitters, and at 302 W. Carrillo Street, Goodwill Industries Retail Store.
- 2. Mr. Hausz reported window sign violations at 436 E. Gutierrez Street, P.J. Mulligan, and at 623 State Street, Vans Off the Wall.

CONCEPT REVIEW - NEW

1. **321 E HALEY ST** C-M Zone

Assessor's Parcel Number: 031-211-029
 Application Number: SGN2007-00121
 Owner: Planned Parenthood
 Applicant: Signs by Ken
 Business Name: Planned Parenthood

(Proposal for a 12 square foot wall sign. The linear building frontage is 65 feet. The allowable signage is 65 square feet.)

(9:11)

Present: Ken Sorgman, Applicant.

Motion: **Final approval of sign with the conditions that:** 1) The registered trademark symbol be painted 50% let down of the grey color. 2) The background of the board needs to match the color of the wall.

Action: Zink/Rose, 3/0/0. (Cunningham/Cope absent) Motion carried.

CONCEPT REVIEW - NEW

2. **3987 STATE ST** C-2/SD-2 Zone

Assessor's Parcel Number: 051-010-021
 Application Number: SGN2007-00119
 Owner: FW-CA Five Points Shopping Center
 Agent: Vogue Sign Company
 Business Name: Primemobile AT&T

(Proposal for an 8.65 square foot wall sign. The project is subject to the Five Points sign program. The linear building frontage is 21 feet. The allowable signage is 21 square feet.)

(9:22)

Present: Christian Muldoon, Applicant.

- Motion:** Final approval of sign with the condition that the returns on the word “Primemobile” need to be 3½ inches instead of 5 inches as noted on the plans.
- Action:** Rose/Zink, 2/1/1. (Cunningham absent, Hausz opposed, Cope abstained) Motion carried.

Committee comments: One Committee member felt that the Primemobile wording returns should be the same color as the face color.

CONCEPT REVIEW - CONTINUED

3. **801 STATE ST/2 W DE LA GUERRA ST** C-2 Zone

Assessor's Parcel Number: 037-400-013
 Application Number: SGN2007-00114
 Owner: Hughes Land Holding Trust 5/9/84
 Contractor: Vogue Signs
 Business Name: Sunglass Hut

(Proposal to construct a 6.06 square foot blade sign and an 18.19 square foot wall sign for Sunglass Hut. The linear building frontage is 10 feet. The allowable signage is 10 square feet. The project is located in the El Pueblo Viejo Landmark District.)

(An exception is requested to exceed the total square footage of signs allowed.)

(9:34)

- Motion:** Continued two weeks to Full Board at the applicant’s request.
- Action:** Zink/Hausz, 3/0/0. (Cunningham/Rose absent) Motion carried.

CONCEPT REVIEW - CONTINUED

4. **436 E GUTIERREZ ST** M-1 Zone

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.)

(9:57)

- Motion:** Continued two weeks to Full Board due to the applicant’s absence and with all sign violations to be abated.
- Action:** Hausz/Zink, 3/0/0. (Cunningham/Rose absent) Motion carried.

THE FOLLOWING ITEM WAS HEARD OUT OF AGENDA ORDER.

CONCEPT REVIEW - NEW

5. **623 STATE ST** C-M Zone

Assessor's Parcel Number: 037-131-006
Application Number: SGN2007-00120
Owner: Chaffee Family Survivor's Trust 2/1
Applicant: Dave Mahn
Business Name: Vans "Off the Wall"

(Proposal for one 3.86 square foot wall sign and one 4.25 square foot blade sign. The linear building frontage is 24 feet. The allowable signage is 24 square feet. The project is located in the El Pueblo Viejo Landmark District.)

(An exception is requested to allow a 14.5 inch letter height on the wall sign.)

(9:35)

Present: Dave Mahn of Visible Graphics/Applicant.

The Applicant was cautioned that any approval received today is conditional upon abatement of all current sign violations on the property.

Motion: **Final approval of the Exception Letter request for the lead letter “V” height of 14½ inches to exceed the 10-inch letter height restriction as the sign is appropriate proportion to the architecture and the other letters conform to the Ordinance, with the conditions that:** 1) The red border color of the blade sign is to match the Frazee color No. CVL1109N “prayer flag”. 2) The neon is to be 4500 white. 3) The borders and edges of the blade sign are to be painted the same red as the wall sign. 4) The blade sign is to be two inches thick. 5) Any fasteners shall be painted a black color to match the brackets. 6) The registered “R” trademark logo is to be removed. 7) Issuance of the permit is based on proof of removal of all un-permitted window signage.

Action: Hausz/Zink, 3/0/0. (Cunningham/Rose absent) Motion carried.

CONCEPT REVIEW - NEW

6. **1275 COAST VILLAGE CIR** C-1/SD-3 Zone

Assessor's Parcel Number: 009-293-001
Application Number: SGN2007-00123
Owner: Teresina Cantello
Business Name: Living Green
Contractor: Benton Sign Company

(Proposal for a 3.9 square foot wall sign. The linear building frontage is 24 feet. The allowable signage is 24 square feet.)

(10:00)

Present: David Benton for Benton Sign Company/Applicant.

Staff verified with the applicant that the awning is not part of the signage application request.

Motion: **Final approval of sign with the conditions that:** 1) The black color is to have a slight greenish tint or cast. 2) All paint finishes are to be matte. 3) The awning is not part of this approval.

Action: Hausz/Zink, 3/0/0. (Cunningham/Rose absent) Motion carried.

CONCEPT REVIEW - NEW

7. **1269 COAST VILLAGE CIR** C-1/SD-3 Zone

Assessor's Parcel Number: 009-293-001
Application Number: SGN2007-00124
Owner: Teresina Cantello
Contractor: Benton Sign Company
Business Name: Kreiss

(Proposal for two wall signs at 3.4 square feet each. The linear building frontage is 25 feet. The allowable signage is 25 square feet.)

(10:11)

Present: David Benton for Benton Sign Company/Applicant.

Motion: **Continued two weeks to Conforming Review with the comments that:** 1) The two proposed wall signs need to be moved down approximately 6 inches above the window. 2) The applicant to return to Conforming Review with revised drawings. 3) It is believed that the exterior lighting and conduit do not have a permit and therefore needs to be removed prior to installation of the signage.

Action: Hausz/Zink, 3/0/0. (Cunningham/Rose absent) Motion carried.

CONCEPT REVIEW - NEW

8. **811 STATE ST** C-2 Zone

Assessor's Parcel Number: 037-400-011
Application Number: SGN2007-00122
Owner: ESJ Centers
Contractor: Benton Sign Company
Business Name: The Cheese Shop

(Proposal for two 4 square foot sunshade flag signs, one 1.5 square foot window sign, and one 4 square foot window sign. The project is subject to the Pavilion Sign Program. The linear building frontage is 42 feet. The allowable signage is 20 square feet. The project is located in the El Pueblo Viejo Landmark District.)

(10:29)

Present: David Benton for Benton Sign Company/Applicant.

Motion: **Final approval as submitted.**

Action: Hausz/Zink, 3/0/0. (Cunningham/Rose absent) Motion carried.

DISCUSSION ITEM**9. PROPOSED CHANGES TO SIGN COMMITTEE STAFFING**

(10:31)

Committee comments: Some Committee members requested clarification of City staff's prioritizing of signage violation enforcement and commented on fine penalty enforcement. One Committee member suggested that an effort be made to make sure business owners are kept informed and up-to-date on appropriate signage and related Ordinances so that an opportunity can be created to encourage them to monitor each other, i.e., business owners monitoring other business owners in their area.

Presentation by: Jaime Limón, Senior Planner informed the Committee regarding changes to the rotation of Planning staff coverage of the Sign Committee. Enforcement would also improve with the hiring of new employees, and that the Sign Committee staff coverage will now be supervised by Danny Kato, Senior Planner, and permanently staffed by Debbie Hughey, Planning Technician which is scheduled to begin by next week's Conforming Sign Review meeting on October 17, 2007. Mr. Limón also discussed with the Committee previous handling of sign Ordinance attention and focus of proactive enforcement, as well as priority handling by staff, i.e., public visibility of violations, regular progress reports to the Sign Committee, etc. Mr. Limon commented that there are new discussions planned to consider alternative proactive methods such as violation sweeps, fine penalty enforcement, and other suggestions to revise prioritizing sign violations.

**** MEETING ADJOURNED AT 11:06 P.M. ****