



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Wednesday, October 24, 2007 **David Gebhard Public Meeting Room: 630 Garden Street** **9:01 A.M.**

COMMITTEE MEMBERS: NATALIE COPE, *Chair* – Present
 BOB CUNNINGHAM, *Vice-Chair* -Absent
 STEVE HAUSZ (HLC) – Present
 JENNIFER ROSE – Present
 PAUL ZINK (ABR) – Present at 9:14 a.m.

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

CITY COUNCIL LIAISON: GRANT HOUSE – Absent

STAFF: DANNY KATO, Senior Planner – Present until 9:22 a.m.
 DEBBIE HUGHEY, Planning Technician II – Present
 JOANNE LACONTE, 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 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 Debbie Hughey, Planning Technician II, at the City of Santa Barbara Planning Division, at 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.
- 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 Debbie Hughey, Planning Technician II 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 18, 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 (9:02):

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 **September 28, 2007** and **October 10, 2007**.

Motion: To continue approval Sign Committee meeting minutes of September 28, 2007, until quorum is achieved by attending Committee members.

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

Motion: Approval of the Sign Committee meeting minutes of October 10, 2007, with corrections.

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

C. Listing of approved Conforming Signs.

The signs approved on Conforming Sign Review from October 24, 2007 are listed below:

1. 121 S. Hope Street, Tiffany Co. Referred to Full Board.
2. 1298 Coast Village Road, 76 Station. Referred to Full Board.

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

Ms. Hughey announced that Mr. Cunningham would not be in attendance at today's meeting.

E. Possible Ordinance Violations.

Ms. Rose reported a sale sign violation at 3405 State Street, Skin Deep Store; and another at Haley and Chapala Streets of moving banner sale signs across the entire building. She also later mentioned another banner violation at State and De La Vina Streets.

DISCUSSION ITEM

1. INTRODUCTION OF NEW SIGN COMMITTEE STAFF

(9:08)

Danny Kato, Senior Planner, introduced various new staff members, and answered questions pertaining to priority determinations, workload, and future meetings with various staff members.

Committee comments: One Committee member commented that the City Building Inspectors should be made aware of the Commission's concerns regarding sign installations. Mr. Kato stated he will try to arrange more meetings for the inspection staff to confer with Committee members. The Sign Committee members would like to discuss what their priority views are specifically regarding sited violations around the City.

REFERRED FROM CONFORMING SIGN REVIEW

2. 121 S HOPE AVE G-137

C-2/SD-2 Zone

Assessor's Parcel Number: 051-010-014

Application Number: SGN2007-00118

Owner: Patricia S. Nettleship, Trustee

Business Name: Tiffany & Co.

Applicant: Conceptual Motion Company

(Proposal for three signs. Two wall signs are 6.97 square feet each and one plaque is 1.5 square feet. The project is subject to the La Cumbre Plaza sign program. The linear building frontage is 56 feet. The allowable signage is 65 square feet.)

(9:22)

Present: Neil Dipaola

Motion: Final approval as submitted.

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

CONCEPT REVIEW – NEW**3. 27 W ANAPAMU ST**

C-2 Zone

Assessor's Parcel Number: 039-231-002
 Application Number: SGN2007-00129
 Owner: Orfalea Family Foundation
 Agent: Signs by Ken
 Business: The UPS Store

(Proposal for two new signs - one painted wall sign at 4.0 square feet and one wood blade sign at 2.5 square feet. Tenants have moved to a new location and therefore there is no existing signage on site. The linear building frontage is 39 feet. The allowable signage is 39 square feet. The project is located in the El Pueblo Viejo Landmark District.)

(9:31)

Present: Ken Sorgman, Agent for Signs by Ken.

Motion: Continued one week to Conforming Review with the comments:
1) The applicant is to determine the correct street numbers for the different tenants. **2)** It is suggested that the “25 West” signage should to be moved to the left end of the building above the existing block of text. **3)** The new address “27 West” signage needs to be moved to the right of the double door opening with THE UPS STORE painted on the wall directly below. **4)** The blade sign is acceptable as proposed. **5)** The Applicant to return with a new and higher design quality bracket appropriate to El Pueblo Viejo Design standards.

Action: Hausz/(No second), 1/3/0. (Cunningham absent, Zink/Rose/Cope opposed) Motion failed.

Substitute

Motion: Continued one week to Conforming Review with the comments:
1) Applicant to determine the correct street numbers for the different tenants. **2)** It is suggested that the “25 West” signage should to be moved to the left end of the building above the existing block of text. **3)** The new address “27 West” signage needs to be moved to the right of the double door opening with THE UPS STORE painted on the wall directly below. **4)** The blade sign is acceptable as proposed.

Action: Zink/Rose, 3/1/0. (Cunningham absent/Hausz opposed) Motion carried.

Committee comments: One Committee member believed that the bracket is unacceptable with no relationship between the bracket and the sign and seems off the shelf in that the back plate has no design, the scroll is made out of one-eighth material and does not seem to serve any function, and the cross bar extends further than necessary.

CONCEPT REVIEW – NEW**4. 2010 CLIFF DR**

C-P/R-2 Zone

Assessor's Parcel Number: 035-141-009
 Application Number: SGN2007-00130
 Owner: Levon Investments, LLC
 Agent: Signs by Ken
 Business Name: Albertsons

(Proposal for four new signs to replace existing signage for Albertsons. One back lit wall sign 12.77 square foot, a back lit trademark logo sign above the wall sign proposed to be 5.01 square feet, and two blade signs at 3.55 square feet each. Total proposed new signage is 24.88 square feet. The linear building frontage is 150 feet. The allowable signage is 25 square feet.)

(9:38)

Present: Ken Sorgman, Agent for Signs by Ken.

Motion: Continued one week to Conforming Review with the Applicant to return with full elevations for the emblem to be drawn to proper size and scale.

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

Committee comments: The Committee could not determine the true and actual size of the logo and letter dimensions by the proposed drawings and plans.

CONCEPT REVIEW – NEW**5. 614 E HALEY ST**

C-M Zone

Assessor's Parcel Number: 031-293-004
 Application Number: SGN2007-00125
 Owner: Bertha Claveria, Trustee
 Applicant: Central Coast Signs
 Business Name: Pacific Timber Production

(Proposal for one wall sign of 11.66 square feet. The linear building frontage is 20 feet. The allowable signage is 20 square feet.)

(9:58)

Present: David Lemmons for Central Coast Signs.

Motion: Continued two weeks to the Full Board with the following comments: 1) Applicant to return with the proposed signage superimposed on the drawings of the proposed elevation changes as viewed by the Architectural Board of Review. 2) Existing cabinet sign to be removed from front of the building should be indicated on the drawings. 3) Applicant to return with a close-up photograph of niche. 4) The Committee cannot support the proposed LED lighting and suggests a warmer white or yellowish incandescent such as rope lighting. 5) Applicant to restudy attachment of the letters to the horizontal bar. Provide more information on dimensions, components, color samples, photographs of existing lettering showing existing signage to be removed. 6) Applicant to restudy attachment of the letters to the horizontal bar. Provide more information on dimensions, components, color samples, photograph of existing lettering showing existing signage to be removed. Provide information on other proposed changes to the building such as color of windows, fence and signage, and provide letter sample.

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

CONCEPT REVIEW – CONTINUED**6. 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.)

(10:15)

Motion: Continued two weeks due to the applicant's absence and that the item has pending violation enforcement.

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

**** MEETING ADJOURNED AT 10:18 P.M. ****