



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Wednesday, March 12, 2008 David Gebhard Public Meeting Room: 630 Garden Street

9:00 A.M.

COMMITTEE MEMBERS: NATALIE COPE, Chair – Present
JENNIFER ROSE, Vice-Chair – Absent
BOB CUNNINGHAM – Present
STEVE HAUSZ (HLC) – Present
PAUL ZINK (ABR) – Present at 9:17 a.m.

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

CITY COUNCIL LIAISON: GRANT HOUSE – Absent

STAFF: DANNY KATO, Senior Planner/Signs Design Review Supervisor – Absent
DEBBIE HUGHEY, Planning Technician II – 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 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, (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.
- 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.

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.

NOTICE:

That on Thursday, March 6, 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 (9:03):**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 February 27, 2008.

Motion: Approval of the minutes of the Sign Committee meeting of February 27, 2008.

Action: Hausz/Cunningham, 2/0/1. (Cunningham abstained. Rose/Zink absent.) Motion carried.

C. Listing of approved Conforming Signs.

There were no signs approved on Conforming Sign Review on March 5th.

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

- 1. Ms. Hughey announced she has resigned her position with the City. Her last day will be March 21st. She has accepted a position with the Montecito Sanitary District.
- 2. Mr. Cunningham announced he will not be attending the next two Sign Committee meetings: March 26 and April 9, 2008.

E. Possible Ordinance Violations.

No possible ordinance violations reported.

CONCEPT REVIEW – NEW

1. **30 E ORTEGA ST** C-M Zone

(9:31) Assessor's Parcel Number: 037-132-037
 Application Number: SGN2008-00023
 Owner: Bernard J. Borderre, Jr.
 Applicant: Signs By Ken
 Business Name: Seagrass Restaurant

(Proposal for two 3.1 square feet wall signs and two 4.2 square feet blade signs. Application submitted in response to a zoning violation. The linear building frontage is 93 feet. The allowable signage is 65 square feet. The project is located in El Pueblo Viejo Landmark District.)

This item was reviewed out of order.

Present: Ken Sorgman, Signs By Ken

Motion: Final approval as submitted.

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

CONCEPT REVIEW – NEW

2. **1114 STATE ST** C-2 Zone

(9:34) Assessor's Parcel Number: 039-232-009
 Application Number: SGN2008-00021
 Owner: La Arcada Investment Corporation
 Applicant: John Woodward
 Business Name: Stateside Restaurant & Lounge

(Proposal to legalize an as-built wall sign over entrance to Stateside Restaurant in existing building. The linear building frontage is 240 feet. The allowable signage is 90 square feet. The project is located in the El Pueblo Viejo Landmark District.)

Present: John Woodward, Applicant

Public comment opened at 9:36 a.m.

Kellam De Forest, local resident, commented that the restaurant is at a prominent spot and the proposed sign does not fit into the ambience of the Spanish-Revival style building. He suggested that it be more like the sign on the museum side of the building.

Public comment closed at 9:38 a.m.

Public comment opened at 9:59 a.m.

Mr. De Forest asked if this is a huge chain or if this is only a local restaurant. Mr. De Forest commented that the logo's font could be changed to be more in conformity with El Pueblo Viejo Landmark District.

Mr. Woodward responded that there is only one restaurant.

Public comment closed at 10:00 a.m.

Motion: **Continued two weeks with the following comments:** **1)** The sign is not approved as submitted, noting that this is an enforcement action. The sign, as installed, is not appropriate to the proportions of the architecture or to El Pueblo Viejo Landmark District. **2)** The applicant should return with a revised proposal and indicate specific information with regard to materials and the lighting proposed. Provide a cross-section drawing with scaled elevations and color samples. **3)** The existing floodlights aiming at the signage should be researched by Staff as to existing permits and they should be removed if there is no permit record. **4)** The as-built signage is considered temporary signage and the allowable time limit should be observed accordingly as set forth in the Sign Ordinance (Chapter 22.70.020, Section MM). The temporary signage should be removed within 30 days from today's date.

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

CONCEPT REVIEW – CONTINUED

3. 401 S HOPE AVE

E-3/P-D/SP-4/SD-2 Zone

(9:05) Assessor's Parcel Number: 051-240-018
 Application Number: SGN2008-00004
 Owner: Cutter Properties, Ltd.
 Applicant: Mike Ramsey
 Business Name: Smart

(Proposal for 4 new signs totaling 63.87 square feet for the Cutter Dealership. There are 9 existing signs totaling 183.07 square feet that are to remain. The linear building frontage is 33.9 feet. The allowable signage is 33.9 square feet.)

(An exception is requested for more signage than allowed.)

This item was reviewed out of order.

Present: Mike Ramsey, Lusardi Construction Company

Motion: **Final approval with the following conditions and comments: 1) Sign A, wall sign:**
a) The "C" shall be one foot and seven inches tall. **b)** The space above and below the signage shall be as noted on the approved plan. **2) Sign B, pylon/monument sign:** **a)** The location at the corner is approved. **b)** The applicant has the option of placing the sign as shown on the proposal or at 90 degrees provided that the height of the sign does not exceed six feet from grade on the downhill side of the sign. **3)** The exception for letter height and signage size is acceptable due to the scale of the architecture and due to the nature of the site with multiple car dealerships on one parcel.

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

CONCEPT REVIEW – CONTINUED

4. 128 S SALINAS ST

C-P Zone

(10:02) Assessor's Parcel Number: 017-232-001
 Application Number: SGN2008-00001
 Owner: Winters Family Corporation
 Applicant: Sign-A-Rama, Goleta
 Business Name: Fairway Market

(Proposal for replacement of existing signage with one 13.3 square foot light box sign. Letters being changed from Fairway Market to Fairway Liquor & Market. The linear building frontage is 24.5 feet. The allowable signage is 24.5 square feet.)

Present: Wasantha Mohottige, Sign-A-Rama

Motion: **Continued two weeks with the comment that the applicant should return with additional information for the proposed lighting fixture.**

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

Committee comment: The proposed signage is ready for final approval.

CONCEPT REVIEW – CONTINUED

5. 404 WILLIAM MOFFETT PL

A-F/SD-3 Zone

(10:13) Assessor's Parcel Number: 073-450-003
 Application Number: SGN2008-00012
 Owner: City of Santa Barbara
 Applicant: Sign-A-Rama, Goleta
 Business Name: Atlantic Air

(Proposal for one 27.9 square foot wall sign and one 27 square foot monument sign. The linear building frontage is 123 feet. The allowable signage is 90 square feet.)

(An exception is requested for 16" letters instead of 12" for the wall sign.)

Present: Wasantha Mohottige, Sign-A-Rama

- Motion:** **Continued one week to Conforming Sign Review with the following comments:**
1) Sign A, wall sign: a) The Committee can accept the request for 14 inch letters based on the scale of the architecture. b) The letters should be lowered on the façade as much as is practical. c) The depth of the letters should be reduced to a four inch maximum.
2) Sign D, monument sign: a) The dimensions should be the same as the existing monument sign, approximately 90 inches wide and 50 inches tall. b) Eliminate the rounded corners. All corners should be square. c) The sides and trim caps of the cabinet should match the blue face. d) All finishes and the plastic face should be low sheen. e) The blue areas should be opaque with light going through the text areas only. f) The address was suggested to be numerals only. **3) Restudy the lighting:** It should be standard fluorescent lights, not high output. Eliminate one of the lights if possible. **4) If the palm tree is to be altered,** it should be reviewed by the Architectural Board of Review. The Sign Committee's recommendation is that, if the palm is to be relocated, it should be placed to the north equal to twice the distance between the spacing of the existing palm trees.
- Action:** Hausz/Cunningham, 3/1/0. (Zink opposed.) Motion carried.

CONCEPT REVIEW – NEW

6. **1230 STATE ST** C-2 Zone
 (10:30) Assessor's Parcel Number: 039-183-027
 Application Number: SGN2008-00024
 Owner: Aryana 1230, LLC
 Applicant: Sign-A-Rama, Goleta
 Business Name: Saigon
 (Proposal for one 3.8 square foot sandblasted wood sign. The linear building frontage is 23.5 feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Wasantha Mohottige, Sign-A-Rama

- Motion:** **Continued indefinitely to Conforming Sign Review pending final design of the storefront with the following comments:** 1) The sign is acceptable as proposed. 2) The applicant should review with the project architect for the store remodel the proposed changes and provide revised designs for attachment method of the sign to the building, if necessary. 3) The red should be toned down (made a deeper color).
- Action:** Hausz/Zink, 4/0/0. (Rose absent.) Motion carried.

F. Adjournment.

- Motion:** **To adjourn the meeting.**
Action: Hausz/Cunningham, 4/0/0. (Rose absent.) Motion carried.

**** MEETING ADJOURNED AT 10:40 A.M. ****