



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Wednesday, July 16, 2008 David Gebhard Public Meeting Room: 630 Garden Street 9:10 A.M.

COMMITTEE MEMBERS: NATALIE COPE, *Chair* – Present
 JENNIFER ROSE, *Vice-Chair* – Present
 BOB CUNNINGHAM – Absent
 STEVE HAUSZ (HLC) – Present
 PAUL ZINK (ABR) – Present at 9:10 a.m.

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

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

STAFF: DANNY KATO, Senior Planner/Signs Design Review Supervisor – Absent
 MAGGI WALKER, Planning Technician – Present
 ELVA DE LA TORRE, Planning Technician – 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 Maggi Walker, 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 have necessitated the reduction of previously approved signage.
- Approximate 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 was subject to change as cancellations occurred.
- **AMERICANS WITH DISABILITIES ACT:** In compliance with the Americans with Disabilities Act, if special assistance is needed 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. 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. Please check our website under City Calendar to verify closure dates.

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, July 10, 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 (9:00):**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 July 2, 2008.

Motion: Approval of the minutes of the Sign Committee meeting of July 2, 2008, with corrections.

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

C. Listing of approved Conforming Signs.

The signs approved on Conforming Sign Review from July 2 to July 9 are listed below:

1. Subway, 3613 State Street – Final approval as submitted
2. Foster's Freeze, 1924 Cliff Street – Final approval as submitted

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

Ms. Walker made the announcement that Mr. Cunningham will be absent at today's meeting, and also reported on current staff changes and the submitted application of a new replacement Sign Committee alternate.

E. Possible Ordinance Violations.

1. Mr. Hausz reported a window banner and poster violation at the Subway at 1021 State Street #A and, as they are on the today's agenda, will remind them at today's meeting that signage approval will be conditional upon removal of the violation.
2. Mr. Zink expressed appreciation at the removal of the City jurisdiction frontage road sign violations of businesses in the County jurisdiction of Modoc/Los Positas Roads.
3. Mr. Hausz asked staff to research the sign violations at the Sports Zone at the Paseo Nuevo Mall.
4. Ms. Rose reported two 2nd floor balcony banner violations by Spectrum on Carrillo Street.

DISCUSSION ITEM

(9:12)

Staff discussed the Sign Review Application intake process.

Present: Ken Sorgman for Signs By Ken

Continued two weeks to the next meeting due to Danny Kato, Senior Planner absence, but the item was briefly discussed as presented by Ms. Walker and Ms. De La Torre.

A discussion was held regarding information requirements for complete Sign Review application. Mr. Sorgman reported that on incomplete sign review applications submitted with missing vital information such as scaled signage dimension and elevations, etc., resulting in prolonged timelines from rejected applications and rescheduled reviews.

Committee comments/suggestions:

1. The City Planning & Zoning Counter to provide an "example" binder with visual samples of acceptable elevations, site plans, etc., and made available to applicants to demonstrate acceptable sign review applications, site plans, elevations, etc.
2. Emphasis shall be made on the importance of providing complete applications, and efforts made to schedule applicant appointments with staff within the first week of submittal before the first review with the Sign Committee in order to expedite the sign review process and prevent prolonged rescheduling of projects.
3. There should be an example of "Types of Signs and Elevations" in Sign application submittal. Applicant packets need to be relabeled "Types of Signs," and a separate example added to the packet of elevations that need to be included showing the required dimensions.

CONCEPT REVIEW – NEW**1. 7 E DE LA GUERRA ST**

C-2 Zone

(9:30)

Assessor's Parcel Number: 037-052-027
 Application Number: SGN2008-00109
 Owner: Santa Barbara Trust for Historic Preservation
 Applicant: Signs By Ken
 Business Name: Lovebird Boutique Jewelry Bar

(Proposal for a new 3.6 square foot sandblasted wood projecting sign and wrought iron bracket. The linear building frontage is 30 feet. The allowable signage is 30 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Ken Sorgman for Signs By Ken

Motion: Final Approval as submitted.

Modified

Motion: Final Approval as submitted of the Blade sign, with the following conditions: 1) If the application includes the door sign, the applicant must return to Conforming Review for approval; and 2) The application is for the green color that was shown on the application, but if the application is for the blue color (print) then the applicant must return to Conforming Review with a revised submittal.

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

CONCEPT REVIEW – NEW**2. 400 E GUTIERREZ ST**

M-1 Zone

(9:35)

Assessor's Parcel Number: 031-343-001
 Application Number: SGN2008-00100
 Owner: Bernard A. and Claude Jean, Trustees
 Applicant: Freedom Signs
 Business Name: Recording Studio

(Proposal for a 1.88 square foot 3-D wall sign. The linear building frontage is 55 feet. The allowable signage is 55 square feet.)

Present: Dan Morris for Freedom Signs

Motion: Final Approval as submitted.

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

CONCEPT REVIEW – NEW**3. 3890 LA CUMBRE PLAZA LN**

C-2/SD-2 Zone

(9:37)

Assessor's Parcel Number: 051-010-016
 Application Number: SGN2008-00101
 Owner: Richards Family Revocable Trust
 Applicant: Freedom Signs
 Business Name: The Habit Burger Grill

(Proposal for a 12 square foot 3-D letter halo lit wall sign. The linear building frontage is 100 feet. The allowable signage is 65 square feet.)

(An exception is requested for letters over the allowed maximum height.)

Present: Dan Morris for Freedom Signs

Motion: **Continued two weeks with the following comments:** **1)** Letters to be reduced to more acceptable smaller dimensions, as the proposed exception for 24"X 30" letter size is not acceptable; **2)** The Committee would support an exception for letters greater than 12-inches, but not 30 inches; **3)** Applicant to study lowering the signage elevation height; **4)** Applicant to include a corner elevation as part of the submittal; **5)** Letter depth to be reduced to 2½ inches; and **6)** Horizontal yellow bands should be curved to follow the building wall architecture.

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

CONCEPT REVIEW – NEW

4. **534 E HALEY ST**

C-M Zone

(9:50) Assessor's Parcel Number: 031-291-008
 Application Number: SGN2008-00103
 Owner: Nielsen Family Exemption Trust
 Applicant: Freedom Signs
 Business Name: Village Pool Supply

(Proposal for two wall signs totaling 11.75 square feet: one hand painted 4.5 square foot wall sign [Sign A]; and one stud mounted 3-D letter 7.25 square foot wall sign [Sign B]. The linear building frontage is 30 feet. The allowable signage is 30 square feet.)

Present: Dan Morris of Freedom Signs

Motion: **Final Approval as submitted.**

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

CONCEPT REVIEW – NEW

5. **511 E GUTIERREZ ST**

M-1 Zone

(9:51) Assessor's Parcel Number: 031-292-011
 Application Number: SGN2008-00104
 Owner: Smagala-Ferro 2001 Family Trust
 Applicant: Freedom Signs
 Business Name: Prosource Wholesale Floorcovering

(Proposal for a 6.2 square foot hand painted wall sign. The existing previously approved (SGN2001-00198) eight (8) square foot monument sign is to remain. The linear building frontage is 30 feet. The allowable signage is 30 square feet.)

Present: Dan Morris of Freedom Signs

Motion: **Final Approval of the wall sign as submitted.**

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

Committee comments: The Committee requested that Staff verify that the monument sign is installed as per approval.

***THE COMMITTEE BRIEFLY RECESSED FROM 9:54 A.M. TO 9:58 A.M., THEN WENT TO LAST DISCUSSION ITEM ***

CONCEPT REVIEW – NEW

6. 3835 STATE ST C-50A

C-2/SD-2 Zone

(10:07)

Assessor's Parcel Number: 051-010-007
 Application Number: SGN2008-00089
 Owner: Riviera Dairy Products
 Applicant: The Conceptual Motion Company
 Business Name: William-Sonoma, Inc.

(The project consists of a tenant improvement and store expansion which require new signage. Proposal for two new polycast wall signs totaling 36.63 square feet, two new wall medallions totaling 8.83 square feet, three new vinyl window signs totaling 6.31 square feet and one 8.5 square foot awning sign. New signage totals 60.27 square feet. Existing signage to remain totals 31.6 square feet. The total for new and existing is 92.07 square feet. An exception is requested for excess letter height for one interior wall sign and for one interior wall medallion and excessive signage. There is an approved "La Cumbre Plaza Tenant Design Criteria" in place.)

(An exception is requested for letters over the allowed maximum height for one interior wall sign and one interior wall medallion.)

Present: Angie Westfall, Agent for The Conceptual Motion Company.

Motion: **Continued two weeks with the following comments:** **1)** The Committee cannot accept the exception request on the amount of signage area requested; but a smaller exception request would be considered. The amount of signage should be reduced to be closer to Ordinance compliance; **2) Parking lot elevation:** The Committee accepts proposed signage, with the exception of the lighting which cannot be incandescent and must be in compliance with Title 24 energy regulations; **3) Paseo elevation:** **a)** The Committee cannot support the "William-Sonoma" letters above the awnings and the lighting. **b)** Some Committee members can support the logo medallion, but it is requested that the applicant provide information on the existing logo medallion, the letter sizes of the proposed logo medallion, and propose an alternative with a smaller medallion; **c)** Reduce the number of awning valance signs. Awning and window signs are redundant and one should be eliminated; and **4) Interior mall elevation:** The exception request for 15-inch letter height is not acceptable. Signage letter height needs to be reduced to conform to the 12-inch maximum height requirement per Sign Ordinance. **5)** Proposed lighting does not meet Code requirements and needs to be reconsidered.

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

Committee comments: The Committee requested that the applicant revise site plans with a key plan reference to differentiate signage instead of by elevation. Awning valance signs which should not be over decorative tile. Goose neck lighting is not acceptable, but if utilized, the applicant must reduce amount of goose neck lighting from eight fixtures, and if used, applicant should return with a cut sheet details on fixtures approved by the Building & Safety Department.

CONCEPT REVIEW – CONTINUED**7. 1021 STATE ST A**

C-2 Zone

(10:35) Assessor's Parcel Number: 039-281-016
 Application Number: SGN2008-00090
 Owner: ITC Group, LLC
 Applicant: Cheryl Loyd
 Business Name: Subway

(Proposal for a new 3.92 square foot internally illuminated aluminum wall sign and a 2 square foot wood blade sign using the existing approved bracket. The linear building frontage is 32 feet. The allowable signage is 16 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Cherly Loyd, for ITC Group, LLC.

Motion: **Final Approval with the following conditions:** 1) **Wall sign:** Approval is for color Option 1 "Subway" sign with above individual letters with contour background. 2) **Blade sign:** Remove registered trademark and color to be painted sandblasted. 3) All banner and window sign violations are to be removed before permits are issued.

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

CONCEPT REVIEW – CONTINUED**8. 32 N CALLE CESAR CHAVEZ**

M-1/SD-3 Zone

(10:54) Assessor's Parcel Number: 017-030-016
 Application Number: SGN2007-00126
 Applicant: Diana Kelly Design
 Owner: Scott Property Associates, LLC
 Business Name: Pat Scott Masonry

(Proposal for two "as-built" wall signs 6.7 square feet each. This application is to abate enforcement case ENF2007-01240. The linear building frontage is 120 feet. The allowable signage is 90 square feet.)

(An exception is requested for the sign height to exceed 5.5 feet above the finished second floor.)

Present: Kathleen Weinheimer, Attorney, and Eddie Langhome, Property Owner

Motion: **Denial of proposed signage as the Committee does not feel that the proposed signage location is appropriate to the composition of the architecture since there are other signage locations that would better address the applicant's needs, and are more appropriate to the composition of the architecture.**

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

CONCEPT REVIEW – CONTINUED9. **535 OLIVE ST** C-M Zone

Assessor's Parcel Number: 031-212-005
 Application Number: SGN2008-00097
 Owner: Cadwell Christopher Lynn Trustee
 Applicant: Sign-A-Rama Goleta
 Business Name: Startech Auto

(Proposal for three "as-built" wall signs to abate ENF2008-00335: one 12 square foot painted wall sign, one 18 square foot light box sign and one 12 square foot MDO wall sign with vinyl lettering. The linear building frontage is 114 feet. The allowable signage is 98 square feet.)

Motion: Continued two weeks due to the applicant's absence.

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

CONCEPT REVIEW – NEW10. **202 E CABRILLO BLVD** P-R/SD-3 Zone

(11:11) Assessor's Parcel Number: 017-191-004
 Application Number: SGN2008-00099
 Owner: City of Santa Barbara
 Applicant: Theresa Lawler

(Proposal for four new Honor Fee Collection System signs located in the Palm Park parking lot. The project is part of the approved Guarded Slot Signage program. The project is located in El Pueblo Viejo Landmark District.)

Present: Theresa Lawler, Waterfront Engineering Technician II; and Karl Treiberg, Waterfront Facilities Manager

Motion: Final Approval as submitted.

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

CONCEPT REVIEW – NEW11. **27 E GUTIERREZ ST** C-M Zone

(11:21) Assessor's Parcel Number: 037-212-035
 Application Number: SGN2008-00106
 Owner: Donald & Audrey Barnes 2005 Family
 Applicant: DCM Graphics
 Business Name: Santa Barbara Valet

(Proposal for two "as built" ground signs: one 12 square foot wood sign; one 5 1/2 square foot aluminum ground slot sign (for the use of payment for parking in the lot). This application is to abate ENF2008-00632. The project is located in El Pueblo Viejo Landmark District.)

Present: Franko Rizzo and Jerry Fair for DCM Graphics, Agents for DCM Graphics

Motion: Continued two weeks with the following comments: 1) Applicant needs to simplify the proposed signage as much as possible; 2) Signage related to rental of parking spaces should be interior to the parking lot and conform to El Pueblo Viejo Landmark District

guidelines, including signage dimensions, color, (lighter) lettering, and (darker) background.

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

Committee comments: The Committee requests that the applicant consider alternate locations for the pay box for safety concerns for both pedestrian and vehicular access per American Disabilities Act (ADA) requirements. Applicant to research with the Building & Safety Department for a recommended location of the pay box.

CONCEPT REVIEW – NEW

12. 1114 STATE ST 22

C-2 Zone

(11:41)

Assessor's Parcel Number: 039-232-009
Application Number: SGN2008-00111
Owner: La Arcada Investment Corporation
Applicant: Benton Signs
Business Name: Stateside Restaurant & Lounge

(Proposal for three new signs on existing awnings and two "as built" projecting signs. Awning Signs: One 6.14 square foot awning sign [Sign A], one 3.25 square foot sign [Sign B], and one 6.14 square foot sign [Sign C]. "As built" projecting sandblasted double faced redwood signs on existing brackets: one 3.4 square foot sign [Sign D], and one 3.4 square feet [Sign E]. The linear building frontage is 115 feet. The allowable signage is 43.1 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Dave Benton for Benton Signs

Motion: Final Approval with this approval superseding all previous approvals, and with the condition that the white color in the awning sign is to be off-white in color.

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

Committee comments: The Committee requested that Staff verify the applied "as-built" projecting signage fees to the proposed application.

***** THE FOLLOWING ITEM WAS DISCUSSED OUT OF AGENDA ORDER. *****

DISCUSSION ITEM

(9:58)

Present: Staff present.

A discussion was held regarding neon "open" signs.

Committee comments: Exempt from review neon open signs are to be restricted to a maximum 6-inch letter height and 12-inches maximum overall signage height with maximum square footage dimensions. Any larger neon open signs dimensions will be unacceptable.

**** MEETING ADJOURNED AT 11:58 A.M. ****