



**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 gain access to, comment at, or participate in this meeting, 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](http://www.SantaBarbaraCa.gov). Materials related to an item on this agenda submitted to the Sign Committee after distribution of the agenda packet are available for public inspection in the Community Development Department located at 630 Garden St., during normal business hours. 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.

**POSTING:** That on Wednesday, December 31, 2009, 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](http://www.SantaBarbaraCa.gov/sign).

**GENERAL BUSINESS (8:30):****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 comments.

**B. Approval of the minutes of the Sign Committee meeting of December 23, 2008.**

Motion: **Approval of the minutes of the Sign Committee meeting of December 23, 2008, with corrections.**

Action: Cunningham/Cope, 2/0/0. (Pujo/Pemberton abstained).

**C. Listing of Approved Conforming Signs.**

The signs approved on Conforming Sign Review from December 23<sup>rd</sup> to December 30<sup>th</sup>, 2009 are listed below:

1. Prestige Hand Car Wash, 524 N. Milpas Street – Final Approval as submitted.
2. Berkeley Aviation, 1101 Anacapa Street – Sign Program - Final Approval as submitted.
3. Silent Pictures Custom Framing and Art, 3001 State Street – Final Approval as submitted.

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

Committee Member Cunningham announced he would be stepping down from Items 4, Item 7, and Item 8.

## E. Possible Ordinance Violations and enforcement updates.

Committee Member Cunningham reported the following possible violation:

1. Prestige Hand Car Wash, 524 N. Milpas Street: sandwich board violation.

Ms. de la Torre reported that for the period of December 16th thru December 31st there were 90 pending or abated sign enforcement cases.

## F. Election of Officers for 2009.

Nominations for Chair:

Committee Member Cope was nominated for Chair by Committee Member Cunningham.

Vote: 4/0/0.

Nominations for Vice Chair:

Committee Member Cunningham was nominated for Vice-Chair by Committee Member Cope.

Vote: 4/0/0.

### CONCEPT REVIEW – CONTINUED

1. **303 W CARRILLO ST**

C-2 Zone

Assessor's Parcel Number: 039-302-008

Application Number: SGN2008-00172

Applicant: Apex Imaging Services

Business Name: Conoco Phillips Company

(Proposal to replace an existing monument sign with a new 24 square foot monument sign illuminated with existing previously approved lighting, and face change for two existing wall signs at 19.44 square feet (each); signage for dispenser valances, toppers and doors at 17.37 square feet, for a total of 80.25 square feet. The linear building frontage is 46 feet. The allowable signage is 46 square feet. The project is located in El Pueblo Viejo Landmark District.)

**(An exception is requested and findings are required for 34.25 square feet over the allowable signage of 46 square feet. The paint color for the canopy received Historic Landmarks Commission approval on December 19, 2008 (see file or minutes for approved colors).**

(8:40)

Present: Hal Hargrave, Applicant for Apex Imaging Services.

**Motion: Final Approval with the following conditions:**

- 1) Both plastic wall signs are to be removed.
- 2) The base color of the monument sign to be changed to Cobblestone Frazee #CL2483M.

Action: Cunningham/Pujo, 4/0/0. Motion carried.

**CONCEPT REVIEW – CONTINUED****2. 3008 STATE ST**

C-2/SD-2 Zone

Assessor's Parcel Number: 053-342-019  
Application Number: SGN2008-00199  
Applicant: Sign-A-Rama, Goleta  
Business Name: Best Nails

(Revised description: proposal for two new signs: one 4.8 square foot hanging sign, and one 4.4 square foot window sign, for a total of 9.2 square feet. This application is to abate ENF2008-00505. The linear building frontage is 17.50 feet. The allowable signage is 17.5 square feet.)

(8:58)

Present: Wasantha Mohottige, Applicant for Sign-A-Rama.

**Motion: Final Approval as submitted with the condition that the lettering apostrophe be removed from the word "walk-ins."**

Action: Cunningham/Pemberton, 4/0/0. Motion carried.

**CONCEPT REVIEW – CONTINUED****3. 801 CHAPALA ST**

C-2 Zone

Assessor's Parcel Number: 037-042-025  
Application Number: SGN2008-00196  
Applicant: Steve Therriault, Sign Tech  
Business Name: Bank of America Home Loans

(Revised description: proposal for four new signs: one 28.5 square foot wall sign made of painted aluminum and three 3.22 square feet (each) awning signs, for a total of 38.16 square feet. The linear building frontage is 100 feet. The allowable signage is 65 square feet. The project is located in El Pueblo Viejo Landmark District.)

(9:06)

Present: Steve Terriault, Applicant for Sign Tech.

**Motion: Final Approval as submitted with the following conditions:**

- 1) Red signage color to be Dynamite Frazee, #CLC1286N.
- 2) Blue signage color to be New Denim Frazee, #CL2326A.
- 3) Applicant to provide a revised site plan (Sheet #2) indicating the sign locations.

Action: Cunningham/Cope, 4/0/0. Motion carried.

**CONCEPT REVIEW – CONTINUED****4. 1906 CLIFF DR**

C-P/R-2 Zone

Assessor's Parcel Number: 035-141-008  
Application Number: SGN2008-00202  
Business Name: McDonald's  
Contractor: Signs by Ken

(Proposal to permit an "as-built" 8.7 square foot four panel menu board. A three panel menu board was previously approved and permitted. This application is to abate ENF2008-01128. The linear building frontage is 58 feet. The allowable signage is 58 square feet.)

(9:16)

Present: Ken Sorgman, Signs by Ken, Daniel Monarres and Marco Gavilanes, Supervisors, McDonald's Corp.

**Motion:** Continued two weeks to Full Committee with the following comments:

- 1) Applicant to provide clarification of the square footage of existing signage.
- 2) Applicant to provide a site plan with the locations for existing and proposed signs.
- 3) Signage not to exceed the maximum allowable signage for the site.

Action: Pujo/Cope, 3/0/0. (Cunningham stepped down.) Motion carried.

**CONCEPT REVIEW – NEW****5. 1085 COAST VILLAGE RD**

C-1/SD-3 Zone

Assessor's Parcel Number: 009-281-003  
Application Number: SGN2008-00204  
Business Name: Chevron USA, Inc.  
Architect: Liddy McKenzie  
Applicant: Gettler-Ryan Inc.

(Proposal to replace three signs with new trademark logos and install four new signs: reface one previously permitted monument sign at 19.4 square feet; reface two logo wall signs at 9.8 square feet (each); and install four new double sided dispenser signs which include spanners and skirts. The linear building frontage is 86 feet. The allowable signage is 65 square feet.)

(9:50)

Present: Liddy McKenzie, Architect for Gettler-Ryan Inc.

**Motion:** Continued two weeks to Full Committee with the following comments:

- 1) Provide correct scale drawings with letter size specified with dimensions.
- 2) Provide clarification of the square footage of existing signage.
- 3) Redesign the monument sign to include the diesel price, and to be more in keeping with Coast Village Road architectural style. The letter size of the price sign to be a maximum 6 inches in height.
- 4) Portable sign is not allowed.
- 5) Replacing the existing wall sign is acceptable with the condition that the white background is to be opaque.
- 6) The pump numbers are to be smaller in size and not of plastic material.
- 7) The upper pump number signage to be reduced in size.

Action: Pujo/Cunningham, 4/0/0. Motion carried.

**CONCEPT REVIEW – NEW****6. 3411 STATE ST**

C-P/SD-2 Zone

Assessor's Parcel Number: 051-063-012  
Application Number: SGN2008-00206  
Business Name: The Corner Liquor Store  
Applicant: Franco Rizzo

(Proposal to permit an "as-built" 12 square foot internally illuminated fluorescent lite-box. This application is to abate ENF2008-00535. The linear building frontage is 15 feet. The allowable signage is 15 square feet.)

(10:15)

Present: Franko Rizzo, Applicant.

**Motion: Continued two weeks to Full Committee with the following comments:**

- 1) Signage is generally acceptable, but too large. The letter height is to be at a maximum 10 inches.
- 2) The light above the sign is to be removed or verified that it has been approved and permitted.

Action: Cunningham/Pujo, 4/0/0. Motion carried.

**CONCEPT REVIEW – NEW****7. 500 NIÑOS DR**

P-R/SD-3 Zone

Assessor's Parcel Number: 017-382-002  
Application Number: SGN2008-00207  
Applicant: Tyler Salman  
Business Name: Santa Barbara Zoo

(Proposal for a 14 square foot wall sign made of high pressure laminate. This site is on the City's List of Potential Historic Resources: "Site of Child's Estate" and the "Chumash Village Archaeological Site." the linear building frontage is 23 feet. The allowable signage is 23 square feet. )

(10:22)

Present: Tyler Salman, Applicant; Rich Block, Zoo Director; and Barbara Zerbe, Designer for BZ Designs.

**Motion: Final Approved as submitted.**

Action: Pujo/Cope, 4/0/0. (Cunningham stepped down) Motion carried.

**REVIEW AFTER FINAL**8. **3890 LA CUMBRE PLAZA LN** C-2/SD-2 Zone

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

(Proposal for a review after final to add goose-neck lighting for the previously approved wall sign. This application is to abate ENF2008-01104. The linear building frontage is 100 feet. The allowable signage is 65 square feet.)

(10:25)

Present: Dan Morris, Freedom Signs; Brent Reichard, Business Owner; and Mr. Hamilton, Architect.

**Motion: Final Approved as submitted.**

Action: Pujo/Cope, 3/0/0. (Cunningham stepped down) Motion carried.

**CONCEPT REVIEW – NEW**9. **517 W JUNIPERO ST** C-O Zone

Assessor's Parcel Number: 025-090-009  
Application Number: SGN2008-00209  
Business Name: Jackson Medical Group, Inc.

(Proposal for a new 12 square foot sandblasted redwood ground sign. The linear building frontage is 30 feet. The allowable signage is 30 square feet.)

(10:28)

Present: David Benton, Applicant.

**Motion: Final Approved as submitted.**

Action: Pujo/Cope, 4/0/0. Motion carried.

**CONCEPT REVIEW – NEW**10. **813 ANACAPA ST** C-2 Zone

Assessor's Parcel Number: 037-052-033  
Application Number: SGN2008-00210  
Applicant: Benton Signs  
Business Name: Freestone Capital Management

(Proposal for two new signs: one 4.4 square foot projecting sign to hang on an existing bracket; one 1.66 square foot painted wall sign, for a total of 6.06 square feet. This projected is located in the "El Paseo" building and is listed on the "National Registry of Historic Places." The linear building frontage is 30.9 feet. The allowable signage is 15.4 square feet. The project is located in El Pueblo Viejo Landmark District.)

(10:34)

Present: David Benton, Applicant.

**Motion: Final Approval as submitted.**

Action: Pujo/Pemberton, 4/0/0. Motion carried

### CONCEPT REVIEW – NEW

11. **133 E DE LA GUERRA ST**

C-2 Zone

Assessor's Parcel Number: 031-011-011

Application Number: SGN2008-00211

Applicant: Benton Signs

Business Name: Mail Box Express

(Proposal to obtain a permit for an "as-built" 7.4 square foot painted wall sign. This application is to abate ENF2008-01416. The linear building frontage is 15 feet. The allowable signage is 15 square feet. The project is located in El Pueblo Viejo Landmark District.)

(10:40)

Present: David Benton, Applicant.

**Motion: Final Approval as submitted.**

Action: Pujo/Cunningham, 4/0/0. Motion carried.

### CONCEPT REVIEW – NEW

12. **1501 STATE ST**

C-2 Zone

Assessor's Parcel Number: 027-231-006

Application Number: SGN2008-00208

Applicant: Benton Signs

Business Name: Monarch Wealth Strategies

(Proposal for two hanging signs: one 10 square foot sandblasted redwood sign and one 4.66 square foot sandblasted redwood sign, for a total of 14.66 square feet. The linear building frontage is 48 feet. The allowable signage is 48 square feet. The project is located in El Pueblo Viejo Landmark District.)

(10:43)

Present: David Benton, Applicant.

**Motion: Final Approval as submitted.**

Action: Cunningham/Cope, 4/0/0. Motion carried.

**\*\* MEETING ADJOURNED AT 10:56 A.M. \*\***