

PLEASE BE ADVISED

Additional tenancies or alternate sign configurations may have necessitated the reduction of previously approved signage.

Approximate time the project would be reviewed was 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 you need special assistance 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 **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. 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.

POSTING: That on Friday, May 22, 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.

GENERAL BUSINESS (8:34):

A. Public Comments:

No public comment.

B. Approval of the minutes of the Sign Committee meeting of May 12, 2009.

Motion: Approval of the minutes of the Sign Committee meeting of May 12, 2009, with correction.

Action: Boucher/Cunningham, 4/0/0. (Pemberton absent.)

C. Listing of approved Conforming Signs.

The signs approved on Conforming Sign Review from **May 12** to **May 19** are listed below:

1. 121 W. Mission, The Water Store – Final Approval as submitted.
2. 1998 Cliff Drive, Zip Kleen – Final Approval as submitted.
3. 134 S. Milpas Sreet, Stop & Shop Gas 2 – Final Approval as submitted.
4. 1096 Coast Village Road, Bank of America – Final Approval as submitted.
5. 2018 Cliff Drive, Hot Cookie – Final Approval as submitted.
6. 819-B State Street, Nails Technique – Final Approval as submitted.
7. 718 State Street, California Crisp Café – Final Approval with conditions.

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

- 1. Elva de la Torre, Planning Technician, announced that the requested discussion on real estate management signs and banners hanging in open garage doorways will be scheduled for the next meeting.
- 2. Committee member Sherry announced she would be leaving at 10:30 a.m.

E. Possible Ordinance Violations.

Vice-Chair Cunningham reported that Art From Scrap at the corner of Garden and Cota Streets has banners.

CONCEPT REVIEW – NEW

1. **630 STATE ST** C-M Zone

Assessor’s Parcel Number: 037-132-027
 Application Number: SGN2009-00077
 Owner: Jodell A. Williams Trust
 Applicant: Freedom Signs
 Business Name: Blush

(Proposal for two new signs: one 3.3 square foot projecting sign on a wrought iron bracket; and one 3.3 square foot hanging sign, for a total of 6.6 square feet. The linear building frontage is 25 feet. The allowable signage is 25 square feet. The project is located in **El Pueblo Viejo Landmark District.**)

(An exception is requested and findings are required for the location of the sign that covers an architectural feature, which is prohibited by the SBMC Sec. 22.70.030(c)20.)

(8:37)

Present: Dan Morris, Freedom Signs

Motion: Final Approval of the signs, including the granting of an exception for the placement of the sign over the window making the findings that the sign does not significantly alter the appearance of the building nor does it interrupt architectural features in a negative way, with the condition that the blade sign shall be mounted directly over the center line of the front door in the middle of the building.

Action: Cunningham/Boucher, 4/0/0. (Sherry stepped down.) Motion carried.

CONCEPT REVIEW – NEW**2. 535 STATE ST**

C-M Zone

Assessor's Parcel Number: 037-172-001
 Application Number: SGN2009-00078
 Owner: Rove Enterprises, Inc.
 Applicant: Freedom Signs
 Business Name: Lovebird Boutique

(Proposal for a 3.75 square foot projecting sign to hang on an existing bracket. The location is listed on the **California Inventory of Historic Resources** and the **Potential Structures of Merit and Landmarks**. The building was surveyed in the 4G Phase I Survey and is known as the Neal Callahan Building. The linear building frontage is 15 feet. The allowable signage is 15 square feet. The project is located in **El Pueblo Viejo Landmark District**.)

(8:44)

Present: Dan Morris, Freedom Signs

Motion: Final Approval with the condition that the exposed conduit and the unacceptable lighting shall be removed.

Action: Boucher/Cunningham, 5/0/0. Motion carried.

CONCEPT REVIEW – NEW**3. 717 STATE ST**

C-2 Zone

Assessor's Parcel Number: 037-400-018
 Application Number: SGN2009-00079
 Owner: Nancy B. Rogers and Yolanda Bebout, Trustees
 Applicant: Freedom Signs
 Business Name: So Good Collections

(Proposal for two new signs: one 8.8 square foot wall sign made of pin-mounted letters; and one 4.6 square foot projecting sign to hang on an existing bracket, for a total of 13.4 square feet. This is a **City Landmark: Alexander or White House Building**. The linear building frontage is 15 feet. The allowable signage is 15 square feet. The project is located in **El Pueblo Viejo Landmark District**.)

(8:48)

Present: Dan Morris, Freedom Signs

Motion: Continued to Conforming Review with the following comments: 1) The applicant is to return with color chips that more closely match that of the projecting sign on the printed copy of the proposed plans. 2) The word "collections" on Sign A, the wall sign, should be reduced to match the proportions of the logo sign and "collection" lettering of the projecting sign.

Action: Cunningham/Boucher, 4/1/0. (Boucher opposed.) Motion carried.

CONCEPT REVIEW – CONTINUED**4. 523 N MILPAS ST**

C-2 Zone

Assessor's Parcel Number: 031-233-023
 Application Number: SGN2009-00073
 Owner: Rolland and Barbara Ann Fitzgerald Trust
 Applicant: Alex Marshall
 Contractor: DCM Graphics
 Business Name: Prestige Auto Repair & Tire

(Proposal for four new signs: one 24.5 square foot panel reface of an existing previously approved monument sign; and three wall signs each 12 square feet made of MDO, for a total of 60.5 square feet. The linear building frontage is 65 feet. The allowable signage is 65 square feet.)

(8:59)

Present: Alex Marshall, DCM Graphics

Motion: **Continued to Conforming Review with the following comments:** 1) All aspects of the application are ready for final approval. 2) The applicant shall return with a darker stain color for the frame of the monument sign.

Action: Cunningham/Sherry, 4/1/0. (Boucher opposed.) Motion carried.

CONCEPT REVIEW – NEW**5. 424 STATE ST**

C-M Zone

Assessor's Parcel Number: 037-212-025
 Application Number: SGN2009-00076
 Owner: Ray Mahboob
 Applicant: Wasantha Mohottige
 Business Name: Saigon In and Out

(Proposal for two new signs: one 5.5 square foot projecting sign and wrought iron bracket; and one 5.8 square foot vinyl window sign, for a total of 11.3 square feet. The linear building frontage is 24 feet. The allowable signage is 24 square feet. The project is located in **El Pueblo Viejo Landmark District.**)

(9:15)

Present: Wasantha Mohottige, Freedom Signs

Motion: **Continued to Conforming Review with the following comments:** 1) The window sign should be reduced by approximately 20%. 2) The break-ups and correct proportions of the windows should be shown on the elevation drawings. 3) The blade sign is acceptable as presented.

Action: Cunningham/Boucher, 5/0/0. Motion carried.

CONCEPT REVIEW – NEW

6. 1282 COAST VILLAGE RD

C-1/SD-3 Zone

Assessor’s Parcel Number: 009-230-038
Application Number: SGN2009-00082
Owner: Masasso Enterprises, LP
Applicant: Jenny Hodges
Contractor: Coast Sign Inc.
Business Name: CVS/ Pharmacy

(Proposal for five new signs: two 8.35 square foot (each) wall signs made of individual letters internally illuminated with LEDs; one 0.45 square foot door sign; one 13 square foot "hours" plaque; and one 3 square foot "receiving" plaque, for a total of 33.15 square feet. The linear building frontage is 108 feet. The allowable signage is 90 square feet.)

(9:21)

Present: Jenny Hodges, Coast Sign

Public comment opened at 9:30 a.m.

Kathiann Brown, local resident, commented that the proposed changes to the door handles were not part of the agendized project description. Ms. Brown added that less advertisement on the signs would be preferred.

Public comment closed at 9:31 a.m.

Motion: Continued to Conforming Review with the following comments: 1) Return with a revised application for the reverse pan channel halo-lit lettering on the wall signs. 2) The west and south elevations should be revised to show the dimensions on the sign itself. 3) The plaque sign should be centered on the column left to right. 4) The letter height on the door handle signs should be reduced 2 inches or less. 5) Reduce the 5-inch depth of the letters on the wall signs to the minimum feasible dimensions.

Action: Cunningham/Pemberton, 5/0/0. Motion carried.

CONCEPT REVIEW – NEW

7. 1109 STATE ST

C-2 Zone

Assessor’s Parcel Number: 039-231-035
Application Number: SGN2009-00084
Owner: 1129 State Street
Applicant: Jenny Hodges
Contractor: Coast Sign, Inc.
Business Name: CVS/ Pharmacy

(Proposal for seven new signs: two 6.96 square foot (each) wall signs made of halo-lit channel letters; two projecting signs each 6.27 square feet to hang on existing brackets; one 3 square foot "receiving" plaque; and two window signs each 1.2 square feet, for a total of 31.86 square feet. The linear building frontage is 77 feet. The allowable signage is 65 square feet. The project is located in **El Pueblo Viejo Landmark District.**)

(9:44)

Present: Jenny Hodges, Coast Sign

Motion: **Continued two weeks with the following comments:** 1) Signs 1 and 2, wall signs with halo-lit letters, are acceptable as submitted. If possible, reduce the distance between the back of the signs and the wall to the minimum allowed without losing readability. 2) Applicant to return with a revised design for Sign 3 blade sign, on the State Street elevation. 3) Sign 4 door plaque is acceptable with the condition that the background should match the building color and be of a matte finish. 4) Signs 5, 6, and 7 are not acceptable due to redundancy.

Action: Cunningham/Boucher, 5/0/0. Motion carried.

CONCEPT REVIEW – NEW

8. **3939 STATE ST**

C-2/SD-2 Zone

Assessor's Parcel Number: 051-010-021
 Application Number: SGN2009-00083
 Owner: FW CA-Five Points Shopping Center
 Applicant: Jenny Hodges
 Contractor: Coast Sign, Inc.
 Business Name: CVS/ Pharmacy

(Proposal for three new signs: one 60.42 square foot wall sign made of channel letters internally illuminated with LEDs; one 2.85 square foot window sign; one 3 square foot "receiving" door plaque, for a total of 66.27 square feet. The **Five Points Sign Program** is in place. The linear building frontage is 124 feet. The allowable signage is 74 square feet.)

(An exception is requested and findings are required for 30-inch letter height which exceeds the maximum 12-inch height allowed by the Sign Program and the SBMC Sec.22.70.030(D)16.)

(9:58)

Present: Jenny Hodges, Coast Sign

Public comment opened at 10:04 a.m.

Kathiann Brown, local resident, commented that the letters should remain halo lit and at the maximum allowed height. She added that there is no need to identify the dock area.

Wesley Brown, local resident, commented about the request for excessive letter height and that it is not necessary.

Public comment closed at 10:08 a.m.

Motion: **Continued two weeks with the following comments:** 1) Provide accurate scaled elevation drawings depicting Sign 1 wall sign with halo-lit letters. 2) Consider reducing the letter height on Sign 1. 3) The "Open 24 Hours" sign should be omitted. If proposed to be in a different location, it should be shown on the drawings.

Action: Cunningham/Sherry, 5/0/0. Motion carried.

Committee additional comments: The applicant is to research the previously approved letter height for Long's Drugs. The new signage is to be given the same advantages as adjacent businesses with regard to letter height.

CONCEPT REVIEW – NEW

9. 2973 STATE ST

C-2/SD-2 Zone

Assessor’s Parcel Number: 051-122-011
 Application Number: SGN2009-00081
 Owner: Walter and Josephine Dushais
 Applicant: Jenny Hodges
 Contractor: Coast Sign, Inc.
 Business Name: CVS/ Pharmacy

(Proposal for five new signs: one 92.08 square foot wall sign made of channel letters and logo internally illuminated with LEDs; one 2.87 square foot window sign; one 12 square foot "hours" plaque; one 20.31 square foot ground sign and one 3.0 square foot "receiving" plaque, for a total of 131.26 square feet. The linear building frontage is 198 feet. The allowable signage is 90 square feet.)

(An exception is requested and findings are required for 30-inch letter height which exceeds the maximum letter height of 12-inches allowed by SBMC Sec.22.70.030(D)16. Additionally, an exception is requested to exceed the maximum allowable square footage by 41.26 square feet SBMC Sec.22.70.040[A]3(a)2.)

(10:16)

Present: Jenny Hodges, Coast Sign

Public comment opened at 10:25 a.m.

Kathiann Brown, local resident, commented that the area adjoins residential properties and should remain halo lit. She added that the loading dock does not need to be identified more than it already is.

Wesley Brown, local resident, commented that the excessive signage is unnecessary.

Public comment closed at 10:30 a.m.

Motion: Continued two weeks with the following comments: 1) The wall sign on the fascia above the front door is to conform with the Sign Ordinance. 2) Provide dimensions of the lettering for the monument sign. 3) The “receiving” entrance sign should be omitted. 4) The “Open Until Midnight” sign should be omitted. If proposed to be in a different location, it should be shown on the drawings.

Action: Cunningham/Boucher, 4/0/0. (Sherry absent.) Motion carried.

CONCEPT REVIEW – NEW

10. **1835 CLIFF DR**

C-P/R-2/SD-3 Zone

Assessor's Parcel Number: 045-013-002
 Application Number: SGN2009-00074
 Owner: Ernest J. Panosian, Trustee
 Applicant: Jenny Hodges
 Contractor: Coast Sign, Inc.
 Business Name: CVS/Pharmacy

(Proposal for five new wall signs: three 8.35 square foot (each) wall signs, made of channel letters internally illuminated with LEDs; one 3.5 square "receiving" wall plaque; and one 2.57 square foot "hours" plaque, for a total of 31.12 square feet. The linear building frontage is 92 feet. The allowable signage is 65 square feet.)

(10:37)

Present: Jenny Hodges, Coast Sign

Motion: **Final Approval with the following conditions:** 1) The wall signs shall be opaque halo-lit. 2) The face of the lettering shall be no more than 4.5 inches off the face of the wall.

Action: Cunningham/Boucher, 4/0/0. (Sherry absent.) Motion carried.

**** THE FULL COMMITTEE MEETING ADJOURNED AT 10:41 A.M. ****