

BOARD OF ARCHITECTURAL REVIEW
APPROVED MEETING MINUTES

Thursday, April 11, 2019 6:00 P.M.
Council Chambers - Solvang Municipal Center – 1644 Oak Street

B.A.R. Members Present: Chair Elsemarie Petersen; Co-Chair Joannie Jamieson, Scott Gold, Michael Mendizza, William Rodgers

Staff Present: Brynda Messer, Assistant Planner
David Gassaway, City Manger

1. PRELIMINARY MATTERS:

PLEDGE TO THE FLAG

Brynda Messer formally introduced David Gassaway as the new City Manager.

- A. Public Comment
None.

- B. Approval of the March 14, 2019 meeting minutes.
Motion made by Board Member Gold to approve the minutes as presented, and seconded by Board Member Mendizza. Vote is 5-0.

Ms. Messer stated that the Rule of Necessity shall be evoked, due to possible conflicts of interest on several of the agenda items.

2. SIGN PROPOSALS:

- A. **The Loft Salon**
446 Alisal Road, Suite 152 – APN 139-240-71
Applicant: Greg Jensen, Owner
Request for approval for two new wall signs in the TRC zone district.

Chair Petersen and Board Member Mendizza excused themselves from participating due to a possible conflict of interest. Co-Chair Jamieson chaired the item.

Brynda Messer presented staff memo.

Co-Chair Jamieson asked the applicant if he had any comments on the project, and Mr. Jensen answered that the signs are replacing signs that had been there previously, and shared photos from his phone.

Board Member Gold stated he felt the business needs the sign on the stairway to clarify where the tenant space is located.

Discussion followed regarding the other signs on that building.

Board Member Rodgers suggested that the font be larger, and the applicant stated the letters are at the maximum height of 8”.

Co-Chair Jamieson opened public comment, and having no comments, closed public comment.

Motion made by Board Member Rodgers to accept the proposal as presented and seconded by Board Member Gold. Vote is 3-0-2, with Chair Petersen and Board Member Mendizza not participating in voting due to a possible conflict of interest.

B. True Addiction

485 Alisal Road, Suite A – APN 139-191-005

Applicant: Cecilia Barbosa, Owner and Alex Uribe

Request for approval for one new projecting sign in the TRC zone district.

Chair Petersen and Board Member Mendizza excused themselves from participating due to a possible conflict of interest. Co-Chair Jamieson chaired the item.

Brynda Messer presented staff report, stating the sign was replacing the previous sign for True Addiction, using the same bracket, and followed stating the business was sold, but the name was the same.

Board Member Gold asked for clarification on the colors, and the applicant responded that they will be black and white. Board Member Rodgers stated he thinks the sign is classic and looks nice and goes well with the building.

Co-Chair Jamieson opened public comment, and having no comments, closed public comment.

Motion made by Board Member Gold to approve the sign as presented and seconded by Board Member Rodgers. Vote is 3-0-2, with Chair Petersen and

Board Member Mendizza not participating due to a possible conflict of interest.

After the motion was made, Alex Uribe thanked the BAR for the assistance and was encouraged by the new members.

C. Black Bird Bookkeeping

445 Second Street – APN 139-191-005

Applicant: Bud Jones, SB Sign Co

Request for approval for one new projecting sign in the TRC zone district.

Ms. Messer announced that the rule of necessity would be evoked due to Chair Petersen and Board Members Mendizza and Rodgers having possible conflicts of interest. Ms. Messer put the three names in a hat and City Manager Gassaway pulled Board Member Rodgers name to make the quorum. Chair Petersen and Board Member Mendizza excused themselves from participating due to a possible conflict of interest. Co-Chair Jamieson chaired the item.

Brynda Messer presented staff report.

Board Member Gold stated it was a great design and asked the applicant who designed it, and she responded that she designed it.

Discussion followed regarding the materials used for the sign.

Co-Chair Jamieson opened public comment, and having no comments, closed public comment.

Motion made by Board Member Rodgers to approve the sign as presented and seconded by Board Member Gold. Vote is 3-0-2, with Chair Petersen and Board Member Mendizza not participating due to possible conflict of interest.

3. DEVELOPMENT PROJECT REVIEW

A. Succulent Café

1555-1557 Mission Drive – APN 139-132-023

Applicant: David and Sylvia Brents, Owners

Request to approve umbrellas for the exterior restaurant patio in the TRC zone district.

Chair Petersen and Board Member Mendizza excused themselves from participating due to a possible conflict of interest. Co-Chair Jamieson chaired the item.

Ms. Messer presented the staff report, stating the umbrellas had been placed on the patio several years ago without BAR approval. The owners did not realize there was verbiage in the code in regard to umbrellas and the requirement for BAR review and approval.

Board Member Rodgers stated the umbrellas are a “fixture” there and is part of the business and likes the color.

Discussion followed regarding colors of umbrellas and the placement of them.

Motion made by Board Member Gold to approve the umbrellas as presented and seconded by Board Member Rodgers. Vote is 3-0-2, with Chair Petersen and Board Member Mendizza not participating due to a possible conflict of interest.

4. DISCUSSION

Ms. Messer had emailed the BAR on Wednesday, April 10, 2019, stating that she had a long conversation with an applicant regarding discrepancies in the Sign Ordinance. These items included not having a definition of what “old world” style means exactly, and that the requirement for a carved sign is not recognized within the code. The prohibition of a flat sign is also not recognized. She suggested that the BAR and staff discuss this issue informally. She included a letter from David Goldstein and a memo from the BAR from 2016, which discussed what the 2016 BAR members required for signage in the TRC. Ms. Messer stated she needs more assistance and direction to help advise customers at the counter, as it is hard to tell customers they are required to have a carved sign, if the ordinance truly does not state that. She requested help from the BAR to get a definition of what “old world” style means.

Board Member Rodgers stated that the BAR just approved two contemporary-type signs, and followed that if the Northern European “look” was required for these signs it could have been detrimental to the business.

Discussion followed regarding having continuity with signs and what the business is selling and materials used for the sign.

Co-Chair Jamieson provided some history on the sign ordinance. She stated that historically signs were made in wood, since HDU was not available at that time. She stated she does like the “old world” type signage, but understands there are new people with new styles. Chair Petersen followed stating she thinks it will be great to have specific rules. Board Member Mendizza added that imposing the 17th century to a contemporary business doesn’t make sense, and believes we need consistency.

Board Member Mendizza stated that the BAR needs to come up with what is acceptable for staff to advise customers. He referred to the memo he gave to the members. Discussion followed regarding graphics in windows, and mirroring effects on windows, and what defines an “attention getting device,” and whether or not a window display is considered attention getting.

Board Member Rodgers asked what code the BAR refers to that allows the BAR to make decisions (vs. a building code). Ms. Messer explained the BAR is part of the Zoning Ordinance, much like the Planning Commission, and acts as a decision making body.

Co-Chair Jamieson suggested that we start going through the Sign Ordinance and the Design Guidelines to find areas that are questionable.

City Manager Gassaway stated that staff will take the notes from this discussion and strategize on how to proceed.

Ms. Messer asked the members if there was any other discussion items. Co-Chair Jamieson asked if staff can add a comment portion and a Director’s Report to future agendas.

Chair Petersen adjourned the meeting at 7:11 p.m.