

- ** 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.
- ** 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.

NOTICE:

That on January 24, 2003, at 4:00 P.M., this agenda was duly posted on the Community Development bulletin board, in the office of the City Clerk, and on the bulletin board on the outside of City Hall.

GENERAL BUSINESS (1:30):**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.

Louise Boucher presented a book entitled *Designage*, which she offered to lend to the Sign Committee as a reference on creative signs.

B. Approval of the minutes of the Sign Committee meeting of January 15, 2003.

Motion: Approval of the minutes of the Sign Committee meeting of January 15, 2003.

Action: Hausz/Redd, 3/0/1. Larson abstained.

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from January 15 to January 22, 2003 are listed at the end.

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

1. Ms. Johnston announced that there were no changes to the agenda.
2. Ms. Larson presented a letter from an anonymous company, offering to sell pay phones to individual buyers. She asked the Committee members to review it, and added that the company referred to the pay phones as vending machines. If a pay phone is a vending machine, she stated, they should be reviewed by the Sign Committee.

E. Possible Ordinance Violations.

1. Ms. Ziemer reported the Mason Beach Inn, 324 W. Mason Street, where there may be an unapproved banner sign.
2. Ms. Larson reported that:
 - a. The Inn of the Spanish Garden, 915 Garden Street, may have an unapproved sign reading "Hotel."
 - b. She has received letters from members of the public expressing concern over the proliferation of large signs advertising property management companies—for example, at the building on the corner of Carrillo and de La Vina Streets. Ms. Larson stated her opinion that signs of this type should go through the permitting process or apply for temporary sign permits, and that the signs should count as part of the property's total allowable signs.

CONCEPT REVIEW - CONTINUED**1. 1 S MILPAS ST**

C-P Zone

Assessor's Parcel Number: 017-171-001
 Application Number: SGN2002-00155
 Business Name: Santa Barbara Eyeglass Factory
 Owner: McKeever Living Trust

(This is an enforcement case for as-built signs. Proposal to approve three "as-built" neon signs and one "as-built" vinyl window sign for the Santa Barbara Eyeglass Factory. An exception is requested to allow 14 inch letters. 17.00 square feet of signage is being requested, in addition to 27.00 square feet of existing signage. The building frontage is 50.00 feet. The allowable signage is 50.00 square feet.)

(1:40)

Rick Feldman, Agent, present.

Staff Comment: Jaime Limón, Design Review Supervisor, referring to the Sign Committee Guidelines, explained that accessory signs are generally not permitted, as they detract from the primary signs. He also noted that in general, neon is discouraged.

Motion: Approval of the signs with the following conditions: 1) The two "Open" signs are acceptable.
 2) The parking sign shall be removed. 3) The "One-Hour Service" sign shall be changed to a linear window sign of painted or applied vinyl letters no greater than two inches in height.
 Action: Redd/Bloom, 2/3/0. Hausz, Larson, and Ziemer opposed.

Motion failed.

Substitute

Motion: Approval of the signs, with the following conditions: 1) The neon "One-Hour Service" sign shall be removed and replaced with vinyl or painted window signs. 2) The parking sign shall be removed. 3) The Committee takes no action on the "Open" signs. 4) The details are continued one week to the Conforming Review.
 Action: Hausz/Ziemer, 5/0/0.

CONCEPT REVIEW - NEW**2. 232 NATOMA AVE**

R-4/SD-3 Zone

Assessor's Parcel Number: 033-062-022
 Application Number: SGN2001-00194
 Owner: Alan Bullock
 Business Name: The Eagle Inn
 Architect: James LeCron

(This property is on the City's Potential Historic Resource list. Proposal to reinstate approval which expired January 3, 2003. The proposal is for a new 9.0 square foot monument sign with a stone base and plaster main portion for the Eagle Inn. A neon "No Vacancy" sign and accessory "AAA" sign are to be incorporated into the monument sign with exterior lighting to be hidden in the landscaping. The building frontage is 100.00 feet. The allowable signage is 90.00 square feet.)

(2:20)

Alan Bullock, owner; and James LeCron, architect, present.

- Motion: Continued two weeks with the following comments: 1) Restudy the monument sign for better composition of the three elements thereon, or create a separate sign bearing the "AAA" and "No Vacancy" elements. 2) The design of the sign should reflect the architecture of the building, especially the cap. 3) Restudy the size of the letters, possibly giving them more weight. 4) Study the possibility of using something other than neon for the "No Vacancy" sign, e.g., LED. 5) The lighting should be compact fluorescent, 13 – 26 watts.
- Action: Hausz/Bloom, 4/1/0. Redd opposed.

REFERRED FROM CONFORMING SIGN REVIEW

3. **512 STATE ST** C-M Zone

Assessor's Parcel Number: 037-173-021
 Application Number: SGN2003-00007
 Owner: Charles C. & Georgetta N. Craviotto
 Business Name: Holdren's Steaks & Seafood
 Contractor: Benton Signs & Designs

(Proposal for a 13.3 square foot non-illuminated, painted wood wall sign and a 7.9 square foot non-illuminated, painted wood projecting sign on a new metal bracket for Holdren's Steaks & Seafood, located in El Pueblo Viejo District. The building frontage is 32.00 feet. The allowable signage is 32.00 square feet.)

(2:45)

Dave Benton, Benton Signs, present.

- Motion: Final approval of the sign with the details to return to the Conforming Review.
 Action: Hausz/Ziemer, 2/3/0. Bloom, Larson, and Redd opposed.

Motion failed.

Substitute

- Motion: Continued two weeks to allow the Committee to get direction from the Historic Landmarks Commission regarding the permissibility of painted aluminum in El Pueblo Viejo District.
 Action: Bloom/Hausz, 5/0/0.

CONCEPT REVIEW - NEW

4. **1306 SANTA BARBARA ST** C-2 Zone

Assessor's Parcel Number: 029-072-026
 Application Number: SGN2003-00008
 Owner: Abbe Allen Kingston
 Contractor: Anacapa Signs
 Business Name: America's Documents

(Proposal to install two twelve square foot wall signs to be constructed from 3/4" Medium Density Overlay (MDO) for America's Documents, Inc. in El Pueblo Viejo District. The "as-built" directory sign is proposed to remain for the seven tenants at 1300 and 1306 Santa Barbara Street. A sign program must be submitted for an office complex which maintains a group identity for all signs proposed within the complex. The building frontage is 55.00 feet. The allowable signage is 55.00 square feet.)

(COMMENTS ONLY, PROJECT REQUIRES A SIGN PROGRAM.)

(3:10)

Ken Kirkpatrick, Anacapa Signs, present.

- Motion: Continued two weeks with the following comments: 1) The Committee prefers a single sign hanging in the opening adjacent to the primary entrance. 2) Study adding a border to the sign. 3) Restudy the color, shape, and material of the sign. 4) Submit a proposal for a sign program. 5) Submit a site plan.
- Action: Hausz/Redd, 5/0/0.

CONCEPT REVIEW - NEW

5. 302 E HALEY ST

C-M Zone

Assessor's Parcel Number: 031-281-001
 Application Number: SGN2003-00009
 Owner: David Back
 Applicant: Alejandro Osornio
 Business Name: Internet Cafe

(Proposed two 7.8 square foot painted wooden wall signs to be flush mounted. The maximum letter height is 8 inches. 15.60 square feet of signage is being requested. The building frontage is 51.00 feet. The allowable signage is 51.00 square feet.)

(3:27)

Gabriel Osornio, Agent, present.

- Motion: Continued one week to the Conforming Review with the following comments:
 1) Study painting the letters on a field of a contrasting color, directly on the window, below the transom. 2) Change the dimensions of the sign to fit the space. 3) The Committee thanked the applicant for the high quality of his submittal and presentation.
- Action: Ziemer/Redd, 5/0/0.

CONSENT CALENDAR

January 15, 2003

CONCEPT REVIEW - NEW

A. 25 W MICHELTORENA ST

C-2 Zone

Assessor's Parcel Number: 039-071-003
 Application Number: SGN2003-00005
 Owner: Edward Danner
 Contractor: Freedom Signs

(Proposal to install an 8 square foot wall sign for the Santa Barbara Endoscopy Center. 8.00 square feet of signage is being requested. The linear building frontage is 28.00 feet. The allowable signage is 28.00 square feet.)

Final approval of the sign as submitted.

January 22, 2003

REVIEW AFTER FINAL

B. 53 S MILPAS ST

C-P Zone

Assessor's Parcel Number: 017-171-024
 Application Number: SGN2002-00149
 Owner: S & P Investments
 Business Name: Jack's Famous Bagels
 Architect: Paul Poirier

(Proposal for a 28 square foot, internally illuminated channel letter wall sign for Jack's Famous Bagels & Coffee. There is an existing sign program for the Santa Barbara Plaza. An exception is requested for letter height and total signage in excess of the allowable. 28.00 square feet of signage is being requested. The linear building frontage is 20.00 feet. The allowable signage is 20.00 square feet.)

(Review After Final change to allow the words "Jack's Famous" to be red-colored channel letters.)

Continued with the comment that the proposed sign layout is not consistent with other installations of signage in the Santa Barbara Plaza.

CONCEPT REVIEW - NEW

C. 320 W CARRILLO ST

C-2 Zone

Assessor's Parcel Number: 039-262-033
 Application Number: SGN2003-00006
 Owner: Lawrence S. Broida
 Business Name: Edward Jones
 Agent: Vogue Signs

(Proposal to install a new wall sign for Edward Jones Investments on an existing commercial building. 7.00 square feet of signage is being requested. The linear building frontage is 23.00 feet. The allowable signage is 23.00 square feet.)

Final approval of the sign as submitted.

CONCEPT REVIEW - NEW

D. 512 STATE ST

C-M Zone

Assessor's Parcel Number: 037-173-021
 Application Number: SGN2003-00007
 Owner: Charles C. & Georgetta N. Craviotto
 Business Name: Holdren's Steaks & Seafood
 Contractor: Benton Signs & Designs

(Proposal for a 13.3 square foot non-illuminated, painted wood wall sign and a 7.9 square foot non-illuminated, painted wood projecting sign on a new metal bracket for Holdren's Steaks & Seafood, located in El Pueblo Viejo District. The linear building frontage is 32.00 feet. The allowable signage is 32.00 square feet.)

Referred to the full Committee.

****MEETING ADJOURNED AT 3:55 P.M.****