



City of Santa Barbara California

SIGN COMMITTEE MINUTES

February 26, 2003 **David Gebhard Public Meeting Room: 630 Garden Street** **1:30 P.M.**

COMMITTEE MEMBERS: STELLA LARSON, Chair, Absent
 LORETTA REDD, Vice Chair, Present
 STANLEY BLOOM, Present
 STEVE HAUSZ, Present
 DAWN ZIEMER, Present

ALTERNATES: CAROL GROSS, Absent
 ANTHONY SPANN, Absent

CITY COUNCIL LIAISON: DAN SECORD, Absent

STAFF: JAIME LIMÓN, Design Review Supervisor, Present, left at 2:40 P.M.
 SUZANNE JOHNSTON, Planning Technician I, Present
 TURQUOISE TAYLOR GRANT, Recording Secretary, Present

** 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.
- 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 scheduled meeting. If the applicant is unable to attend scheduled meeting, Staff must be notified by the applicant prior to eleven a.m. of the meeting day. Call Suzanne Johnston, Planning Technician I, at the City of Santa Barbara, Planning Division, 564-5470.

No application will be reviewed by the Sign Committee until any illegal signs are removed or brought into compliance with the Sign Ordinance.

* Please note: 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.
- ** 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 February 21, 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.

No public comment.

B. Approval of the minutes of the Sign Committee meeting of February 12, 2003.

Motion: Approval of the minutes of the Sign Committee meeting of February 12, 2003, with corrections.
Action: Hausz/Ziemer, 3/0/1. Bloom abstained.

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from February 12 to February 19, 2003 are listed at the end.

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

1. Ms. Redd respectfully acknowledged the recent and untimely death of George Gerth, Transportation and Parking Manager, with whom the Sign Committee has worked many times, most recently on the Granada Garage project. She expressed the Committee's appreciation for his work and his brilliance, and added that he would be deeply missed.
2. Ms. Johnston made the following announcements:
 - a) Ms. Larson would be absent from the meeting.
 - b) Item No. 8 has requested a two-week postponement:

Motion: To postpone Item No. 8 two weeks, at the applicant's request.

Action: Hausz/Ziemer, 4/0/0.

E. Possible Ordinance Violations.

No possible ordinance violations were reported.

REFERRED FROM CONFORMING SIGN REVIEW1. **3631 STATE ST**

C-P/SD-2 Zone

Assessor's Parcel Number: 051-051-029
Application Number: SGN2002-00139
Business Name: Dragon King Chinese Restaurant
Contractor: Vogue Sign Company
Owner: David Ninier
Applicant: First Signs Co.

(Revised proposal to install a 12 square foot, internally illuminated roof sign on an exposed raceway above a horizontally projecting architectural feature, and a 5.3 square foot accessory sign on the fascia of the eave for Dragon King. An exception is requested to allow the roof sign and an accessory sign in excess of 25% of the total signage for the site. 17.30 square feet of signage is being requested. The building frontage is 24.60 feet. The allowable signage is 24.60 square feet.)

(PROJECT REQUIRES EXCEPTION FINDINGS.)**(1:41)**

Tim Worrell, Vogue Signs; and Frances Au, owner, present.

Ms. Redd read a letter from the store owners at the San Roque Center, requesting that the sign be allowed as submitted in order for it to be visible to passersby.

Motion: Final approval of the sign and granting of the exception to allow the roof sign and accessory sign in excess of the allowable, with the following conditions: 1) The sign cabinet and the supporting legs shall be painted to match the building. 2) The distance between the words "Dragon King" and the top of the soffit shall be reduced to four inches. 3) The conduit for the neon shall be concealed. 4) The sign shall be centered over the door. 5) The red letters shall match Frazee AC119R, "Sizzling Haute." 6) The Chinese characters shall be white, on a red background. 7) The words "Dragon King" shall not be set in Italics. 8) The words "Chinese Restaurant" shall be constructed of 3/4-inch Sintra. 9) Revised drawings shall be submitted to Staff. 10) The exception is granted based on the following findings: a) There are exceptional or extraordinary circumstances or conditions applicable to the property involved, in that the architecture is not suited to a sign that conforms with the ordinance; b) The sign is not detrimental to the neighborhood; and c) The proposed sign is in conformance with the stated purpose and intent of the Sign Ordinance.

Action: Hausz/Bloom, 4/0/0.

REVIEW AFTER FINAL

2. 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
 Contractor: Signs by Ken

(Proposal for a 20 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 building frontage is 20.00 feet. The allowable signage is 20.00 square feet.)

(Review After Final change to allow the "as-built" red channel letters instead of the proposed black metal letters for the words "Jack's Famous.")

(COMMISSIONERS ARE REQUESTED TO DRIVE-BY THE SITE TO EVALUATE THE ILLUMINATION OF THE SIGN AND AS-BUILT CHANGE TO THE PROPOSAL PRIOR TO THE HEARING.)

(2:00)

Ken Sorgman, Signs by Ken, present.

Motion: Final approval of the Review After Final change to the sign (as installed), with the condition that any signs remaining at the previous location shall be removed.
 Action: Hausz/Redd, 4/0/0.

CONCEPT REVIEW - CONTINUED

3. 827 E MONTECITO

M-1 Zone

Assessor's Parcel Number: 031-363-041
 Application Number: SGN2003-00011
 Owner: Percal Family Living Trust
 Business Name: Presto Pasta
 Applicant: Albert Baltieri
 Contractor: Freedom Signs

(This is an enforcement case. Proposal to install two wall signs totaling 26 square feet for Presto Pasta. The wall signs are to be constructed from individual plastic letters, with a maximum letter height of 12 inches. A previous application was reviewed and approved under SGN2001-00132, and has since expired. 26.00 square feet of signage is being requested. The building frontage is 63.00 feet. The allowable signage is 63.00 square feet.)

(2:01)

Betsy Harris, Freedom Signs, present.

Motion: Final approval of the sign with the following conditions: 1) The sign shall face Montecito Street. 2) The letter color shall be matte copper to match Gemini #0253, and set in Benguiat. 3) The letters shall be pinned off the wall 1/4 to 3/8 of an inch. 4) The applicant shall submit a drawing showing the revised location of the sign. 5) Lighting is not a part of this approval.
 Action: Hausz/Ziemer, 4/0/0.

CONCEPT REVIEW - NEW4. **1121 E MONTECITO ST**

R-2 Zone

Assessor's Parcel Number: 031-381-011
 Application Number: SGN2003-00019
 Owner: Vasant & Malti V. Prajapati
 Agent: Robert Joyce
 Business Name: Joyce Communications - Water Vending
 Business Name: Pennywise Market

(Installation of one outdoor vending machine with a one square foot identification panel to be located outside of the Pennywise Market for Joyce Communications. One square foot of signage is being requested, in addition to 30.75 square feet of existing signage. The building frontage is 44.50 feet. The allowable signage is 44.50 square feet.)

(PROJECT REQUIRES COMPLIANCE WITH THE OUTDOOR VENDING MACHINE GUIDELINES AND A VENDING MACHINE LICENSE AGREEMENT WITH THE CITY.)

(2:10)

Bob Joyce, Joyce Communications, present.

Staff Comment: Jaime Limón, Design Review Supervisor, stated that the Committee should focus on the locations for the machines to ensure that, in accordance with the guidelines, the machines are not in direct view from adjacent residences, and that they coordinate with the architecture of the building.

Motion: Final approval of the location of the machine as installed, pending the receipt of a vending machine license agreement, with the following conditions: 1) The lighting must be approved, if it has not been already. 2) The graphics must be updated by the June 1, 2003 deadline. The exception to the Outdoor Vending Machine Design Guidelines is granted based on the following findings: a) There are exceptional or extraordinary circumstances or conditions applicable to the real property involved which do not apply generally to other real properties in the vicinity; b) The granting of the exception will not be materially detrimental to the public welfare or injurious to the properties or improvements in the vicinity; c) The proposed vending machine installation is in conformance with the stated purpose and general intent of the Outdoor Vending Machine Design Guidelines and this Chapter; and d) A public benefit will be derived from the proposed outdoor vending machine location and a hardship otherwise exists due to the physical constraints of the site which make the strict application of City vending machine requirements impractical or not readily feasible. 3) Provide documentation that the lighting on the building was permitted.

Action: Hausz/Ziemer, 4/0/0.

CONCEPT REVIEW - NEW5. **410 S SALINAS ST**

C-P Zone

Assessor's Parcel Number: 017-341-010
 Application Number: SGN2003-00021
 Owner: Gallina Sofia
 Business Name: Joyce Communications - Water Vending
 Business Name: Beto's Market
 Agent: Robert Joyce

(This is an enforcement case. Installation of one outdoor vending machine with a one square foot identification panel to be located outside of the Beto's Market for Joyce Communications. The applicant is requesting approval of the water vending machine only. The soft drink vending machine will be brought forward under separate application by another vendor. 0.89 square feet of signage is being requested, in addition to 22.50 square feet of existing signage. The building frontage is 37.00 feet. The allowable signage is 37.00 square feet.)

(PROJECT REQUIRES COMPLIANCE WITH THE OUTDOOR VENDING MACHINE GUIDELINES AND A VENDING MACHINE LICENSE AGREEMENT WITH THE CITY.)

(2:25)

Bob Joyce, Joyce Communications, present.

Staff Comment: Jaime Limón, Design Review Supervisor, asked the Sign Committee to consider making exception findings because there are two guidelines violated. He also noted that in considering the location, the Committee must allow for a future soda vending machine to be installed.

Motion: Final approval of the water dispenser location as proposed, with the following conditions: 1) The illegal signs be removed or submitted to the Sign Committee for review. 2) The graphics must be updated by June 1, 2003. The exception to the Outdoor Vending Machine Design Guidelines is granted based on the following findings: a) There are exceptional or extraordinary circumstances or conditions applicable to the real property involved which do not apply generally to other real properties in the vicinity; b) The granting of the exception will not be materially detrimental to the public welfare or injurious to the properties or improvements in the vicinity; c) The proposed vending machine installation is in conformance with the stated purpose and general intent of the Outdoor Vending Machine Design Guidelines and this Chapter; and d) A public benefit will be derived from the proposed outdoor vending machine location and a hardship otherwise exists due to the physical constraints of the site which make the strict application of City vending machine requirements impractical or not readily feasible. 3) The existing soda machine is not a part of this approval.

Action: Hausz/Bloom, 4/0/0.

CONCEPT REVIEW - NEW

6. 601 W MISSION ST

R-3 Zone

Assessor's Parcel Number: 043-131-008
 Application Number: SGN2003-00022
 Owner: Jonghoon & Sin Hee Kenney
 Business Name: Mission Liquor & Deli
 Business Name: Joyce Communications - Water Vending
 Agent: Robert Joyce

(Installation of one outdoor vending machine with a one square foot identification panel to be located outside of the Mission Liquor and Deli for Joyce Communications. 0.89 square feet of signage is being requested, in addition to 21.00 square feet of existing signage. The building frontage is 61.50 feet. The allowable signage is 61.50 square feet.)

(PROJECT REQUIRES COMPLIANCE WITH THE OUTDOOR VENDING MACHINE GUIDELINES.)

(2:41)

Bob Joyce, Joyce Communications, present.

Motion: Continued two weeks with the following comments: 1) The vending machine faces a residence no matter which side of the building it's on. 2) Study the possibility of extending the awning and putting the business name on the valance.

Action: Hausz/Redd, 4/0/0.

CONCEPT REVIEW - NEW7. **626 W CARRILLO ST**

C-P Zone

Assessor's Parcel Number: 039-250-003
 Application Number: SGN2003-00023
 Owner: Bing L. & Clarice W. Yee, Trustees
 Agent: Robert Joyce
 Business Name: Joyce Communications - Water Vending
 Business Name: Carrillo Market & Deli

(Installation of one outdoor vending machine with a one square foot identification panel to be located outside of the Carrillo Market and Deli for Joyce Communications. 0.89 square feet of signage is being requested, in addition to 10.00 square feet of existing signage. The building frontage is 17.00 feet. The allowable signage is 17.00 square feet.)

(PROJECT REQUIRES COMPLIANCE WITH THE OUTDOOR VENDING MACHINE GUIDELINES.)

(3:02)

Bob Joyce, Joyce Communications, present.

Motion: Final approval of the location of the vending machine with the condition that the applicant show that the existing barbed-wire fence is permitted, or apply for a permit. The exception to the Outdoor Vending Machine Design Guidelines is granted based on the following findings: a) There are exceptional or extraordinary circumstances or conditions applicable to the real property involved which do not apply generally to other real properties in the vicinity; b) The granting of the exception will not be materially detrimental to the public welfare or injurious to the properties or improvements in the vicinity; c) The proposed vending machine installation is in conformance with the stated purpose and general intent of the Outdoor Vending Machine Design Guidelines and this Chapter; and d) A public benefit will be derived from the proposed outdoor vending machine location and a hardship otherwise exists due to the physical constraints of the site which make the strict application of City vending machine requirements impractical or not readily feasible.

Action: Redd/Bloom, 4/0/0.

CONCEPT REVIEW - CONTINUED8. **1306 SANTA BARBARA ST**

C-2 Zone

Assessor's Parcel Number: 029-072-026
 Application Number: SGN2003-00018
 Contractor: Anacapa Signs
 Owner: Abbe Alan Kingston
 Business Name: Sign Program For 1300-1306 Santa Barbara

(Proposal for a sign program for 1300 and 1306 Santa Barbara Street, located in El Pueblo Viejo District. The proposal includes a ground floor directory sign for all tenants, locations for three potential projecting signs, and three wall signs.)

Postponed two weeks at the applicant's request.

CONSENT CALENDAR**February 19, 2003****REFERRED FROM CONFORMING SIGN REVIEW**

- A. **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 any office complex that maintains a group identity, for all signs proposed within the complex. The linear building frontage is 55.00 feet. The allowable signage is 55.00 square feet.)

Final approval of the signs with the following conditions: 1) The sign shall be 24" by 36" with a half-round cut-out at the center. 2) The background color of the sign shall be painted the darkest off-white color to match the building color. 3) The black color shall be changed to off-black, such as a red-black or green-black.

CONCEPT REVIEW - CONTINUED

- B. **226 S MILPAS ST** C-2/SD-3 Zone
 Assessor's Parcel Number: 017-240-023
 Application Number: SGN2003-00017
 Owner: James V. Giuliani, Trustee

(Proposal to install two 12 square foot applied vinyl wall signs for Arturo's Taqueria and Juice Bar. 24.00 square feet of signage is being requested with 12.00 square feet of existing signage. The linear building frontage is 27.00 feet. The allowable signage is 27.00 square feet.)

Continued one week to the Conforming Review with the following comments: 1) Clearly note on the plans whether the sign will be applied to the stucco finish of the building or be a wall sign. 2) Study painting the sign directly onto the building rather than using applied vinyl letters on a laminate board. 3) The scale building elevations do not appear to accurately reflect the building shown in the picture; revise the drawings to accurately reflect the architecture, or submit proposed architectural revisions to the Architectural Board of Review. 4) Clearly indicate the dimensions of the sign, the scale used for drawings, letter heights, and dimensions between architectural features such as projections and canopies.

CONCEPT REVIEW - NEW

- C. **18 W FIGUEROA ST** C-2 Zone
 Assessor's Parcel Number: 039-231-016
 Application Number: SGN2003-00025
 Business Name: Kimochi Sushi
 Owner: Ruth B. Shoudy Trust

(Proposal for a 4.9 square foot projecting sign for Kimochi Sushi in El Pueblo Viejo District. The linear building frontage is 18.00 feet. The allowable signage is 18.00 square feet.)

Final approval of the sign with the following conditions: 1) The sign design is acceptable. 2) The letters shall be painted matte black with a true gold leaf outline. 3) There shall be no vinyl on the sign. 4) Lighting was not approved with this application. 5) Revised drawings showing accurate paint colors and sign details shall be submitted to staff prior to building permit issuance.