



- \*\* 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 March 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 March 12, 2003.**

Motion: Approval of the minutes of the Sign Committee meeting of March 12, 2003, with corrections.

Action: Redd/Hausz, 5/0/0.

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

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

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

1. Ms. Johnston reminded the Committee about the training on Parliamentary Procedure that is to be held on April 2, 2003 at 4:30 P.M. at the Cabrillo Arts Pavilion.
2. Ms. Larson announced that there will be a meeting of the Materials Subcommittee on April 2, 2003 in the Housing & Redevelopment conference room at 630 Garden Street.

**E. Possible Ordinance Violations.**

1. Mr. Bloom reported Coffee Bean and Tea Leaf at State Street and De la Vina still has unapproved text on their umbrellas. Mr. Bloom stated that, by definition, these are pole signs.
2. The Committee requested an update on sign enforcement.

**CONCEPT REVIEW - NEW****1. 628 STATE ST**

C-M Zone

Assessor's Parcel Number: 037-132-026  
 Application Number: SGN2003-00031  
 Owner: Bernard J. MacElhenny  
 Contractor: Vogue Sign Company  
 Business Name: The Habit

*(Proposal for two metal wall signs for the Habit located in El Pueblo Viejo District. Each sign is to be a two-inch-thick metal sign, pin-mounted one inch from the wall. The signs are externally illuminated with a goose neck fixture centered over them. 6.82 square feet of signage is being requested. The building frontage is 15.00 feet. The allowable signage is 15.00 square feet.)*

**(1:37)**

Tim Worrell, Vogue Signs; Brent Maker, owner; and Justin van Mullem, Architect, present.

Motion: Indefinite continuance with the following comments: 1) There shall be one lamp centered over each sign. 2) Provide a drawing of the shade proposed for the light fixture. 3) The lamp should be 50-watt, par 20 maximum. 4) Tone down the red to a shade between PMS 1805 and PMS 1815. 5) Change the black to off-black. 6) The gold bars should be gold-leafed. 7) The letters in the word "Habit" should be one inch thick. 8) The letters should all be pinned off at the same distance, at most one-half of an inch. 9) The revised drawings shall be submitted to Staff for approval.

Action: Hausz/Redd, 5/0/0.

**CONCEPT REVIEW - NEW****2. 631 STATE ST A**

C-M Zone

Assessor's Parcel Number: 037-131-023  
 Application Number: SGN2003-00029  
 Owner: Fithian LLC  
 Business Name: Puma North America

*(Proposal for one 5.3 square foot, wooden, projecting sign on a new bracket and a 1 square foot wood wall sign in a window display area for Puma Shoes retail store. The maximum letter height is ten inches. No lighting is proposed. 6.30 square feet of signage is being requested, in addition to 13.00 square feet of existing signage. The building frontage is 19.00 feet. The allowable signage is 19.00 square feet.)*

**(1:59)**

Melda Bur, Agent, present.

Motion: Continued two weeks with the following comments: 1) The white letters shall be semi-gloss or matte. 2) Restudy the bracket for a more traditional design, and take cues from the other brackets on the building. 3) The bracket shall be off-black. 4) Consider eliminating the "registered" symbol.

Action: Hausz/Ziemer, 5/0/0.

**REFERRED FROM CONFORMING SIGN REVIEW****3. 713 PASEO NUEVO**

C-2 Zone

Assessor's Parcel Number: 037-400-002  
 Application Number: SGN2003-00016  
 Owner: Santa Barbara Redevelopment Agency  
 Agent: Glen Morris  
 Business Name: Solstice

*(Proposal to install two 6.9 square foot hanging signs for Solstice in El Pueblo Viejo District. The sign consists of two sets of stacked letters, offset to appear as shadow, with a cumulative height of 12 inches. One set of letters is peg-mounted, back-lit aluminum, ten-inch individual letters over a set of flush-mounted, ten-inch metal letters. An exception to the sign program and the ordinance is required for the 12 inch letter height. 13.78 square feet of signage is being requested. The building frontage is 28.00 feet. The allowable signage is 14.33 square feet.)*

**(2:18)**

Glen Morris, Agent, present.

Motion: Continued one week to the Conforming Calendar so the applicant may submit accurate drawings of the proposed changes, as stated in the architect's letter.

Action: Hausz/Ziemer, 4/1/0. Larson opposed.

**CONCEPT REVIEW - NEW****4. 120 S HOPE E-144**

C-2/SD-2 Zone

Assessor's Parcel Number: 051-010-014  
 Application Number: SGN2003-00032  
 Owner: Madison La Cumbre LLC  
 Business Name: Solstice  
 Agent: Glen Morris

*(Proposal for a 6.5 square foot wall sign. The sign consists of two sets of stacked letters, offset to appear as shadow, with a cumulative height of 14 inches. One set of letters is peg-mounted, back-lit aluminum, 12-inch individual letters over a set of flat, 12-inch metal letters. An exception to the sign program and the ordinance is required for the 14-inch letter height. 6.50 square feet of signage is being requested. The building frontage is 17.30 feet. The allowable signage is 8.65 square feet.)*

**(2:31)**

Glen Morris, Agent, present.

Ms. Larson read a letter from the business owner, requesting an exception.

Motion: Final approval of the exception as submitted, with the following conditions: 1) The finish of the sign shall be matte. 2) The cumulative letter height shall be 12 inches. 3) The shadow shall drop 1/2 inch below the letters.

Action: Hausz/Bloom, 5/0/0.

Motion: To reopen the item.

Action: Bloom/Redd, 5/0/0.

- Motion: Final approval of the exception to the sign program, with the following conditions: 1) The finish of the sign shall be matte. 2) The letters shall be 12 inches high. 3) The shadow shall drop 1/2 inch below the letters. The exception is granted based on the following findings: a) There are exceptional or extraordinary circumstances or conditions applicable to the property involved. b) The sign is not detrimental to the neighborhood. c) The proposed sign is in conformance with the stated purpose and intent of the Sign Ordinance.
- Action: Larson/Redd, 5/0/0.

## CONFORMING CALENDAR

March 12, 2003

### CONCEPT REVIEW - CONTINUED

- A. **713 PASEO NUEVO** C-2 Zone
- Assessor's Parcel Number: 037-400-002  
 Application Number: SGN2003-00016  
 Owner: Santa Barbara Redevelopment Agency  
 Agent: Glen Morris  
 Business Name: Solstice

*(Proposal to install two 6.9 square foot hanging signs for Solstice in El Pueblo Viejo District. The sign consists of two sets of stacked letters, offset to appear as shadow, with a cumulative height of 12 inches. One set of letters is peg-mounted, back-lit aluminum, ten-inch individual letters over a set of flush-mounted, ten-inch metal letters. An exception to the sign program and the ordinance is required for the 12 inch letter height. 13.78 square feet of signage is being requested. The linear building frontage is 28.00 feet. The allowable signage is 14.33 square feet.)*

One week continuance with the following comments: 1) Clarify on the plans, the manner in which the LED lighting is set into the individual letters. 2) The material sample finish has changed. 3) The cabinet should not be bronze-finished aluminum-clad; rather, it should be actual bronze. 4) The plans indicate that the letter faces are yellow paint; they shall be gold leaf.

March 19, 2003

### REFERRED FROM CONFORMING SIGN REVIEW

- B. **1816 STATE ST** C-2/R-1 Zone
- Assessor's Parcel Number: 027-032-021  
 Application Number: SGN2002-00107  
 Owner: Harris W. Seed & Crocker National Bank  
 Business Name: Rose Garden Inn  
 Business Name: Fiesta Inn & Suites  
 Contractor: Signs by Ken

*(This is an enforcement case of the "as-built" projecting sign for Rose Garden Inn & Suites. This is a Review After Final change to the design of the approved bracket design and a proposed name change to Fiesta Inn & Suites, located in El Pueblo Viejo District. The 12 "as-built" flags were reviewed and approved by the Historic Landmarks Commission under MST2002-00653. 12.00 square feet of signage is being requested with 12.00 square feet of existing signage. The linear building frontage is 33.00 feet. The allowable signage is 33.00 square feet.)*

Final approval of the sign as submitted.

**CONCEPT REVIEW - CONTINUED****C. 1324 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-132-015  
Application Number: SGN2003-00003  
Owner: Arlington Plaza, LLC  
Business Name: Arlington Plaza Sign Program  
Contractor: Signs by Ken

*(Revised proposal for a sign program for Arlington Plaza, which has nine tenant spaces. The proposal includes two illuminated, nine square foot projecting identification signs for the Plaza. Individual tenants will be allowed a sign constructed from 3/4-inch individual MDO letters a maximum of eight inches high, suspended on two 3/4-inch metal rods and a 2.5 square foot pedestrian sign. Individual tenant signs will be reviewed under separate sign applications.)*

Final approval of the Arlington Plaza Sign Program as submitted.

**REFERRED FROM CONFORMING SIGN REVIEW****D. 713 PASEO NUEVO**

C-2 Zone

Assessor's Parcel Number: 037-400-002  
Application Number: SGN2003-00016  
Owner: Santa Barbara Redevelopment Agency  
Agent: Glen Morris  
Business Name: Solstice

*(Proposal to install two 6.9 square foot hanging signs for Solstice in El Pueblo Viejo District. The sign consists of two sets of stacked letters, offset to appear as shadow, with a cumulative height of 12 inches. One set of letters is peg-mounted, back-lit aluminum, ten-inch individual letters over a set of flush-mounted, ten-inch metal letters. An exception to the sign program and the ordinance is required for the 12 inch letter height. 13.78 square feet of signage is being requested. The linear building frontage is 28.00 feet. The allowable signage is 14.33 square feet.)*

Continued one week to the full Committee at the applicant's request.

**\*\*THE MEETING ADJOURNED AT 2:50 P.M.\*\***