



City of Santa Barbara California

SIGN COMMITTEE MINUTES

April 9, 2003 **David Gebhard Public Meeting Room: 630 Garden Street** **1:30 P.M.**

COMMITTEE MEMBERS: STELLA LARSON, Chair, Present
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, Absent
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 11:00 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.

EPV = EL PUEBLO VIEJO, EX = EXCEPTION, ENF = ENFORCEMENT, C = CONTINUED

- ** 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 April 4, 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 26, 2003.

Motion: Approval of the minutes of the Sign Committee meeting of March 26, 2003, with corrections.
Action: Hausz/Redd, 5/0/0.

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from March 26 to April 2, 2003 are listed at the end.

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

Ms. Johnston made the following announcements:

1. There are no changes to the agenda.
2. The public counter will be closed April 10, 2003 from 10:30 A.M. until 1:00 P.M. to allow City employees to attend a memorial service for Marina Gudgeon.

E. Subcommittee Reports.

Ms. Ziemer reported on the meeting of the Materials Subcommittee, which met April 2. It was decided at the meeting that craftsmanship should take precedence over strict control of materials used. The subcommittee requested samples of various materials for evaluation. They are working to create a guide with illustrations of acceptable and unacceptable signs and brackets, and a representative sample of recommended typefaces. Mr. Hausz reported that the subcommittee had discussed the use of vinyl letters, and that the matter was still under consideration.

F. Possible Ordinance Violations.

1. Mr. Bloom reported that the Coffee Bean and Tea Leaf at State and De la Vina Streets continues to display unapproved text on their umbrellas. Ms. Johnston responded, saying that revisions to the enforcement process are being proposed, and that there will be an update on the progress at a future Sign Committee meeting.
2. Ms. Ziemer reported that there may be an unapproved banner sign at the Green Burrito, at 7 S. Milpas Street.

CONCEPT REVIEW - CONTINUED**1. 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 1.0 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.)

(1:41)

Melda Bur, Agent, present.

Motion: Final approval of the signs with the following conditions: 1) The red shall be a semi-transparent glaze. 2) The white letters shall be matte, and pinned off the wood board sign. 3) The letters on the sign above the door shall be no greater than seven inches high. 4) The chain for the hanging sign shall be off-black, to match the bracket. 5) Drawings of the sign above the door and details of the bracket shall return to Staff for approval. 6) There is no lighting approved.

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

CONCEPT REVIEW - NEW**2. 301 E HALEY ST**

C-M Zone

Assessor's Parcel Number: 031-211-020
 Application Number: SGN2003-00035
 Owner: Debra L. Uyesaka
 Business Name: CARE Hospital
 Contractor: Ken Sorgman

(This structure is listed on the City's Potential for Designation List. Proposal for a 12 square foot internally illuminated ground sign; a 3.2 square foot wall sign composed of individual flush-mounted, non-illuminated PVC letters; and a 4.5 square foot, internally illuminated, wall-mounted sign for the California Animal Referral & Emergency (CARE) Hospital. 19.70 square feet of signage is being requested. The building frontage is 40.00 feet. The allowable signage is 40.00 square feet.)

(PROJECT REQUIRES TRANSPORTATION DIVISION COMMENTS.)**(1:50)**

Deanna Purvis, tenant; and Ken Sorgman, Contractor, present.

Straw vote: How many Committee members would support recessing Sign A? 4/1

Motion: Continued two weeks with the following comments: 1) Restudy the colors to make them less vibrant. 2) Restudy the cabinet at Sign A, and consider recessing it into the wall, or study painted or pin-mounted letters, illuminated by up-lights installed in the planter. 3) Add the images of the animals to Sign B. 4) Enlarge the stroke width of the letters. 5) Change the white background to ivory, and minimize the illumination by adding vinyl or like material to the reverse side of the white portions of the background. 6) Return with details of the lantern proposed for Sign C, any other lighting proposed, the cabinet, and the concrete base of the monument sign.

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

CONCEPT REVIEW - NEW**3. 922 STATE**

C-2 Zone

Assessor's Parcel Number: 039-322-023
 Application Number: SGN2003-00037
 Owner: Ronald A & Nancy E. Hays, Trustees
 Business Name: Mon Petit Bijou
 Contractor: Robert Rex Designer Builder
 Applicant: Joanna Von Yurt
 Agent: Paul White

(Proposal to install five signs for Mon Petit Bijou in El Pueblo Viejo District. The proposal includes two, 5.0 square foot, sandblasted redwood projecting signs; two 1.5 square foot painted window signs; and a 4.0 square foot awning sign. The maximum letter height for the awning sign is seven inches, for the projecting sign 5.5 inches, and for the window sign 4.5 inches. 18.00 square feet of signage is being requested, in addition to 1.75 square feet of existing signage. The building frontage is 25.00 feet. The allowable signage is 18.00 square feet.)

(2:18)

Joanna & Jan von Yurt, Applicants, present.

Motion: Final approval of the signs with the following conditions: 1) There shall be one, double-sided blade sign mounted on the existing bracket at the south side of the awning. 2) The existing lower bracket at the north side of the awning, which is unused, shall be removed. 3) No lighting is approved.

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

CONCEPT REVIEW - NEW**4. 133 HARBOR WAY**

HC/P-R/SD-3 Zone

Assessor's Parcel Number: 033-120-018
 Application Number: SGN2003-00038
 Owner: City of Santa Barbara
 Business Name: Santa Barbara Sailing Center

(Proposal for a directory sign listing the services and corresponding locations for the Santa Barbara Sailing Center. This is a conceptual review of the sign which is proposed to match the detailing of the Waterfront Directory sign, which is located in front of the Waterfront Center. The sign will not exceed six feet in height. 18.00 square feet of signage is being requested, in addition to 32.00 square feet of existing signage. The building frontage is 46.80 feet. The allowable signage is 46.80 square feet.)

(THIS IS A CONCEPTUAL REVIEW.)**(2:29)**

Skip Abed, Applicant, present.

Motion: Continued two weeks with the following comments: 1) Return with accurate scale drawings of the proposed sign and bracket. 2) Drastically reduce the amount of information on the sign. 3) Use a simple serif typeface for the body text. 4) Return with a site plan and the signs proposed for removal. 5) Consider adding a brochure holder. 6) Provide details of the proposed lighting.

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

CONFORMING CALENDAR**March 26, 2003****REVIEW AFTER FINAL****A. 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 Review After Final change to remove the gold-leaf outline.

April 01, 2003**CONCEPT REVIEW - CONTINUED****B. 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 crafted of two-inch-thick metal, 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 linear building frontage is 15.00 feet. The allowable signage is 15.00 square feet.)

Final staff approval of the sign as submitted.

****THE MEETING ADJOURNED AT 2:51 P.M.****