



City of Santa Barbara California

SIGN COMMITTEE MINUTES

May 21, 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, Absent
STEVE HAUSZ, Absent
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 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.

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 May 16, 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 Comment:**

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 May 7, 2003.

Motion: Approval of the minutes of the Sign Committee meeting of May 7, 2003, with corrections.
Action: Redd/Ziemer, 3/0/0.

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from May 7 to May 14, 2003 are listed at the end.

D. Announcements, requests by applicants for continuances and withdrawals, and future agenda items.**1. Ms. Johnston made the following announcements:**

- a) 601 W. Mission, Item No. 4, requested a two-week postponement.

Motion: Postpone Item No. 4 2 wks, at the
Action: Redd/Ziemer, 3/0/0.

- c) Mr. Bloom and Mr. Hausz will not be present at the meeting.

E. Possible Ordinance Violations.

Ms. Ziemer reported that there might be a banner sign on the Galleria Building at State and La Cumbre Streets.

CONCEPT REVIEW - CONTINUED1. **1935 STATE ST**

C-2 Zone

Assessor's Parcel Number: 025-371-007
Application Number: SGN2002-00126
Business Name: Arco
Applicant: Donco & Sons
Owner: Atlantic Richfield Co.

(Proposal to construct a 36 square foot ground sign which incorporates the required pricing sign and permit a total of 8 square feet of logos on the gasoline pumps, the 25 square foot am/pm mini-market sign, and two 16 square foot "Please pay inside signs" for an ARCO service station located in El Pueblo Viejo District. The proposal includes the removal of the existing 32 square foot ground sign and three 12 square foot metal price signs. The proposed ground sign base is to be aluminum with a stucco finish, and the identification portion is to be sandblasted redwood with a painted finish. This site currently has 81 square feet of signage that would require permits and 85 square feet is proposed. The maximum proposed letter height is nine inches, with a 12-inch logo. An exception is requested to allow signage in excess of the allowable. 85.00 square feet of signage is being requested, in addition to 81.00 square feet of existing signage. The building frontage is 42.50 feet. The allowable signage is 42.50 square feet.)

(PROJECT REQUIRES EXCEPTION FINDINGS.)**(1:40)**

Eddie Vidales and Donavon Fink, Donco & Sons, present.

Chair Larson read a letter from Donavon Fink, Donco & Sons, requesting an exception to allow informational price signs, and because the building is small for the lot size.

Staff Comment: Suzanne Johnston, Planning Technician I, stated that the applicant's request had been reduced from 81 to 62 square feet. She added that the project required exception findings.

Motion: Continued two weeks with the following comments: 1) Study painting the "am/pm" sign directly onto the wall. 2) Tone down the proposed blue color. 3) Restudy the "please pay inside" signs and consider posting them directly on the gasoline pumps. 4) Restudy the lighting, and submit details and photometric plan. 5) The stucco on the monument sign shall have a smooth-troweled finish. 6) Paint the monument sign to match the building. 7) Increase the landscaping around the monument sign, and return with a landscape plan denoting the plants used.

Action: Ziemer/Redd, 3/0/0.

Substitute motion: Continued one week to the Conforming Review with the following comments: 1) Increase the landscaping around the monument sign, and return with a landscape plan denoting the plants used. 2) Restudy the lighting, and submit details and photometric plan. 3) Study painting "am/pm" on the wall. 4) Tone down the blue. 5) The stucco shall have a smooth-troweled finish. 6) Restudy the "please pay inside" signs and consider posting them directly on the gasoline pumps. 7) Paint the monument sign to match the building.

Action: Ziemer/Redd, 3/0/0.

CONCEPT REVIEW - CONTINUED

2. 3618 STATE ST

C-2/SD-2 Zone

Assessor's Parcel Number: 053-311-045
 Application Number: SGN2002-00127
 Business Name: Arco
 Applicant: Donco & Sons
 Owner: Atlantic Richfield Co.

(Proposal to demolish the existing 24 square foot (excluding post height) ground sign, remove a 12 square foot portable pricing sign from the planter, construct a new 36 square foot ground sign in the planter at the corner of State St. and Ontare Rd. for an ARCO service station and permit a total of 8 square feet of logo decals on the gasoline pumps. There are two 6 square foot wall informational accessory wall signs which are proposed to remain. The proposed ground sign base is to be aluminum with a stucco finish and the identification portion is to be sandblasted redwood with a painted finish. There is currently 68 square feet of signage on site which requires permits; 72 square feet is proposed. The proposed maximum letter height is nine inches, with a 12-inch logo. 36.00 square feet of signage is being requested, in addition to 68.00 square feet of existing signage. The building frontage is 60.00 feet. The allowable signage is 60.00 square feet.)

(PROJECT REQUIRES EXCEPTION FINDINGS.)

(2:00)

Eddie Vidales and Donavon Fink, Donco & Sons, present.

Motion: Continued one week to the Conforming Review, with the following comments: 1) Tone down the proposed blue color. 2) Restudy the lighting, and submit details and photometric plan. 3) The stucco on the monument sign shall have a smooth-troweled finish. 4) Paint the monument sign to match the building. 5) Increase the landscaping around the monument sign, and return with a landscape plan denoting the plants used. 6) The Committee supports exception findings for this project, to be made at the Conforming Review.

Action: Ziemer/Redd, 3/0/0.

CONCEPT REVIEW - CONTINUED**3. 1700 SAN ANDRES ST**

R-3 Zone

Assessor's Parcel Number: 043-191-011
Application Number: SGN2003-00047
Business Name: Fernando's Market
Agent: Joyce Communications - Vending Machines
Owner: Ismael & Matilda Villalpando

(Installation of one outdoor vending machine with a 1.0 square foot identification panel to be located outside of the Fernando's Market for Joyce Communications. 1.50 square feet of signage is being requested, in addition to 18.00 square feet of existing signage. The building frontage is 30.00 feet. The allowable signage is 30.00 square feet.)

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

(2:11)

Bob Joyce, Applicant, present.

Motion: Continued two weeks for the applicant to study opportunities to enhance the building and eliminate any exposed conduit. 1) Study relocating the vending machine closer to the property line. 2) Continue the electrical box down to the ground. 3) Consult Public Works regarding the possibility of adding a shrub or street tree in the public right-of-way to mitigate the appearance of the vending machine. 4) Study allowing the machine to remain in the front of the building, reducing the conduit, and removing the light.

Action: Redd/Ziemer, 3/0/0.

CONCEPT REVIEW - CONTINUED**4. 601 W MISSION ST**

R-3 Zone

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

(Installation of one outdoor vending machine with a 1.0 square foot identification panel to be located outside of the Mission Liquor and Deli for Joyce Communications. 1.00 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.)

Postponed two weeks at the applicant's request.

CONCEPT REVIEW - NEW**5. 800 MIRAMONTE DR**

A-1/C-X/E-1 Zone

Assessor's Parcel Number: 035-050-063
Application Number: SGN2003-00062
Contractor: Anacapa Signs
Owner: Dreier Properties, LLC

(Proposal for three new signs totaling 32.25 square feet for the Dreier Building. All existing signage is to be removed. 33.00 square feet of signage is being requested. The building frontage is 245.00 feet. The allowable signage is 90.00 square feet.)

(2:31)

Les Conrad, applicant, present.

Motion: Continued one week to the Conforming Review with the following comments: 1) Consider using a serif font for the lettering. 2) Lower the word "Dreier" closer to the word "Building" on Sign A. 3) Use title case for all sign lettering. 4) If existing signs are removed, the wall shall be repaired and finished to match the texture and color of the existing. 5) Letter color shall match the sample submitted. 6) Submit a color sample of existing color of the wall.

Action: Ziemer/Redd, 3/0/0.

CONCEPT REVIEW - NEW**6. 820 STATE ST**

C-2 Zone

Assessor's Parcel Number: 037-052-024
Application Number: SGN2003-00068
Business Name: El Paseo Building - Sign Program
Owner: EPP Office Building, LLC
Applicant: Trent Lyon

(Proposal for a new sign program at the El Paseo Building. There are four proposed retail tenants in the building. 46.50 square feet of signage is being requested. The building frontage is 76.00 feet. The allowable signage is 76.00 square feet.)

(3:10)

Trent Lyon, Applicant, present.

Motion: Continued two weeks to allow further study of the sign program. The Committee does not support an exception on the letter height. 1) The Committee supports a 10-inch letter height. 2) Strike the word "vinyl" from the terms of the sign program. 3) Restudy the blade sign and submit details of the dimensional sign. 4) Return with samples of sign type, material & size. 5) No illumination is recommended.

Action: Ziemer/Redd, 3/0/0.

CONCEPT REVIEW - NEW**7. 820 STATE ST**

C-2 Zone

Assessor's Parcel Number: 037-052-024
 Application Number: SGN2003-00069
 Business Name: Anchor Blue/Anchor Blue Kids
 Owner: EPP Office Building, LLC
 Applicant: Trent Lyon

(Proposal for a new sign for tenants A & B (Anchor Blue/Anchor Blue Kids). The proposal includes 24.5 square feet of signage consisting of backlit reverse pan channel letters and awning signs. A Sign program is proposed for the El Paseo Building. The sign is located in El Pueblo Viejo Landmark District. 24.50 square feet of signage is being requested. The building frontage is 76.00 feet. The allowable signage is 76.00 square feet.)

(3:43)

Trent Lyon, Applicant; John Gray, agent for Anchor Blue; and Dan O'Hara, Sign Development, present.

Motion: Continued two weeks with the following comments: 1) Restudy the colors, and come close to PMS 295 blue, 4485 bronze. 2) Restudy the hanging sign. 3) The bracket should be crafted of wrought iron in a traditional Hispanic shape, and painted an off-black shade. 4) Eliminate any vinyl from the sign. 5) Study a more traditional shape for the sign. 6) Consider not illuminating the steel letters, and provide a lighting plan. 7) The letters on the valance shall be black.

Action: Ziemer/Redd, 3/0/0.

CONCEPT REVIEW - NEW**8. 821 STATE ST**

C-2 Zone

Assessor's Parcel Number: 037-400-009
 Application Number: SGN2003-00070
 Owner: Pilkington Limited Partnership
 Business Name: Sur La Table
 Applicant: Anchor Signs

(Proposal for two 3.2 square foot, illuminated, reverse channel letter wall signs; a 11.4 square foot, internally illuminated, aluminum blade sign; and 5 vinyl window signs totaling 2.1 square feet of window vinyl for Sur La Table located in El Pueblo Viejo Landmark District. 19.90 square feet of signage is being requested. The building frontage is 35.00 feet. The allowable signage is 17.50 square feet.)

(PROJECT REQUIRES EXCEPTION FINDINGS.)**(2:50)**

David Benton, Anchor Signs, present.

- Motion: Continued two weeks with the following comments: 1) Sign A and Sign C are acceptable as submitted. 2) Sign C (at the rear) is subject to the approval of the property management. 3) Window signs shall not be vinyl, but shall be silk-screened or hand-painted to match "Bavarian Cream" directly onto the glass. 3) Restudy the bracket for a more traditional design. 4) Reverse the colors of sign B so that the background shall be green and the lettering to match the color "Bavarian Cream."
- Action: Redd/Ziemer, 3/0/0.

CONCEPT REVIEW - NEW

9. 110 S HOPE AVE

C-2/SD-2 Zone

Assessor's Parcel Number: 051-010-014
 Application Number: SGN2003-00065
 Business Name: La Cumbre Plaza
 Owner: Madison La Cumbre LLC
 Agent: Rex Ruskauff
 Agent: Glen Morris

(Proposal to replace the three existing monument signs and two entrance site identification signs for La Cumbre Plaza. The proposal also includes two additional entrance identifications signs. An exception is requested to allow the letters to exceed 12 inches in height. The maximum letter height proposed is 18 inches. The building frontage is 290.00 feet. The allowable signage is 0.00 square feet.)

(PROJECT REQUIRES EXCEPTION FINDINGS.)

(3:54)

Glen Morris, agent, present.

- Motion: Final approval of the sign program as submitted, and an exception for over-height letters 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: Ziemer/Redd, 3/0/0.

CONCEPT REVIEW - NEW

10. 120 W CANON PERDIDO ST

C-2 Zone

Assessor's Parcel Number: 039-313-021
 Application Number: SGN2003-00063
 Owner: Charlotte M. Hendry
 Business Name: Timbaktu Furniture

(This is an enforcement case. Proposal to install one 12 square foot wooden projecting sign on an existing bracket. The "as-built" sign is proposed to be removed. 12.00 square feet of signage is being requested. The building frontage is 42.00 feet. The allowable signage is 42.00 square feet.)

(4:00)

Timothy Julius, agent, present.

- Motion: Continued two weeks with the following comments: 1) Return with the old sign. 2) The flood light shall be changed to a decorative lantern, in keeping with the neighborhood, with the conduit totally concealed. 3) The existing bracket is acceptable. 4) Study a darker background shade, with off-white letters. 5) Tone down the red shade. 6) Submit true color samples and a photograph of the building as it exists. 7) Submit a business card to use as an example of the colors in the logo. 8) Submit scale drawings.
- Action: Ziemer/Redd, 3/0/0.

CONCEPT REVIEW - NEW

11. CITYWIDE

Assessor's Parcel Number: 099-MSC-0PD
 Application Number: SGN2003-00059
 Applicant: Glacier Water Systems, Inc.

(Proposal for vending machine panels for Glacier Water System, Inc.)

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

(2:42)

Jerry Richmond, Glacier Water, present.

- Motion: Final approval of the vending machine as submitted.
 Action: Redd/Ziemer, 3/0/0.

12. 222 N MILPAS ST

C-2/C-P Zone

Assessor's Parcel Number: 017-051-002
 Application Number: SGN2003-00064
 Applicant: Glacier Water Services, Inc.
 Business Name: Scolari's Market
 Owner: Joseph G. Scolari, Trustee

(Installation of three outdoor vending machine with a one square foot identification panel to be located outside of Scolari's Market. An exception is requested to allow more than two water vending machines as allowed per the ordinance. This project received previous review by the Architectural Board of Review and approval of the screening for the machines at the time of the store remodel. An exception is requested to allow a third water vending machine as allowed per the ordinance. 3.00 square feet of signage is being requested, in addition to 40.00 square feet of existing signage. The building frontage is 240.00 feet. The allowable signage is 90.00 square feet.)

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

(2:45)

Jerry Richmond, applicant, present.

- Motion: Final approval of the exception for the third vending machine with 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: Ziemer/Redd, 3/0/0.

REFERRED FROM CONFORMING SIGN REVIEW

13. **1200 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-183-040
Application Number: SGN2003-00061
Business Name: Santa Barbara Outfitters
Agent: Ken Sorgman
Owner: State and Anapamu

(This property is on the City's Potential for Designation List. Proposal for two wooden projecting signs and two wall signs consisting of individual pin-mounted aluminum letters. 46.32 square feet of signage is being requested. The building frontage is 58.00 feet. The allowable signage is 58.00 square feet.)

(Referred from Conforming at the applicant's request.)

(4:11)

Ken Sorgman, agent; Mark Hyatt, owner; and James Forte, agent, present.

- Motion: Final approval of the signs with the following comments: 1) Reduce the size of the letters to within the maximum allowable. 2) The holes in the wall shall be patched as closely as possible to the old color. 3) A blade sign shall be at each entry, and the wall sign shall be painted directly on the wall in eight-inch letters. 4) Submit a sample of the metal letters.
- Action: Redd/Ziemer, 3/0/0.

Substitute motion:

Final approval of the signs with the following comments: 1) Reduce the size of the letters to within the maximum allowable. 2) The holes in the wall shall be patched as closely as possible to the old color. 3) A blade sign shall be at each entry, and the wall sign shall be eight-inch aluminum letters, color shall be as submitted.

Action: Ziemer/Redd, 2/1/0.

CONFORMING CALENDAR**May 07, 2003****REVIEW AFTER FINAL****A. 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 Review After Final changes as submitted.

May 14, 2003**CONCEPT REVIEW - NEW****B. 1200 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-183-040
Application Number: SGN2003-00061
Business Name: Santa Barbara Outfitters
Agent: Ken Sorgman
Owner: State and Anapamu

(This property is on the City's Potential for Designation List. Proposal for two wooden projecting signs and two wall signs consisting of individual pin-mounted aluminum letters. 46.32 square feet of signage is being requested. The linear building frontage is 58.00 feet. The allowable signage is 58.00 square feet.)

Continued with the following comments: 1) Study the amount of signage on each elevation; appears to be redundant. Specifically, consider removing the wall sign on the Anapamu St. elevation as it does not relate to the entry. 2) The bracket detail is not appropriate for El Pueblo Viejo District and the design should be more traditional. 3) The copy on the projecting sign should have a serif style font appropriate in El Pueblo Viejo District.

*****THE MEETING ADJOURNED AT 4:25 P.M.*****

