



City of Santa Barbara Planning Division

SIGN COMMITTEE MINUTES

June 18, 2003

David Gebhard Public Meeting Room: 630 Garden Street

1:30 P.M.

COMMITTEE MEMBERS:

STELLA LARSON, Chair, Present
LORETTA REDD, Vice Chair, Absent
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
RAIN LONGO, 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 Rain Longo, 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 June 13, 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 June 4, 2003.

Motion: Approval of the Minutes of the Sign Committee meeting of June 4, 2003, with corrections.
Action: Hausz/Bloom, 3/0/1. Larson abstained.

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from June 4, 2003 to June 17, 2003 are listed at the end.

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

1. Ms. Johnston announced the following changes to the agenda:

- a) Items No. 3, No. 4, and No. 5 were postponed two weeks at the applicant's request.
- b) Ms. Redd would not attend today's meeting.

Motion: To postpone Items No. 3, No. 4, and No. 5 two weeks at the applicants' request.
Action: Hausz/Bloom, 4/0/0.

E. Possible Ordinance Violations.

No possible ordinance violations.

CONCEPT REVIEW - NEW**1. 136 E HALEY ST**

C-M Zone

Assessor's Parcel Number: 031-271-007
 Application Number: SGN2003-00075
 Owner: Storch Family Living Trust 4/25/02
 Agent: Dave Tilsner
 Business Name: Big O Tires

(Revised proposal to install a 77.9 square foot, internally illuminated, channel letter, wall sign on the Haley Street elevation for Big O Tires. The proposal requires an exception for letters which exceed 10 inches in height. The "O" is 37.5 inches tall and all other letters are 24 inches tall. 16.40 square feet of signage is being requested. The building frontage is 112.00 feet. The allowable signage is 90.00 square feet.)

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

Dave Tilsner, Dave Signs, present.

Staff Comments: Suzanne Johnston, Planning Technician I, stated that she had just received the Transportation Division comments. Transportation's review concluded that there proposed sign in the proposed location does create visibility issues. The proposed sign will need to be relocated or redesigned to address the Transportation Divisions concerns. The sign would need to be reduced to a maximum height of three and one-half feet in height within the visibility triangle. The applicant is encouraged to contact the Transportation Division for further information.

Motion: Continued for two weeks with the following comments: 1) The proposed colors should be toned down. 2) The Committee would prefer a sign which has a dark background with a light color for the lettering. 3) The corner signs should be re-studied and redesigned to meet the Transportation Division requirements for locating the sign. 4) If a ground sign is proposed in a new location a landscape plan must be submitted. 5) Consider using masonry materials, with smooth trowel plaster finish and bull-nose corners, for the base of the sign. 6) The Applicant is encouraged to consider a sand-blasted, painted, wood sign with external illumination.

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

CONCEPT REVIEW - NEW**2. 3887 STATE ST**

C-2/SD-2 Zone

Assessor's Parcel Number: 051-022-033
 Application Number: SGN2003-00083
 Owner: Cleo M. Purdy, Trustee
 Applicant: Benton Signs
 Business Name: Hourigan, Holzman & Sprague

(Proposal for a new 9 square foot sandblasted redwood wall sign and two new window signs. 75 square feet each. This office complex is identified at the Mirasol Building and has one retail tenant. 10.50 square feet of signage is being requested, in addition to 24.00 square feet of existing signage. The building frontage is 55.00 feet. The allowable signage is 25.00 square feet.)

(PROJECT REQUIRES A SIGN PROGRAM FOR AN OFFICE COMPLEX THAT MANTAINS A GROUP IDENTITY.)**(2:05)**

David Benton, applicant, present.

Staff Comment: Ms. Johnston confirmed that the exemption from permit two inch (2") letters is specific only to hours of operation, a phone number, and an address. All other signage is reviewed as permanent signage under the criteria as outlined in the Sign Committee Sign Design Guidelines.

Motion: Continued to conforming sign review with the comment that the sign is acceptable; however, applicant needs to provide further documentation of the other signs on the building.

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

CONCEPT REVIEW - NEW

3. **701 BATH ST** R-4 Zone

Assessor's Parcel Number: 037-073-011
 Application Number: SGN2003-00056
 Applicant: Robert Joyce
 Business Name: The Little Corner Store
 Owner: Hoey Dennis/Tracy Kahn

(This is part of an enforcement case. Proposal to review the location of an as-built installation of one outdoor vending machine with a one square foot identification panel to be located outside of the Little Corner Store for Joyce Communications. 1.00 square feet of signage is being requested, in addition to 40.00 square feet of existing signage. The building frontage is 40.00 feet. The allowable signage is 40.00 square feet.)

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

Postponed two weeks at applicant's request

CONCEPT REVIEW - CONTINUED

4. **601 W MISSION ST** R-3 Zone

Assessor's Parcel Number: 043-131-008
 Application Number: SGN2003-00022
 Owner: Cho Kenney Jonghoon/Sin Hee
 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. 416 E MICHELTORENA ST** R-3 Zone

Assessor's Parcel Number: 029-022-003
 Application Number: SGN2003-00042
 Applicant: Robert Joyce
 Owner: Maxwell & Shelly Ruston, Trustees
 Business Name: Riviera Market

(Installation of one outdoor vending machine with a 1.0 square foot identification panel to be located outside of Riviera Market for Joyce Communications. The building frontage is 25.00 feet. The allowable signage is 25.00 square feet.)

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

Postponed two weeks at applicant's request.

CONFORMING CALENDAR**June 04, 2003****CONCEPT REVIEW - CONTINUED****A. 918 CHAPALA ST** C-2 Zone

Assessor's Parcel Number: 039-321-046
 Application Number: SGN2003-00074
 Owner: Wilhelm & Irmgard Rauchhaus, Trust
 Business Name: Santa Barbara Scrapbooks
 Applicant: Freedom Signs

(Proposal for 7 new signs for Santa Barbara Scrapbooks including two 9.25 square feet hanging signs, one 20.125 square foot hanging sign, two 9.25 square feet wall signs and two 2.5 square feet wall signs in the El Pueblo Viejo historic district. 62.13 square feet of signage is being requested. The linear building frontage is 90.00 feet. The allowable signage is 65.00 square feet.)

Referred to the full Committee.

CONCEPT REVIEW - CONTINUED**B. 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 linear building frontage is 245.00 feet. The allowable signage is 90.00 square feet.)

Final approval of the signs as submitted.

June 11, 2003

CONCEPT REVIEW - NEW**C. 32 W ANAPAMU ST**

C-2 Zone

Assessor's Parcel Number: 039-181-018
Application Number: SGN2003-00073
Owner: Chang 2002 Family Trust
Business Name: Peace Salon & Spa
Applicant: Louis Lorenzo

(Proposal for a new 5.5 square foot hanging sign in the El Pueblo Viejo District for Peace Salon & Spa. 5.50 square feet of signage is being requested. The linear building frontage is 15.00 feet. The allowable signage is 15.00 square feet.)

Continued one week with the comment that the sign design does not relate to the bracket. The applicant may wish to study a new bracket or consider revising the sign design.

CONCEPT REVIEW - NEW**D. 1100 CHAPALA ST**

C-2 Zone

Assessor's Parcel Number: 039-231-021
Application Number: SGN2003-00076
Owner: Mark Carrillo, Trustee
Contractor: L.A. Signs & Banners

(Proposal for the installation of three new wood wall signs on existing commercial building. The total square footage requested is 32.76. The building is on the City Potential Historic Resources List. 32.76 square feet of signage is being requested. The linear building frontage is 78.00 feet. The allowable signage is 39.00 square feet.)

Continued one week with the following comments: 1) The letter height and font style should match the "Riley's Flower" sign and be reduced to a maximum height of 8 inches. 2) The red should be much deeper. 3) On Sign A, which is at a 45 degree angle to the parking area, all conduit must be removed from the face of the building. 4) On Sign B, all holes left from previous sign installation must be patched and painted to match the existing building color and finish.

CONCEPT REVIEW - NEW**E. 1324 STATE ST #C**

C-2 Zone

Assessor's Parcel Number: 039-132-015
Application Number: SGN2003-00077
Owner: Arlington Plaza, LLC
Applicant: Ken Sorgman

(Proposal for one wall sign, 8x7.5" and one 14" x 30" hanging sign for Travel World at Unit C of the building. This is part of a sign program. 7.30 square feet of signage is being requested.)

Final approval of the sign as submitted.

CONCEPT REVIEW - NEW**F. 1324 STATE ST #D**

C-2 Zone

Assessor's Parcel Number: 039-132-015
Application Number: SGN2003-00078
Owner: Arlington Plaza, LLC
Applicant: Ken Sorgman

(Proposal for one wall and one hanging sign at Arlington Plaza, Unit D. This proposal is for signage for Delphine Gallery. There is a sign program at this property. 7.80 square feet of signage is being requested.)

Final approval of signs as submitted.

CONCEPT REVIEW - NEW**G. 1324 STATE ST #E**

C-2 Zone

Assessor's Parcel Number: 039-132-015
Application Number: SGN2003-00079
Contractor: Signs By Ken*
Owner: Arlington Plaza, LLC
Applicant: Ken Sorgman

(Proposal for one wall and one hanging sign at Arlington Plaza. The sign will be located at Unit E, for "Blossom". The property has a sign program. 5.30 square feet of signage is being requested.)

Final approval of the signs as submitted.

CONCEPT REVIEW - NEW**H. 1324 STATE ST #F**

C-2 Zone

Assessor's Parcel Number: 039-132-015
Application Number: SGN2003-00080
Applicant: Ken Sorgman
Owner: Arlington Plaza, LLC

(Proposal for one wall and one hanging sign at Arlington Plaza, at Unit F of the building for "Pendulum Faire". 7.20 square feet of signage is being requested.)

Final approval of the sign as submitted.

CONCEPT REVIEW - CONTINUED**I. 918 CHAPALA ST**

C-2 Zone

Assessor's Parcel Number: 039-321-046
Application Number: SGN2003-00074
Owner: Wilhelm & Irmgard Rauchhaus, Trust
Business Name: Santa Barbara Scrapbooks
Applicant: Freedom Signs

(Proposal for 7 new signs for Santa Barbara Scrapbooks including two 9.25 square feet hanging signs, one 20.125 square foot hanging sign, two 9.25 square feet wall signs and two 2.5 square feet wall signs in the El Pueblo Viejo historic district. 62.13 square feet of signage is being requested. The linear building frontage is 90.00 feet. The allowable signage is 65.00 square feet.)

Continued one week with the comment that the colors shall be toned down.

CONCEPT REVIEW - CONTINUED**J. 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 with 68.00 square feet of existing signage. The linear building frontage is 60.00 feet. The allowable signage is 60.00 square feet.)

Final approval of the signs as noted on the plans.

CONCEPT REVIEW - CONTINUED**K. 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 with 81.00 square feet of existing signage. The linear building frontage is 42.50 feet. The allowable signage is 42.50 square feet.)

Final approval of the signs with conditions as noted on the plans.

REVIEW AFTER FINAL**L. 1700 STATE ST**

C-2 Zone

Assessor's Parcel Number: 027-102-016
 Application Number: SGN2002-00142
 Business Name: Dac Video

(Proposal to approve to as-built signs for Dac Video. 33.00 square feet of signage is being requested.)

(Request for approval of the "as-built" sign as installed.)

Final approval of the sign as submitted.

****MEETING ADJOURNED AT 2:20 P.M.****