



# City of Santa Barbara California

## SIGN COMMITTEE MINUTES

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

**COMMITTEE MEMBERS:** STELLA LARSON, Chair, Absent  
LORETTA REDD, Vice Chair, Present  
STEVE HAUSZ, Present  
TOM NILSEN, Present  
DAWN ZIEMER, Present

**ALTERNATES:** CAROL GROSS, Absent  
ANTHONY SPANN, Absent

**CITY COUNCIL LIAISON:** DAN SECORD, Absent

**STAFF:** JAIME LIMÓN, Design Review Supervisor, Absent  
KATHLEEN KENNEDY, Assistant Planner, Present  
RENEE "RAIN" LONGO, Planning Technician I, Absent  
BRENDA G. SORACCO, Temporary 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 Renee "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.

- \*\* 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 July 25, 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 July 16, 2003 to July 23, 2003**

Motion: Approval of the minutes of the Sign Committee meeting of July 16, 2003, with corrections.  
Action: Hausz/Ziemer, 4/0/0.

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

The signs approved on Conforming Sign Review from July 16, 2003 to July 29, 2003 are listed at the end.

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

1. Ms. Kennedy announced that there were no changes to the agenda.
2. Stella Larson will not be present at the meeting.

**E. Possible Ordinance Violations.**

No possible ordinance violations.

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

C-M Zone

Assessor's Parcel Number: 031-271-007  
Application Number: SGN2003-00075  
Owner: Storch Family Living Trust  
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 ten inches in height. The "O" is 37.5 inches tall and all other letters are 24 inches tall. 25.00 square feet of signage is being requested. The building frontage is 112.00 feet. The allowable signage is 90.00 square feet.)*

**(2:00)**

Motion: Two weeks continuance due to the applicant's absence.

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

**BOARD RECESSED FROM 2:01 P.M. TO 2:03 P.M.****CONCEPT REVIEW - CONTINUED****2. 3757 STATE ST**

C-P/SD-2 Zone

Assessor's Parcel Number: 051-040-046  
Application Number: SGN2003-00089  
Owner: Hitchcock State Street Real Estate  
Applicant: Dennis Stout  
Business Name: Citibank

*(Proposal to install a 10.15 square foot internally illuminated, channel letter, wall sign and a 28 square foot ground sign with 12" letter height. An exception is requested to allow the maximum letter height to be exceeded by seven inches. All existing signage for Cal Fed Bank will be removed including the wall, ground, ATM and door vinyl. 38.00 square feet of signage is being requested. The building frontage is 66.00 feet. The allowable signage is 66.00 square feet.)*

**(2:03)**

Dennis Stout, applicant, present.

Motion: Final approval as submitted with the following conditions: 1) That light shall show through the "Citibank" letters and logo, only. 2) The background of the sign shall be opaque. 3) The lettering on the wall signs shall be a maximum height of twelve inches with the same pantone blue color (#288) as used on the cabinet. 4) Provide a revised elevation showing twelve-inch letters on the building.

Action: Ziemer/Nilsen, 3/0/1. Redd abstained.

**CONCEPT REVIEW - CONTINUED****3. 223 CASTILLO ST**

R-4/SD-3 Zone

Assessor's Parcel Number: 033-022-022  
Application Number: SGN2003-00091  
Business Name: Tropicana Inn By the Beach  
Owner: Harborside Inns of Santa Barbara  
Architect: Kirk Gradin

*(Proposal for one 13.5 square foot, redwood sand blasted ground sign with a maximum eight inch letter height for the Tropicana Inn by the Beach located in El Pueblo Viejo Landmark District. The sign is located within a planter that is elevated above the sidewalk grade approximately two feet and will be illuminated externally with two directional spotlights. The overall sign height will be five feet one inch. All existing signs for the Inn have been removed. 13.50 square feet of signage is being requested. The building frontage is 27.00 feet. The allowable signage is 27.00 square feet.)*

**(2:10)**

Motion: Postponed indefinitely at the applicant's request.  
Action: Hausz/Ziemer, 4/0/0.

**CONCEPT REVIEW - CONTINUED****4. 214 STATE ST**

HRC-2/SD-3 Zone

Assessor's Parcel Number: 033-051-015  
Application Number: SGN2003-00103  
Owner: Kim Hughes Trustee  
Business Name: Giessenger Winery  
Contractor: Zumar Industries

*(Proposal to install a 13.5 square foot, individual letter, wall sign and a 17.5 square foot, steel ground sign for Giessenger Winery located in El Pueblo Viejo. 31.00 square feet of signage is being requested. The building frontage is 68.00 feet. The allowable signage is 68.00 square feet.)*

**(2:20)**

Motion: Postponed indefinitely due to the applicant's absence.  
Action: Nilsen/Hausz, 4/0/0.

**CONCEPT REVIEW - CONTINUED****5. 33 E CARRILLO ST**

C-2 Zone

Assessor's Parcel Number: 039-282-009  
Application Number: SGN2003-00104  
Contractor: Neal Mizuki  
Owner: City Commerce Bank  
Applicant: Neal Mizuki  
Business Name: Mid-State Bank & Trust

*(Proposal to remove and existing 7.5 square foot wall sign and construct a new 12.00 square foot ground sign to be located in the planter in front of the wall. An exception is required to allow letters, which exceed ten inches in height in El Pueblo Viejo District. 12.00 square feet of signage is being requested, in addition to 15.00 square feet of existing signage. The building frontage is 78.00 feet. The allowable signage is 65.00 square feet.)*

**(1:35)**

Neal Mizuki, applicant, present.

Motion: Final approval as submitted with the condition that when the old sign is removed the applicant shall, repair all damage, patch any existing holes, and match the paint color to that of the adjacent wall.

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

**BOARD RECESSED FROM 1:40 P.M TO 1:50 P.M.****CONCEPT REVIEW - NEW****6. 1212 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-183-019  
Application Number: SGN2003-00111  
Contractor: Sign Express  
Business Name: Tupelo Junction Cafe  
Owner: Granada Tower LLC  
Applicant: Fred Barbaria

*(Proposal to install a 6.0 square foot hand painted wood hanging sign for Tupelo Junction Cafe at the Granada theatre building. 6.00 square feet of signage is being requested. The building frontage is 29.00 feet. The allowable signage is 29.00 square feet.)*

**(On the City Potential Historic Resources List )****(1:50)**

Fred Barbaria, applicant, present.

Motion: Final approval of the sign as submitted. Two weeks continuance to Conforming Review with details of the bracket proposed for the sign.

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

**REVIEW AFTER FINAL**

7. **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.)*

**(Proposed Review After Final of an as-built sign installation revised slightly from original approval.)**

**(2:45)**

Rex Ruskauff, Agent, present.

Motion: Final approval as submitted.

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

**CONFORMING CALENDAR**

**July 16, 2003**

**CONCEPT REVIEW - CONTINUED**

A. **1422 SAN ANDRES ST**

C-P Zone

Assessor's Parcel Number: 039-041-016  
 Application Number: SGN2003-00043  
 Applicant: Robert Joyce  
 Owner: Raymond F Gusman  
 Business Name: Ray's Liquor

*(Installation of one outdoor vending machine with a 1.0 square foot identification panel to be located outside of Ray's Liquor for Joyce Communications. The linear building frontage is 22.00 feet. The allowable signage is 22.00 square feet.)*

Continued indefinitely due to the applicant's absence.

**July 23, 2003**

**CONCEPT REVIEW - NEW**

**B. 1324 STATE ST F**

C-2 Zone

Assessor's Parcel Number: 039-132-015  
Application Number: SGN2003-00107  
Owner: Arlington Plaza, LLC  
Applicant: Signs By Ken  
Business Name: Armed Forces Recruiting

*(Proposal for a new 2.91 square foot projecting and a 4.61 square foot hanging sign for tenant space "F" in the Arlington Plaza. There is an existing sign program for the plaza. 7.52 square feet of signage is being requested. The linear building frontage is 20.00 feet. The allowable signage is 10.00 square feet.)*

Final approval of the sign as submitted.

**CONCEPT REVIEW - NEW**

**C. 1324 STATE G**

C-2 Zone

Assessor's Parcel Number: 039-132-015  
Application Number: SGN2003-00108  
Owner: Arlington Plaza, LLC  
Applicant: Signs By Ken  
Business Name: Beltone

*(Proposal for a new 2.91 square foot projecting sign and a 2.28 square foot hanging sign at the Arlington Plaza. 5.19 square feet of signage is being requested. The linear building frontage is 18.00 feet. The allowable signage is 9.00 square feet.)*

Final approval of the sign as submitted.

**CONCEPT REVIEW - NEW**

**D. 820 STATE ST**

C-2 Zone

Assessor's Parcel Number: 037-052-024  
Application Number: SGN2003-00109  
Owner: EPP Office Building, LLC  
Agent: Trent Lyon  
Business Name: Anchor Blue  
Business Name: Anchor Blue Kids

*(Proposal for two 4.4 square foot blade signs for Anchor Blue and Anchor Blue kids. There is an existing sign program for El Paseo Building. 8.80 square feet of signage is being requested with 15.80 square feet of existing signage. The linear building frontage is 76.00 feet. The allowable signage is 38.00 square feet.)*

Final approval of the sign as submitted.

**MEETING ADJOURNED AT 3:00 P.M.**