



City of Santa Barbara Planning Division

SIGN COMMITTEE MINUTES

August 13, 2003 **David Gebhard Public Meeting Room: 630 Garden Street** **1:30 P.M.**

COMMITTEE MEMBERS: STELLA LARSON, Chair, Present
LORETTA REDD, Vice Chair, Present
TOM NILSEN, Present
STEVE HAUSZ, Present, arrived at 1:50 p.m.
DAWN ZIEMER, Present, arrived at 1:25 p.m.

ALTERNATES: CAROL GROSS, Absent
ANTHONY SPANN, Absent

CITY COUNCIL LIAISON: DAN SECORD, Absent

STAFF: JAIME LIMÓN, Design Review Supervisor, Present
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 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 August 1, 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:**

The Public may speak 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 30, 2003.

Motion: Approval of the minutes of the Sign Committee meeting of July 30, 2003, with corrections.

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

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from July 30, 2003 to August 12, 2003 are listed at the end.

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

Jaime Limon, Design Review Supervisor announced that he was filling in for Rain Longo today.

Chair Larson said that she had received a lot of letters criticizing the sign that was approved for the animal hospital on the corner of Haley and Garden Streets. Chair Larson also noted that the sign had a sand finish instead of the smooth trowel finish that was approved. Jaime Limon, Design Review Supervisor, said that staff would verify if there is a possible violation of Sign Committee's approval.

Commissioner Redd announced that she would not be present at the next meeting on August 27, 2003.

E. Possible Ordinance Violations.

No possible ordinance violations were reported.

CONCEPT REVIEW - NEW**1. 2911 DE LA VINA ST**

C-2/SD-2 Zone

Assessor's Parcel Number: 051-202-008
 Application Number: SGN2003-00115
 Contractor: Sign Express
 Business Name: Cuzcatlan Salvadorean Cuisine
 Owner: Sorensen Henning, Trustee

(Proposal for one 24 square foot, internally illuminated ground sign and one 1.5 square foot painted awning sign, new awning color for Cuzcatlan Salvadorean Cuisine. 25.50 square feet of signage is being requested, in addition to 23.85 square feet of existing signage. The building frontage is 40.00 feet. The allowable signage is 40.00 square feet.)

(1:45)

Fred Barbaria, Sign Express, and Dee Martize, present.

Motion: Continued two weeks with the following comments: 1) Use more traditional materials. 2) Re-think the design for more impact. 3) Lower the ground sign. 4) External illumination over internal illumination is preferred.

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

CONCEPT REVIEW - NEW**2. 3025 DE LA VINA ST**

C-2/SD-2 Zone

Assessor's Parcel Number: 051-172-020
 Application Number: SGN2003-00114
 Business Name: Trader Joe's
 Owner: 3025 DLV Partners
 Applicant: Continental Signs

(Proposal to install two 24.6 square foot, externally illuminated ground signs and two 10.25 square foot, internally illuminated channel letter wall signs on an existing commercial building. 69.70 square feet of signage is being requested. The building frontage is 150.00 feet. The allowable signage is 90.00 square feet.)

(1:54)

Joe Artinger, present.

Chair Larson read the applicant's Request for Exception letter asking for an increase in allowable letter height.

Straw vote to accept the Request for Exception.

How many Committee Members could support granting an exception for the size of the letters as proposed? 0/5/0.

How many Committee Members could support 15" letters as proposed by Commissioner Hausz? 2/3/0.

How many Committee Members could support 12" letters? 3/2/0.

Straw vote for the size of the ground sign lettering:

How many Committee Members are in favor of the ground sign as presented (12" letters externally illuminated)? 4/1/0.

How many Committee Members are in favor of the ground sign with 10" externally illuminated letters? 5/0/0.

Motion: Final approval of the project with the following conditions: 1) The two internally illuminated wall signs lettering shall be no more than 12". 2) The signs shall have a satin finish. 3) The red vinyl overlay on the face of the signs shall be more muted and shall more closely match the color presented for the monument sign. 4) Install a dimmer to control the illumination. 5) The dimmer setting shall be approved by, Commissioner Hausz, after installation. 6) The two monument signs lettering shall be no more than 10" in height. 7) The lettering, material, finish and color of the monument sign is acceptable as presented, with the illumination coming from the existing external fixtures. 8) The applicant shall submit revised documents and drawings to reflect the approved sizes.

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

CONCEPT REVIEW - NEW

3. **309 W CARRILLO ST**

C-2 Zone

Assessor's Parcel Number: 039-302-031

Application Number: SGN2003-00112

Owner: Steven/Ilona Szabo

Applicant: Signs By Ken

Business Name: Sabrina Full Service Salon & Boutique

(Proposal to remove and existing 12 square foot ground sign and install a 10.5 square foot, wooden projecting sign. Maximum letter height is proposed to be 12 inches. 10.50 square feet of signage is being requested, in addition to 12.00 square feet of existing signage. The building frontage is 37.00 feet. The allowable signage is 37.00 square feet.)

(2:20)

Ken Sorgman, Signs by Ken, present.

Motion: Continued indefinitely to Conforming Sign Review for approval with the following comments: 1) Redesign the bracket to be appropriate to the architecture. 2) Move the sign closer to the building. 3) Provide details of the back plate and mounting bracket. 4) Lettering should have a paint finish. 5) Raw aluminum for the lettering is not acceptable. 6) Consider narrowing the sign.

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

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.)

(PROJECT REQUIRES TRANSPORTATION DIVISION COMMENTS.)**(2:46)**

Adam Giessenger, Giessenger Winery, present.

Chair Larson requested that Staff meet with the applicant after the meeting to review ways in which to implement the Committee's suggestions.

Motion: Continued two weeks with the following comments: 1) The sign needs to be traditional and appropriate to El Pueblo Viejo District. 2) Study other signs in the EPV area that have been approved by the Sign Committee. 3) Provide a better representation of the proposed sign with more detail on how it connects and is supported.

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

CONCEPT REVIEW - CONTINUED**5. 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

(This is a revised project. Proposal to install two 8.2 square foot, halo lit individual channel letter wall signs for Big O Tires.)

(2:35)

Dave Tilsner, Agent, present.

Chair Larson informed the applicant that the Board could not review his application because of the illegal signs on the property. After conferring with staff it was agreed to move ahead with the application.

Motion: One week continuance to Conforming Sign Review with the following comments: 1) A permit will not be issued until all illegal signage is removed. 2) Provide documentation

of the removal of the illegal signage. 3) Aluminum reversed letters with red LED'S are acceptable. 4) Returns on the letters to be a maximum of five inches. 5) Bottom of the letters to be located 12" above the stucco pop out, around the window, on the Haley Street elevation. 6) The sign on the Santa Barbara Street elevation should be the same height as the sign on Haley Street. 7) Submit an accurate scaled elevation of both the Haley Street and Santa Barbara Street elevations. 8) The Haley Street elevation to show the pop out around the window.

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

CONCEPT REVIEW - NEW

6. 615 STATE B

C-M Zone

Assessor's Parcel Number: 037-131-021
 Application Number: SGN2003-00113
 Owner: Pierce Partners
 Applicant: Signs By Ken

(This property is on the City's Potential List and located in El Pueblo Viejo District. Proposal for a new 2.3 square foot, sandblasted redwood projecting sign on a new wrought iron bracket for Minehan, McFaul, & McLinn LLP. The tenant is located on the second floor. 2.33 square feet of signage is being requested, in addition to 8.91 square feet of existing signage. The building frontage is 44.00 feet. The allowable signage is 44.00 square feet.)

(PROJECT REQUIRES MAY REQUIRE A SIGN PROGRAM.)

(3:10)

Ken Sorgman, Signs by Ken, present.

Straw vote: How many Committee Members could accept the sign as proposed? 0/5/0.

Motion: Continued two weeks with the following comments: 1) Re-design the sign and bracket to be more traditional in shape. 2) Consider adding something decorative and appropriate that would indicate the type of business. 3) The Committee would prefer that the sign shape and bracket would be the same as other sign on the building. 4) Consider reversing the colors on the logo and using a green that is more traditional to Santa Barbara. 5) Use Serif Font for the text.

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

CONFORMING CALENDAR**July 30, 2003****CONCEPT REVIEW - CONTINUED****A. 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, 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 with 32.00 square feet of existing signage. The linear building frontage is 46.80 feet. The allowable signage is 46.80 square feet.)

Final approval of the sign details as submitted.

August 06, 2003**CONCEPT REVIEW - NEW****B. 1111 E CABRILLO BLVD**

HRC-1/SD-3 Zone

Assessor's Parcel Number: 017-352-008
Application Number: SGN2002-00098
Owner: HDG Associates
Applicant: Paul White
Business Name: Radisson Hotel

(Proposal to remove five wall signs totaling 120 square feet. The proposal includes five new 16.5 square foot wall signs to be constructed from individual wooden letters totaling 82.25 square feet and a 16 square foot ground signs for the Radisson Hotel in El Pueblo Viejo District. An exception is requested for over-height letters and sign square footage in excess of the allowable. 98.25 square feet of signage is being requested with 120.00 square feet of existing signage. The linear building frontage is 800.00 feet. The allowable signage is 90.00 square feet.

(Request to reinstate approval which expired in February 2003.)

Final approval of the signs as submitted.

CONCEPT REVIEW - NEW**C. 27 W ANAPAMU ST**

C-2 Zone

Assessor's Parcel Number: 039-231-002
Application Number: SGN2003-00116
Owner: 29 West, LLC
Agent: BDC Management
Applicant: Richard Benson
Business Name: The UPS Store

(Remove and reface two existing wood signs to read the "UPS Store." One is a wall at 9.8 Square feet, and the projecting is 3 square feet. 12.78 square feet of signage is being requested with 12.78 square feet of existing signage. The linear building frontage is 40.00 feet. The allowable signage is 20.00 square feet.)

Two week continuance with the following comments: 1) Study incorporating the logo on the wall sign. 2) The logo should not exceed 18 inches in height. 3) The logo shall be gold leafed. 4) The white should be revised to a shade of ivory. 5) The projecting sign is appropriate as submitted.

REFERRED FROM CONFORMING SIGN REVIEW**D. 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 handpainted wood hanging sign for Tupelo Junction Cafe at the Granada theatre building. 6.00 square feet of signage is being requested. The linear building frontage is 29.00 feet. The allowable signage is 29.00 square feet.)

Final approval of the sign with the condition that the bracket detail shall have a forged "fish tail" end.

*****MEETING ADJOURNED AT 3:20 P.M.*****