

- ** 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 September 5, 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 August 27, 2003.

Motion: Approval of the minutes of the Sign Committee meeting of August 27, 2003, with corrections.
Action: Hausz/Ziemer, 3/0/0. Redd abstained

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from August 27, 2003 to September 9, 2003 are listed at the end.

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

Jaime Limon introduced Rain Longo as the new Planning Technician for the Sign Committee.

Ms. Longo announced that Stella Larson would not be present today.

There were no changes to the agenda.

E. Possible Ordinance Violations.

Sur LaTable, at 821 State Street may be in violation of sign ordinance by using a bracket that was not approved by the Committee.

CONCEPT REVIEW - CONTINUED**1. 735 STATE ST**

C-2 Zone

Assessor's Parcel Number: 037-400-014
 Application Number: SGN2003-00126
 Owner: Balboa Building Company, LLC
 Business Name: Coldwater Creek
 Contractor: Swain Signs
 Applicant: Kevin Parker

(Proposal for a 3.5 square foot, non-illuminated, sandblasted wood, projecting sign for Coldwater Creek in El Pueblo Viejo Landmark District. Reinstate the approval for the as-built wall and window signs which were previously approved under SGN2002-00034 but not permitted. 3.50 square feet of signage is being requested, in addition to 11.10 square feet of existing signage. The building frontage is 42.00 feet. The allowable signage is 21.00 square feet.)

(1:36)

Kevin Parker, applicant, present.

Motion: Final approval of the project with the following conditions: 1) Make the changes to the back plate as indicated on the plan. 2) Paint border, sides, and Coldwater Creek lettering to match the building color. 3) Use a solid square bar instead of the square tube as proposed. 4) Paint all the supports and hardware in an off black.

Action: Hausz/Ziemer, 3/0/0. Nilsen stepped down.

CONCEPT REVIEW - CONTINUED**2. 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 for Cuzcatlan Salvadorean Cuisine. 24.00 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.)

(Revised to change the color of the awning to blue.)

(PROJECT REQUIRES TRANSPORTATION DIVISION COMMENTS AND ARCHITECTURAL BOARD OF REVIEW APPROVAL TO REMOVE THE AWNING.)

(1:45)

Fred Barbaria, Sign Express, and Dee Mortize, owner, present.

Motion: Indefinite continuance to Conforming Review with the following comments: 1) The landscaping, as proposed, is acceptable. 2) The 18-watt fluorescent light fixtures on either side of the sign are approved. 3) Match the blue color on the sign to the blue of the awning. 4) Provide a print sample of the film with the colors shown and the matte overlay. 5) Provide a sample of the awning fabric. 6) Provide construction details of the sign and base, including a cross-section through the base. 7) Stucco the base of the sign to match the building color. 8) The sign frame should be five and a half inches thick with 3/4" of signboard on either side and base shall be 3 1/2 inches plus stucco.

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

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

R-4/SD-3 Zone

Assessor's Parcel Number: 033-022-022
 Application Number: SGN2003-00091
 Contractor: Signs By Ken
 Business Name: Brisas Del Mar Inn At the Beach
 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. 33.70 square feet of signage is being requested. The building frontage is 108.00 feet. The allowable signage is 27.00 square feet.)

(PROJECT REQUIRES TRANSPORTATION DIVISION COMMENTS.)

(2:20)

Ken Sorgman, Signs by Ken, present.

Motion: Continued two weeks with the following comments: 1) Reduce the thickness of the signboard on the ground sign to approximately three inches. 2) The legs underneath the sign should be the same thickness as the sign with the steel strapping to continue from the signboard onto the legs. 3) Provide a cut sheet of the light fixtures and the wattage being proposed. 4) Find a better solution for integrating the no-vacancy sign into the blade sign. 5) Restudy the design of the scrollwork and how it relates to the heavy sign. 6) Reduce the thickness of the blade sign.

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

CONCEPT REVIEW - CONTINUED**4. 3525 STATE ST**

C-P/R-4/SD-2 Zone

Assessor's Parcel Number: 051-053-018
 Application Number: SGN2003-00122
 Contractor: Signs By Ken*
 Owner: Marian Handy
 Business Name: Sandpiper Lodge

(Proposal for a 13.5 square foot, individual letter, wall sign and a 12.5 square foot, internally illuminated, ground sign for Sandpiper Lodge. 26.00 square feet of signage is being requested, in addition to 12.00 square feet of existing signage. The building frontage is 100.00 feet. The allowable signage is 90.00 square feet.)

(PROJECT REQUIRES TRANSPORTATION DIVISION COMMENTS.)

(2:00)

Ken Sorgman, Signs By Ken, and Mark Roamansata, Sandpiper Lodge, present.

Motion: Final approval of the signs as submitted with the condition that the words "Sandpiper" and "Lodge" be moved closer together on the building.

Action: Ziemer/Nilsen, 3/1/0. Hausz opposed.

CONCEPT REVIEW - CONTINUED**5. 1125 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-231-037
 Application Number: SGN2003-00123
 Contractor: Signs By Ken*
 Owner: 1129 State Street
 Business Name: As Seen On TV

(Propose new blade to replace the existing. The size of the proposed blade sign will be 2.60 square feet, conforming to existing signage on site. 4.00 square feet of signage is being requested, in addition to 3.00 square feet of existing signage. The building frontage is 20.00 feet. The allowable signage is 10.00 square feet.)

(2:45)

Ken Sorgman, Signs By Ken, present.

Motion: Continued indefinitely to Conforming Review with the following comments: 1) Project should meet the specifications of the drawing marked with today's date. 2) The sign should have a black or blue scalloped border. 3) Change the red to dark blue with an off-white background. 4) Provide appropriate details for the brackets. 5) Provide details of the proposed changes to the awning signage. 6) Lighting is not being proposed or approved with this application.

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

CONCEPT REVIEW - CONTINUED**6. 214 STATE ST**

HRC-2/SD-3 Zone

Assessor's Parcel Number: 033-051-015
 Application Number: SGN2003-00103
 Agent: Signs By Ken
 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 Landmark District. 31.00 square feet of signage is being requested. The building frontage is 68.00 feet. The allowable signage is 65.00 square feet.)

(PROJECT REQUIRES TRANSPORTATION DIVISION COMMENTS.)**(2:10)**

Ken Sorgman, Signs by Ken and Adam Giessenger, Giessenger Winery, present.

Motion: Final approval of the project as submitted with the condition that the lettering and grapes shall be in true gold leaf.

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

REFERRED FROM CONFORMING SIGN REVIEW**7. 3979 STATE ST**

C-2/SD-2 Zone

Assessor's Parcel Number: 051-010-021
 Application Number: SGN2003-00119
 Applicant: Henrik Gharaseh
 Owner: BPP Retail LLC
 Business Name: Maria's Italian Kitchen

(Proposal to install one 18.34 square foot, internally illuminated, channel letter, wall sign. The "M" measures 18 inches and all other letters are not to exceed 10 inches. 18.34 square feet of signage is being requested. The building frontage is 42.00 feet. The allowable signage is 21.00 square feet.)

(The project has been revised to include a revision to the approved sign program to allow for tenant space to have an illuminated channel letter sign.)

(3:00)

Madelyn Alfano, owner, present.

Motion: Partial final approval of the project and a two week continuance with the following conditions: 1) Approval of the lettering, "Maria's Italian Kitchen", both as presented, with the pan-channel letters, red-face, black trim cap or black return; and as reverse pan-channel, halo-lit, letters in black. 2) Use a matte film over the Plexiglas. 3) The Committee approves an exception for the "M" in Maria's to be 18" tall with the condition that the applicant submits an exception request letter for the file. 4) The applicant to return in two weeks, with photographs and additional information, for approval of the "checkerboard" component of the sign.

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

CONFORMING SIGN REVIEW**August 27, 2003****CONCEPT REVIEW - NEW****A. 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 sign at 9.8 Square feet, and the projecting sign is three 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.)

Conforming review continued for one week with the following comments: 1) Consider painting the letters and logo directly onto the wall. 2) Curve should match the arch. 3) Consider adding shadow line in a gray. 4) Blade sign needs to be aged, notched or curved. 5) Study the shape of he sign. 6) Consider a more traditional style such as "Heraldry".

CONCEPT REVIEW - NEW**B. 1119 GARDEN ST**

R-O Zone

Assessor's Parcel Number: 029-162-011
Application Number: SGN2003-00127
Owner: Peter Ehlen
Contractor: Freedom Signs

(Proposal to remove existing old lettering and replace with new 3-D letters. 14.00 square feet of signage is being requested with 14.00 square feet of existing signage. The linear building frontage is 34.50 feet. The allowable signage is 34.50 square feet.)

Final approval as submitted.

September 3, 2003**CONCEPT REVIEW - CONTINUED****C. 3979 STATE ST**

C-2/SD-2 Zone

Assessor's Parcel Number: 051-010-021
Application Number: SGN2003-00119
Applicant: Henrik Gharaseh
Owner: BPP Retail LLC
Business Name: Maria's Italian Kitchen

(Proposal to install one 18.34 square foot, internally illuminated, channel letter, wall sign. The "M" measures 18 inches and all other letters are not to exceed 10 inches. 18.34 square feet of signage is being requested. The linear building frontage is 42.00 feet. The allowable signage is 21.00 square feet.)

Supplemental application received.

MEETING ADJOURNED AT 3:25 P.M.