



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

**Wednesday, January 14, 2004**      **David Gebhard Public Meeting Room: 630 Garden Street**      **1:34 P.M.**

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

**ALTERNATES:**                      ANTHONY SPANN, Absent  
                                          CHRISTOPHER MANSON-HING, Absent

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

**STAFF:**      JAIME LIMÓN, Design Review Supervisor, Present; left at 1:52 p.m.; returned at 1:59 p.m.; left at 2:22 p.m.; returned at 3:14 p.m.; left at 3:26 p.m.  
                                          JOHN SMOLEY, Planning Technician, Present  
                                          JULIETTE VAN WEEGHEL, 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 January 9, 2004, 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 December 17, 2003.

Motion: Approval of the minutes of the Sign Committee meeting of December 17, 2003, with corrections.  
Action: Redd/Ziemer, 3/0/0.

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from December 17, 2003 to January 13, 2004 are listed at the end.

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

1. Mr. Smoley announced the following changes to the agenda:

- a) Item Nos. 8 and 10, 1600 Garden and 1227-A De La Vina Streets, were referred to the Conforming Sign Review.

Motion: To refer Item Nos. 8 and 10 to the Conforming Sign Review.  
Action: Redd/Ziemer, 3/0/0.

- b) The correct address for Item No. 2 is 3888 State Street, Suite A.

- c) The correct address for Item No. 3 is 3888 State Street, Suite B.

2. Ms. Larson announced that she has been on the Sign Committee for five years and that the Architectural Board of Review will appoint other Board members to the Sign Committee on a rotational basis of four months. Ms. Redd will review the Conforming items scheduled for January 21, 2004 during Ms. Larson's absence.

3. Mr. Limón announced the following:

- a) The Sign Committee appointment is scheduled for January 28, 2004.  
b) Planning Staff will present a package with ordinance amendments including the clarification of prohibited signs and regulation of neon signs to the Planning Commission and City Council. Mr. Limón will route the proposed ordinance amendments to the Committee members.

E. Possible Ordinance Violations.

Ms. Larson reported that Big Brand Tire has installed a large banner sign facing Highway 101 and advertising their new location.

**CONCEPT REVIEW - CONTINUED**1. **3880 STATE ST** C-2/SD-2 Zone

Assessor's Parcel Number: 057-240-046  
Application Number: SGN2003-00183  
Contractor: Benton Signs & Designs  
Business Name: La Sumida Complex  
Owner: Sumida Family Limited Partnership

*(Proposal for a sign program for La Sumida business complex.)*

**(1:47)**

Dave Benton, agent, present.

Motion: Final approval of the project with the following conditions: 1) A paragraph shall be included stating that all signs need to be approved by the City of Santa Barbara and receive a final approval from the property manager. 2) Under Materials and Fabrication on page no. 1., the word "are" of item C shall be changed to "may be".

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

**CONCEPT REVIEW - CONTINUED**2. **3888-A STATE ST** C-2/SD-2 Zone

Assessor's Parcel Number: 057-240-046  
Application Number: SGN2003-00142  
Business Name: My Gym Children's Fitness Center  
Contractor: Betsy Harris  
Owner: Sumida Family Limited Partnership

*(Proposal for a 16.00 square foot face for an existing ground mounted can sign, two 1.77 square foot vinyl door signs, and a 3.54 square foot wall sign for My Gym Children's Fitness Center. The ground sign will be shared with Curves to be reviewed under SGN2003-00142. 23.08 square feet of signage is requested. The linear building frontage is 100.00 feet. The allowable signage is 65.00 square feet.)*

**(2:03)**

Daniel Morris, Designer, present.

Motion: Continued indefinitely to the Conforming Review with the following comments: 1) Provide the numbering for the called-out paint colors for sign A. 2) Select a different material other than PVC for the letters of sign B. 3) Reduce the overall letter size of sign C to 12 inches.

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

**CONCEPT REVIEW - CONTINUED**3. **3888-B STATE ST** C-2/SD-2 Zone

Assessor's Parcel Number: 057-240-046  
Application Number: SGN2003-00143  
Owner: Sumida Family Limited Partnership  
Contractor: Betsy Harris  
Business Name: Curves

*(Proposal to install a 16 square foot partial face for an existing ground sign, 3.33 square foot wall sign, and two 1.33 square foot vinyl door signs. The ground sign face will be shared with My Gym Children's Fitness Center to be reviewed under SGN2003-00142. 21.99 square feet of signage is requested. The linear building frontage is 100.00 feet. The allowable signage is 65.00 square feet.)*

**(2:12)**

Daniel Morris, Designer, present.

Motion: Continued indefinitely to the Conforming Review with the following comments: 1) Provide the numbering for the ivory and brown color samples for sign A. 2) Provide an alternative material other than PVC for the letters of sign B. 3) Reduce the capital letter C in the word "Curves" to six inches and reduce the other letters proportionally.

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

**CONCEPT REVIEW - NEW****4. 509 E MONTECITO ST**

M-1 Zone

Assessor's Parcel Number: 031-351-007  
Application Number: SGN2004-00005  
Business Name: Sign Directory For 509 Montecito St  
Contractor: Benton Signs

*(Proposal for a new 10.00 square foot sandblasted redwood tenant ground sign on a new base. 10.00 square feet of signage is requested in addition to 11.30 square feet of existing signage. The linear building frontage is 100.00 feet. The allowable signage is 65.00 square feet.)*

**(2:19)**

Dave Benton, agent, present.

Motion: Final approval of the project with the following conditions: 1) The sign's black elements shall match the black of the wrought ironwork on the building. 2) An off-white color shall be used for the lettering. 3) The final color for the background can be approved administratively. 4) The project is to return to the Conforming Review if the background color is changed from teal to terracotta.

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

**CONCEPT REVIEW - NEW****5. 406 E HALEY ST**

C-M Zone

Assessor's Parcel Number: 031-283-016  
Application Number: SGN2003-00187  
Business Name: Tileco Warehouse  
Applicant: Dave Cross

*(Proposal for the installation of two internally illuminated wall mounted signs for Tileco Stone and Tile Warehouse. 24.00 square feet of signage is requested. The linear building frontage is 112.00 feet. The allowable signage is 90.00 square feet.)*

**(2:28)**

Gena Flint, Designer; and Mike Burchierre, owner, present.

Motion: Continued two weeks with the following comments: 1) Restudy the sign design. 2) Propose a different material other than what is presented to better suit the architectural style of the building and this part of town. 3) Contact Planning Staff for guidance on materials and look for the best examples available in Santa Barbara. 4) Consider hand-painted or screened letters when using the original Tileco font. 5) The Committee discouraged the use of a tagline. 6) If the applicant wishes to use a tagline, it is to be in very small lettering. 7) Call out the lettering size, height and proposed colors.

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

**CONCEPT REVIEW - NEW****6. 534 N MILPAS ST**

C-2 Zone

Assessor's Parcel Number: 031-241-035  
Application Number: SGN2003-00191  
Owner: Portland-Pacific Milpas, LLC  
Applicant: Mike Reese  
Contractor: Ansi Signs, Inc.  
Business Name: Quality Windows And Glass

*(Proposal for two sets of internally illuminated wall mounted standard channel letters for Quality Windows and Glass. 50.90 square feet of signage is requested. The linear building frontage is 85.00 feet. The allowable signage is 65.00 square feet.)*

**(2:41)**

Mike Reese, agent, present.

Motion: Continued two weeks with the following comments: 1) Return with a proposal excluding illumination since the existing lighting suffices. 2) The applicant was encouraged to look into pin-mounted and patinated steel letters. 3) The signs need to honor the architectural style of the building and be sensitive to the adjacent structures. 4) The sign needs to be associated with the entry and is not to be placed on the side of the building or in proximity of the gable end. 5) Reduce the size of the signs. 6) Provide a site plan.

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

**CONCEPT REVIEW - CONTINUED**7. **113 HARBOR WAY** HC/SD-3 Zone

Assessor's Parcel Number: 045-250-004  
 Application Number: SGN2004-00004  
 Owner: City of Santa Barbara  
 Business Name: Waterfront Center Directory

*(Proposal for a face change for the existing internally illuminated waterfront center directory sign in front of the Naval Reserve Building, which is listed on the National Register. 10.00 square feet of signage is requested. The allowable signage is 75.00 square feet.)*

**(3:03)**

Brian Slagle, present.

Staff comment: Jaime Limón, Design Review Supervisor, stated that the sign ordinance and sign design guidelines are not very specific about how a directory sign should be designed. The maximum size for a sign is 10 square feet and repetitive signs should be eliminated to not exceed the allowable signage for the site.

Motion: Continued four weeks with the following comments: 1) Restudy the sign. 2) The use of photographs is not acceptable. 2) The use of logos could be acceptable as long as it is done in an orderly way. 3) It was suggested to simplify the original directory sign by eliminating all the site information except for the restroom icons and to use blocks of colors with the tenant's names. 4) The background color is to match the white of the building.

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

**CONCEPT REVIEW - NEW**8. **1600 GARDEN ST 1** R-3 Zone

Assessor's Parcel Number: 027-280-001  
 Application Number: SGN2004-00003  
 Business Name: Parkview Condominiums  
 Contractor: Signs By Ken

*(Proposal for a 6.66 square foot sandblasted redwood identification sign for Parkview Condominiums. 6.66 square feet of signage is requested. The allowable signage is 10.00 square feet.)*

The project was referred to the Conforming Review.

**CONCEPT REVIEW - NEW**9. **214 STATE ST** HRC-2/SD-3 Zone

Assessor's Parcel Number: 033-051-015  
 Application Number: SGN2004-00002  
 Owner: Kim Hughes  
 Business Name: Chandler  
 Contractor: Signs By Ken

*(Proposal for flush mounted individual letters mounted onto the wall of the building. This building is located in El Pueblo Viejo Landmark District. 4.00 square feet of signage is requested. The linear building frontage is 36.00 feet. The allowable signage is 50.00 square feet.)*

**(3:26)**

Ken Sorgman, Designer; Kim Hughes, Edvord Giessinger, David and Kasia Mays, owners, present.

Motion: Final approval of the project with the following conditions: 1) The relocation of the Giessinger sign above the lamp on the left of the entrance and the relocation of the Chandler sign above the lamp on the right side of the entrance is acceptable as presented. 2) The font for the Chandler sign is acceptable as presented. 3) The colors of the Chandler sign shall match the finish and materials of the Giessinger Winery sign.

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

**REFERRED FROM CONFORMING SIGN REVIEW****10. 1227-A DE LA VINA ST** C-2 Zone

Assessor's Parcel Number: 039-171-007  
Application Number: SGN2004-00001  
Owner: Grant House, LLC  
Contractor: Signs By Ken  
Business Name: Grant House

*(Proposal to erect a sandblasted redwood freestanding identification sign with external illumination. 5.83 square feet of signage is requested. The linear building frontage is 44.00 feet. The allowable signage is 50.00 square feet.)*

The project was referred to the Conforming Review.

**CONFORMING CALENDAR****December 17, 2003****CONCEPT REVIEW - NEW****A. 410 E HALEY** C-M Zone

Assessor's Parcel Number: 031-283-016  
Application Number: SGN2003-00180  
Owner: Paradise Management Company, LLC  
Business Name: Cominichi's

*(Proposal for a non-illuminated projecting sign and new bracket design for Cominichi's. This sign has been previously approved for two different locations on State Street, both located in El Pueblo Viejo Landmark District. 8.00 square feet of signage is requested. The linear building frontage is 30.00 feet. The allowable signage is 30.00 square feet.)*

Final approval with the following comments: 1) The sign may not contain the words "Open Daily". 2) The lettering in the windows will not be approved until it is formally submitted as part of the application.

**CONCEPT REVIEW - NEW****B. 627 STATE ST** C-M Zone

Assessor's Parcel Number: 037-131-023  
Application Number: SGN2003-00184  
Business Name: Gossip  
Contractor: Benton Signs & Designs  
Owner: Fithian, LLC

*(Proposal for one projecting sign and for one hanging sign. 11.00 square feet of signage is requested. The linear building frontage is 20.00 feet.)*

Final approval as submitted.

**December 24, 2003****CONCEPT REVIEW - NEW****C. 1046 COAST VILLAGE RD K** C-1/SD-3 Zone

Assessor's Parcel Number: 009-211-012  
Application Number: SGN2003-00185  
Business Name: Sakana Japanese Restaurant  
Owner: 1046 Coast Village Associates, LLC  
Contractor: Benton Signs & Designs

*(Proposal for one wall sign and one sign on the existing directory. 7.20 square feet of signage is requested. The linear building frontage is 22.00 feet.)*

Final approval as submitted

**January 05, 2004**

**CONCEPT REVIEW - CONTINUED****D. 210 E ORTEGA ST**

C-M Zone

Assessor's Parcel Number: 031-152-002  
Application Number: SGN2003-00177  
Owner: Schmerzler Milton Trust  
Contractor: Signs By Ken

*(Proposal for two hanging signs and one wall sign. Zoning violations to be abated prior to final inspection. 21.05 square feet of signage is requested. The linear building frontage is 51.00 feet.)*

Final approval as submitted contingent on the clearance of the pending enforcement.

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

C-2 Zone

Assessor's Parcel Number: 039-132-015  
Application Number: SGN2003-00190  
Owner: Arlington Plaza, LLC  
Contractor: Signs By Ken  
Business Name: Treat

*(Proposal to install two conforming projecting at the Arlington Plaza, this proposal follows the sign program requirements. The property is located in El Pueblo Viejo Landmark District. 4.51 square feet of signage is requested. The linear building frontage is 20.00 feet. The allowable signage is 10.00 square feet.)*

Final approval as submitted.

**January 08, 2004****CONCEPT REVIEW - CONTINUED****F. 813 ANACAPA ST**

C-2 Zone

Assessor's Parcel Number: 037-052-033  
Application Number: SGN2003-00157  
Owner: Sima El Paseo Lp  
Business Name: Regal Rents  
Contractor: Benton Signs

*(Proposal for new double faced non-illuminated projected signs installed on existing brackets. 9.45 square feet of signage is requested. The linear building frontage is 26.50 feet. The allowable signage is 13.25 square feet.)*

Final approval with the following conditions: 1) The lettering shall be silver leaf. 2) There shall be no vinyl anywhere.

**CONCEPT REVIEW - CONTINUED****G. 3210 STATE ST**

C-2/SD-2 Zone

Assessor's Parcel Number: 053-332-024  
Application Number: SGN2003-00167  
Owner: Riha, Alfred & Odessa Louise Inter  
Applicant: Vogue Signs  
Business Name: Enterprise Rent-a-Car

*(Proposal for a 23.10 square foot wall sign and a new logo for the existing 5.30 square foot awning on an existing commercial building. 28.40 square feet of signage is requested. The linear building frontage is 16.50 feet. The allowable signage is 16.50 square feet.)*

Final approval with the condition that the awning heights shall be reduced as noted on the plans.

**CONCEPT REVIEW - NEW**

H. **3040 STATE ST**

C-2/SD-2 Zone

Assessor's Parcel Number: 053-342-027  
Application Number: SGN2003-00186  
Owner: Anacapa Company  
Contractor: Sign Express  
Business Name: Active Physical Therapy

*(Proposal for one projecting sign on an existing bracket for Active Physical therapy office. 8.00 square feet of signage is requested. The linear building frontage is 30.00 feet. The allowable signage is 30.00 square feet.)*

Final approval of project with the following conditions: 1) The web and street addresses shall be removed from the sign. 2) Applicant may lower "Physical therapy" and slightly increase the type size. 3) Administrative Approval is acceptable if the re-submittal is consistent with the conditions.

**\*\* MEETING ADJOURNED AT 3:37 P.M. \*\***