



# City of Santa Barbara Planning Division

## SIGN COMMITTEE MINUTES

**Wednesday, February 11, 2004**      **David Gebhard Public Meeting Room: 630 Garden Street**      **1:33 P.M.**

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

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

**CITY COUNCIL LIAISON:**      DAS WILLIAMS, Absent

**STAFF:**      JAIME LIMÓN, Design Review Supervisor, Present; arrived at 1:35 p.m.; left at 1:52 p.m.; returned at 1:59 p.m.; left at 2:28 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 February 6, 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:

**(1:33)**

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.

Paul Musgrove announced that would like to introduce himself to the Committee members. He is a sign maker from New Jersey and has been a resident of Santa Barbara for three years. Mr. Musgrove has been involved in several Santa Barbara sign creations and has made street signs for Montecito. He will present examples of his work and material used at the next meeting.

**(1:35)**

## B. Approval of the minutes of the Sign Committee meeting of January 28, 2004.

Motion: Approval of the minutes of the Sign Committee meeting of January 28, 2004, with corrections.  
Action: Redd/Hausz, 5/0/0.

## C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from January 28, 2004 to February 10, 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) The Discussion Item was cancelled.
- b) The election of Committee members would take place instead of the discussion item.
- b) The applicant for Item No. 7, 101 West Carrillo Street, requested an indefinite postponement.

Motion: Postponed indefinitely at the applicant's request.  
Action: Larson/Hausz, 5/0/0.

2. Mr. Limón announced that Ms. Larson had requested him to create a checklist for the Sign Committee to make Full Committee and Conforming reviews more consistent. Mr. Limón asked for Mr. Hausz's assistance with specific standards for lighting. Mr. Limón would complete the draft checklist and distribute copies to the Committee member for their review. Mr. Limón would like to discuss the draft checklist at the next meeting.
3. Ms. Larson announced that nobody had volunteered to be the alternate for the Sign Committee and that she therefore will stay the appointee. Ms. Larson wanted to participate in several ABR Subcommittees and had

asked for some relief from the Sign Committee commitments. Mr. Limón suggested sharing Sign Committee responsibilities with another member from the Architectural Board of Review to ensure continuity.

E. Possible Ordinance Violations.

Ms. Larson reported that a "For Lease" banner sign with phone number 564-1400 has been installed at 404 Garden Street. Ms. Redd asked if Planning Staff could inform the Committee about the size restrictions for "For Lease" and "For Sale" signs. Ms. Larson reported that Dal Pozzo Tires, located at 530 Chapala Street, has installed a large banner sign.

Ms. Redd reported that, on weekends, a 30 to 40 foot inflated balloon appears on the rooftop of AT&T Wireless Store located at 3889 La Cumbre Road.

Mr. Hausz asked if the signage for Rizona's at 739 Chapala Street had been approved. He noted that banners were mounted on the awning that do not match the awning color and wrapped around the side.

**DISCUSSION ITEM**

**(1:40) Sign Enforcement Update.**

(1:52)

The discussion item was cancelled. The election of Committee members took place instead of the discussion item.

Ms. Larson nominated Loretta Redd as Chair and Mr. Hausz seconded this. Vote: 5/0.

Ms. Redd nominated Dawn Ziemer as Vice-Chair and Mr. Hausz seconded this. Vote: 5/0.

Mr. Smoley announced that Ms. Redd was nominated as Chair and Ms. Ziemer as Vice-Chair.

**CONCEPT REVIEW - CONTINUED**

1. **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 building frontage is 105.00 feet. The allowable signage is 75.00 square feet.)*

**(1:54)**

Brian Slagle, City Waterfront Administrative Analyst; and Norma Bishop, Santa Barbara Maritime Museum Executive Director, present.

**Straw Votes:**

How many Commissioners feel that the use of logos is supportable? 3/2.

How many Commissioners feel that the size of logos should not exceed the height of the print? 3/2.

How many Commissioners feel that the use of individual tenant's typeface is supportable? 4/1.

Motion: Continued two weeks with the following comments: 1) The Committee is uncomfortable with the use of logos in addition to the tenants' names and their individual type styles. 2) The signage needs to be

simplified. 3) It should be kept in mind that the proposed sign is a directory listing of the tenants in the building.

Action: Hausz/Nilsen, 4/1/0. Ziemer opposed.

### CONCEPT REVIEW - CONTINUED

#### 2. **1305 STATE ST** C-2 Zone

Assessor's Parcel Number: 039-131-012  
 Application Number: SGN2004-00009  
 Owner: Gladys Tevis-Jankovitz Trust  
 Applicant: Freedom Signs

*(Proposal to install one 1.14 square foot awning sign and a 1.66 projecting sign in El Pueblo Viejo Landmark District. 2.80 square feet of signage is being requested, in addition to 1.00 square foot of existing signage. The building frontage is 20.00 feet. The allowable signage is 20.00 square feet.)*

**(2:26)**

Betsy Harris, Designer, present.

Motion: Final approval of the project with conditions as noted on the plans.

Action: Hausz/Ziemer, 4/0/1. Larson abstained.

### REFERRED FROM CONFORMING SIGN REVIEW

#### 3. **420 W MONTECITO ST** R-4 Zone

Assessor's Parcel Number: 037-231-029  
 Application Number: SGN2004-00011  
 Business Name: Orchid Inn At Santa Barbara  
 Owner: Blue Dolphin Inn  
 Agent: Freedom Signs

*(Proposal to remove an existing sign and to replace it with a 29.25 square foot externally illuminated stone monument sign. 29.25 square feet of signage is requested. The building frontage is 58.00 feet. The allowable signage is 58.00 square feet.)*

**(2:30)**

Betsy Harris, Designer, present.

Motion: Continued two weeks with the following comments: 1) The Committee feels that a large stone monument sign and the canterra material are not appropriate for the architecture. 2) The proposal should be a predominately wood sign, which could have a sandstone base. 3) The existing sign that has been repainted is approved as a temporary sign.

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

### REFERRED FROM CONFORMING SIGN REVIEW

#### 4. **18 N MILPAS ST** C-2/R-2 Zone

Assessor's Parcel Number: 017-131-006  
 Application Number: SGN2004-00010  
 Business Name: Pro Garden Supply  
 Owner: William & Margaret Griffin, Trustees  
 Applicant: Sign Express

*(Proposal for a 10.66 square foot double-sided internally illuminated monument sign. 10.66 square feet of signage is requested. The building frontage is 28.00 feet. The allowable signage is 28.00 square feet.)*

**(2:38)**

Fred Barbaria, Designer; and Nat Waller, owner, present.

Motion: Final approval of the project and an indefinite continuance to the Conforming Calendar for review of the details, with the following conditions: 1) The sign board material shall be three-quarters of an inch thick instead of one half inch. 2) Details of the sign construction shall be provided including an extension of the two four-by-four inch posts with a finial, cap, ball cap, etc.

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

### CONCEPT REVIEW - NEW

#### 5. 436 E GUTIERREZ ST

M-1 Zone

Assessor's Parcel Number: 031-343-009

Application Number: SGN2004-00015

Business Name: Brazil Baroque

Owner: Laguna Industrial Partners

*(Proposal to install a new double-faced non-illuminated multi-tenant monument sign on Gutierrez Street. Proposal includes one wall-mounted non-illuminated blade sign. This project is part of an enforcement case. 33.50 square feet of signage is being requested, in addition to 4.00 square feet of existing signage. The building frontage is 66.00 feet. The allowable signage is 66.00 square feet.)*

**(ENF2003-00905.)**

**(2:44)**

Mark McGill, agent, present.

Motion: Final approval of the Brazil Baroque blade sign with the following comments and condition: 1) The existing bracket is acceptable. 2) The proposed sign as presented is acceptable. 3) The gold shall be gold vinyl.

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

Motion: A two-week continuance for review of the monument sign with the following comments: 1) The sign should strictly be a directory and only contain the names of the businesses. 2) The sign should not contain logos, taglines or website addresses. 3) The sign should have provision for all the businesses within the building. 4) The scrollwork on the top of the sign appears to be inappropriate for the architecture of the building. 5) Restudy the overall style of the sign to be appropriate for the architecture.

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

### CONCEPT REVIEW - NEW

#### 6. 100 CASTILLO

P-R/SD-3 Zone

Assessor's Parcel Number: 033-120-021

Application Number: SGN2004-00016

Owner: Pershing Park Baseball Field

Owner: City of Santa Barbara

*(This project was referred from the Historic Landmarks Commission to the Sign Committee without prejudice for review of the proposal to add a four foot by nine foot green scoreboard, with two six-inch diameter green steel supports at Pershing Park located in El Pueblo Viejo Landmark District.)*

**(2:56)**

Doug Reeves, Designer, present.

- Motion: Final approval of the project and an indefinite continuance to the Conforming Calendar for review of the details, with the following conditions: 1) The color of the sign shall be per the provided color sample. 2) The posts shall be topped with ball finials that are painted dark green as well. 3) A scale drawing shall be provided for the finial termination. 4) A color sample shall be provided.
- Action: Hausz/Ziemer, 5/0/0.

**RECESSED FROM 3:08 P.M. TO 3:16 P.M.**

**CONCEPT REVIEW - NEW**

7. **101 W CARRILLO ST** C-2 Zone  
 Assessor's Parcel Number: 039-313-006  
 Application Number: SGN2004-00007  
 Business Name: Shell Oil  
 Owner: Lorraine Price, Trustee  
 Applicant: A&S Engineering

*(Proposal to add one new non-illuminated wall-mounted sign, four internally illuminated fuel pump signs and to replace an existing internally illuminated monument sign located in El Pueblo Viejo Landmark District. 88.00 square feet of signage is being requested, in addition to 222.00 square feet of existing signage. The building frontage is 105.00 feet. The allowable signage is 90.00 square feet.)*

**(PROJECT REQUIRES TRANSPORTATION DIVISION APPROVAL.)**

Postponed indefinitely at the applicant's request.

**CONCEPT REVIEW - CONTINUED**

8. **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 building frontage is 112.00 feet. The allowable signage is 90.00 square feet.)*

**(3:16)**

- Motion: Postponed indefinitely due to the applicant's absence.  
 Action: Hausz/Nilsen, 5/0/0.

**\*\* MEETING ADJOURNED AT 3:17 P.M. \*\***