



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Wednesday, February 25, 2004 **David Gebhard Public Meeting Room: 630 Garden Street** **1:34 P.M.**

COMMITTEE MEMBERS: LORETTA REDD, Chair, Present
 DAWN ZIEMER, Vice-Chair, Present
 STEVE HAUSZ, Present
 TOM NILSEN, Present
 STELLA LARSON, Present; left at 3:50 p.m.

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

CITY COUNCIL LIAISON: DAS WILLIAMS, Absent

STAFF: JAIME LIMÓN, Design Review Supervisor, Present, arrived at 3:13 p.m.; left at 3:50 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.

EPV = EL PUEBLO VIEJO, EX = EXCEPTION, ENF = ENFORCEMENT, C = CONTINUED

- ** 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 20, 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 February 11, 2004.

Motion: Approval of the minutes of the Sign Committee meeting of February 11, 2004, with corrections.
Action: Ziemer/Larson, 5/0/0.

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from January 28 to February 24, 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 applicant of Item 4, 420 West Montecito Street, requested an indefinite postponement.
- b) A discussion item will be scheduled on the agenda for March 10, 2004 to discuss the Specific Points of Sign Committee Review Application Review Criteria Checklist.

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

2. Ms. Larson announced that she would leave the meeting at 3:30 p.m.**3. Mr. Nilsen announced that he would not attend the next meeting.****E. Possible Ordinance Violations.**

Ms. Larson reported that Big Brand Tire, now located on Quarantina and Nopal Streets and visible from Highway 101, had installed a sign directly behind a mature hedge. Some of the landscaping has been removed. Ms. Larson is concerned that the hedge will be hacked down to expose the sign. She suggested that Planning Staff conducts a site visit for verification and that the Committee entertains a motion of reconsideration to have the applicant raise the sign above the hedge to preserve the landscape.

Mr. Nilsen reported that several businesses on State Street have stuck a strip of canvas with the new business name on the awning that covers the original name. Mr. Nilsen requested that Planning Staff look at the awning of As Seen On TV at 1125 State Street.

Mr. Hausz reported that he and Ms. Ziemer drove around Santa Barbara February 24, 2004 to take photographs and note addresses of properties with For Lease signs and/or banners. They saw a five-by-four foot For Lease sign in front of the Art-Deco building located on the corner of Haley and Chapala Street. Most of the For Lease signs are well over what is allowed by the Sign Ordinance. Mr. Smoley noted that he had contacted Radius Group to inform them about their sign violation and rectification of it, but had not received word from them as of yet.

Ms. Redd reported that Mr. Nilsen had given her a list of addresses of properties displaying one or more oversized Real Estate signs. She passed this list on to Planning Staff.

Ms. Larson reported that a lot of businesses are draping white Christmas light icicles over the valance of the awnings. Several months ago, she had submitted a complaint form regarding this violation at Brigitte's at 1225 State Street in El Pueblo Viejo District. Ms. Larson spotted plastic luminaries on Café Buenos Aires at 1316 State Street.

DISCUSSION ITEM

Sign Enforcement Update.

(1:45)

Danny Kato, Zoning and Enforcement Supervisor, present

Mr. Kato had discussed several ideas for new Zoning Enforcement procedures with the Committee on January 28, 2004. He had asked for volunteers from the Committee to make the initial contact with business owners and to encourage them to remove prohibited signs, lights, banners, inflatables, etc. A warning letter in form of a ticket would be written out by the volunteer and given to the owner and the copies to Enforcement Staff. The procedure would eliminate the necessity for Staff to verify a complaint and initiate an Enforcement Case, if the prohibited sign is removed right away. Another idea was to send a courtesy letter in form of a postcard to the property owners for who complaints were received to make them aware of the regulations.

Some Committee members were enthusiastic about the idea. Ms. Larson suggested to hand the blue brochure with the ticket to the business owner. Mr. Kato will move forward with the procedure, training, etc. since there was some interest from the Committee. Mr. Hausz suggested that Mr. Kato send an e-mail with a list of received complaints to the Committee members that need verification. Mr. Hausz volunteered to take pictures of the violations.

Several years ago, Staff had received a request from the Santa Barbara Association of Realtors to change the allowable square footage for realtor signs to four feet. City Staff would like to propose this change to the Sign Ordinance at City Council. The Committee found this acceptable if signage such as "Open house", "Now open", "Call number..." were all included in the four feet. Staff would also like to add additional prohibited signs, such as balloons, inflatable signs, streamers, and political signs in the public right-of-way.

REFERRED FROM CONFORMING SIGN REVIEW

1. **1333 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-131-018
 Application Number: SGN2004-00012
 Owner: Gladys Tevis-Jankovitz Trust
 Business Name: Fast Frame

(Proposal for a new 15 square foot wall sign for Fast Frame located in El Pueblo Viejo Landmark District. 15.00 square feet of signage is requested. The building frontage is 15.00 feet. The allowable signage is 15.00 square feet.)

(2:03)

Sam Boskovich, Designer, present.

Staff comment: Mr. Smoley, Planning Technician, stated that aluminum signs are not allowed in El Pueblo Viejo District.

Motion: Continued two weeks with the following comments: 1) Investigate whether it is possible to change the font style with the Committee's recognition that the proposed font style is that of the business' registered trademark. 2) Reduce the letter height to six inches if the font style does not change from what is currently proposed. 3) The letters are to be either painted directly on to the stucco or pin-mounted a half an inch off the stucco. 4) A dark bronze or warm black color would be acceptable for the letters. 5) Provide color and finish samples. 6) Explore the approach of a three-dimensional sign. 7) Provide scaled drawings of the elevation and sign.

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

CONCEPT REVIEW - CONTINUED

2. 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

(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.)

(2:18)

Brian Slagle, City Waterfront Administrative Analyst, present.

Motion: Continued two weeks with the following comments: 1) The sign is still too busy. 2) Eliminate the logos from the sign. 3) The Committee prefers the draft version 3A with the location information in the left column and addition of horizontal lines separating the individual businesses. 4) The use of logotype font style for the business names is acceptable without the logos. 5) The Outdoor Santa Barbara Visitors Center may be spelled out as shown in draft version 3B-2.

Action: Hausz/Nilsen, 2/3/0. Motion failed.

Amended Motion: Continued indefinitely with the following comments: 1) The sign composition is to be less random and scattered. 2) Provide a more cohesive design for the sign that relates to the architecture of the building, which is a Historic Landmark. 3) Eliminate the logos from the sign. 4) The Committee prefers the draft version 3A with the location information in the left column. 5) It was suggested to add horizontal lines separating the individual businesses. 6) The use of logotype font style for the business names is acceptable without the logos. 7) The Outdoor Santa Barbara Visitors Center may be spelled out as shown on draft version 3B-2.

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

CONCEPT REVIEW - CONTINUED**3. 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 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.)

(2:34)

Staff comment: John Smoley, Planning Technician, clarified that three separate applications had been received for 436 East Gutierrez Street. The Committee reviewed and approved the proposed signage for Brazil Baroque, one of the four businesses in the building, on February 11, 2004. The multi-tenant monument sign for on Gutierrez Street was also reviewed on that day. Mr. Smoley recommended postponing the review of the monument sign since the applicant was not present. He informed Mr. Jenkins, owner of Car Quest, that his proposal had been reviewed at Conforming earlier today.

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

Robert Jenkins, owner, present.

Staff comment: Mr. Smoley recommended making ex-agenda findings to review this project separately at this time since it will have a major impact on the monument sign design.

Motion: To make ex-agenda findings to allow a different application for the same address location for the project, including a proposal for the Car Quest blade sign, i.e., application SGN2004-00023.
 Action: Larson/Hausz, 5/0/0.

Motion: Continued two weeks to the full Committee with the following comments: 1) The signage on Olive Street near the driveway entrance to the store should be limited to a projecting sign. 2) The colors need to be muted. 3) The glossy finish on the materials and golden trim caps are not acceptable. 4) Provide bracket details for the projecting sign. 5) Provide scaled drawings of the architecture and proposed signage.
 Action: Hausz/Nilsen, 5/0/0.

CONCEPT REVIEW - CONTINUED**4. 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 ground sign and 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.)

Postponed indefinitely at the applicant's request.

CONCEPT REVIEW - CONTINUED**5. 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 Services

(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. All existing Shell Oil signage shall be removed. 61.07 square feet of signage is being requested, in addition to 20.00 square feet of existing signage. The building frontage is 105.00 feet. The allowable signage is 90.00 square feet.)

(3:15)

Juan Sandoval, Project Engineer, present.

Staff comment: John Smoley, Planning Technician, stated that Transportation Staff had been able to review the sign prior to the meeting and they commented that the maximum height for the sign should be a maximum of three feet and six inches. The height of the proposed monument sign is four feet and six inches.

Motion: Continued two weeks with the following comments: 1) Study having the monument sign architecturally relate to the building in style, color, texture and detailing. 2) Comment No. 1 also applies to the rest of the signage. 3) The internally illuminated Food Mart sign is not acceptable. 4) Remove the text "Quality Fuel" from the pump toppers. 5) The use of fonts with serifs was encouraged in El Pueblo Viejo District.

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

CONCEPT REVIEW - NEW**6. 233 W CARRILLO ST**

C-2 Zone

Assessor's Parcel Number: 039-311-001
 Application Number: SGN2004-00017
 Owner: Marc & Meryl Winnikoff, Trustees
 Contractor: Vogue Sign Company
 Business Name: Dunn-Edwards Paints

(Proposal to install two sandblasted painted wood wall-mounted signs at 22.5 square feet each, one painted wood projecting at 12.75 square feet, and one non-illuminated sandblasted sign on a free-standing non-aluminum base located in El Pueblo Viejo Landmark District. 63.75 square feet of signage is being requested, in addition to 0.00 square feet of existing signage. The building frontage is 100.00 feet. The allowable signage is 63.75 square feet.)

(2:52)

Gerald Berry, Project Manager; and Ron Wilkinson, Designer, present.

Motion: Continued two weeks with the following comments: 1) Reduce the quantity of signs. 2) The Committee's preference is to have one sign hanging under the roof eave at the street corner and to have another sign adjacent to the entrance of the parking lot. 3) The shape of the sign is to be hexagonal similar to the cooperate logo. 4) The colors need to be more muted. 5) Provide details of the hanging hardware.

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

CONCEPT REVIEW - NEW**7. 1150 COAST VILLAGE RD** C-1/SD-3 Zone

Assessor's Parcel Number: 009-222-025
Application Number: SGN2004-00024
Owner: Villa Fontana Limited

(Proposal for a new sign program for Villa Fontana. The building frontage is 152.00 feet. The allowable signage is 76.00 square feet.)

(3:34)

Rex Ruskauff, Architect, present.

Staff comment: Jaime Limón, Design Review Supervisor, recommended that the applicant provide an attachment as part of the Sign Programs which includes: all the potential tenants; spaces for signage area; and identification with some type of matrix of what the maximum frontage space would be.

Motion: Continued two weeks with the following comments: 1) Review the Sign Program requirements. 2) Ensure that all the required submittals are included. 3) Provide a matrix of the potential sign area for each tenant.

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

CONCEPT REVIEW - NEW**8. 4050 CALLE REAL** R-3/P-D/SD-2 Zone

Assessor's Parcel Number: 057-201-013
Application Number: SGN2004-00022
Owner: Foothills Venture
Business Name: Fidelity National Title
Contractor: Benton Signs

(Proposal to install two wall mounted non-illuminated signs. Two existing ground signs will remain. 19.40 square feet of signage is being requested, in addition to 53.20 square feet of existing signage. The building frontage is 174.00 feet. The allowable signage is 32.50 square feet.)

(3:52)

David Benton, Designer, present.

Motion: Continued two weeks for the Committee to resolve issues regarding what the Sign Ordinance and Guidelines allow for the sign's location in relation to the entry, and to determine whether an exception is required.

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

CONCEPT REVIEW - NEW**9. 800 ANACAPA ST**

C-2 Zone

Assessor's Parcel Number: 031-011-014
 Application Number: SGN2004-00021
 Owner: Presidio Properties Ii LP
 Business Name: Sheppard Mullen Conference Center
 Contractor: Benton Signs

(Proposal to install a single faced redwood sandblasted sign in El Pueblo Viejo Landmark District. 2.33 square feet of signage is being requested, in addition to 6.13 square feet of existing signage. The building frontage is 120.00 feet. The allowable signage is 32.50 square feet.)

(4:16)

David Benton, Designer, present.

Motion: Final approval of the project as submitted.
 Action: Hausz/Redd, 4/0/0.

CONFORMING CALENDAR**January 28, 2004****REFERRED FROM CONFORMING SIGN REVIEW****A. 3888 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

(Construction of 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. 21.71 square feet of signage is requested. The linear building frontage is 100.00 feet. The allowable signage is 65.00 square feet.)

Final approval of the project as submitted.

REFERRED FROM CONFORMING SIGN REVIEW**B. 3888 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 16.00 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.)

Final approval of the project as submitted.

February 04, 2004**REVIEW AFTER FINAL****C. 1532 STATE ST**

C-2 Zone

Assessor's Parcel Number: 027-232-013
 Application Number: SGN2003-00163
 Owner: Genn Roelanda, Trustee
 Applicant: Freedom Signs

(Proposal for a new 5 square foot hand painted enamel wall sign for a doctors' office located in El Pueblo Viejo Historic Landmark District. 5.00 square feet of signage is requested. The linear building frontage is 43.00 feet. The allowable signage is 43.00 square feet.)

(Review After Final change to eliminate two of the doctors' names.)

Final approval of the Review After Final change as submitted with thanks from Committee for the high quality sign.

CONCEPT REVIEW - CONTINUED**D. 3102 STATE ST**

C-2/SD-2 Zone

Assessor's Parcel Number: 053-332-014
 Application Number: SGN2003-00171
 Contractor: Betsy Harris
 Owner: Peter & Katina Demourkas, Living Trust
 Business Name: Mackenzie Market
 Business Name: Full Throttle Custom Cycles

(Proposal for a face change of an existing internally illuminated ground sign at Mackenzie Market for Full Throttle Custom Cycles, a new internet business. 31.00 square feet of signage is being requested with 16.00 square feet of existing signage. The linear building frontage is 50.00 feet. The allowable signage is 65.00 square feet.)

(Applicant submitted landscape information.)

Final approval of the project as submitted with request to consider a radius for on the "Full Throttle Custom Cycles" sign to match the rounded edges of the "Mackenzie Market" sign.

REFERRED FROM CONFORMING SIGN REVIEW**E. 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 & Glass

(Proposal for two sets of internally illuminated wall mounted standard channel letters for Quality Windows and Glass. 41.29 square feet of signage is requested. The linear building frontage is 85.00 feet. The allowable signage is 65.00 square feet.)

Final approval of the Review After Final change as submitted with the appreciation from the Committee for the high quality sign.

CONCEPT REVIEW - NEW**F. 327 E HALEY ST**

C-M Zone

Assessor's Parcel Number: 031-211-026
Application Number: SGN2004-00013
Owner: Robert Carmack
Business Name: Campbell-Geo, Inc.

(Proposal for a 3/4 inch MDO wall sign with 1/4 inch applied Sintra (PVC) letters. 2.00 square feet of signage is requested. The linear building frontage is 39.00 feet. The allowable signage is 39.00 square feet.)

Final approval of the project as submitted.

February 11, 2004**REVIEW AFTER FINAL****G. 3060 STATE ST**

C-2/SD-2 Zone

Assessor's Parcel Number: 053-342-032
Application Number: SGN2003-00151
Contractor: Donco & Sons, Inc.
Business Name: Shell Oil Products
Owner: Abel & Juanita Donald, Trustees
Applicant: A & S Engineering

(Proposal for a reface/retrofit of an existing 6 feet by 8 feet existing monument sign fascia to a new 5 feet 4 inches by 8 feet monument sign with the existing footing to remain. 43.00 square feet of signage is being requested with 60.00 square feet of existing signage. The linear building frontage is 56.20 feet. The allowable signage is 65.00 square feet.)

Final approval of the Review After Final as submitted.

February 19, 2004**REFERRED FROM CONFORMING SIGN REVIEW****H. 3305 STATE ST**

C-L/C-P/SD-2 Zone

Assessor's Parcel Number: 051-100-001
Application Number: SGN2003-00082
Applicant: Gelson's Market
Owner: Emil & Jam Deloreto, Trustees
Business Name: Gelson's Market

(Proposal for a new 38.50 square foot wall sign for Gelson's Market located in Loreto Plaza. Two existing monument signs are to remain. A sign program currently exists. 38.50 square feet of signage is being requested with 156.00 square feet of existing signage. The linear building frontage is 160.00 feet. The allowable signage is 113.00 square feet.)

Final approval of the details with the condition that the burgundy color (3M#3630-49) shall have a satin finish with a low sheen.

REFERRED FROM CONFORMING SIGN REVIEW**I. 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 externally illuminated monument sign. 10.66 square feet of signage is requested. The linear building frontage is 28.00 feet. The allowable signage is 28.00 square feet.)

Final approval of the details as submitted.

CONCEPT REVIEW - NEW**J. 1223 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-182-005
Application Number: SGN2004-00014
Owner: 1221 Victoria Court LP

(Proposal for individual pin mounted MDO wall sign for a building with an existing sign program. 5.50 square feet of signage is being requested with 2.00 square feet of existing signage. The linear building frontage is 16.00 feet. The allowable signage is 16.00 square feet.)

Final approval of the project as submitted.

**** MEETING ADJOURNED AT 4:19 P.M. ****