



City of Santa Barbara Planning Division

SIGN COMMITTEE MINUTES

Wednesday, March 24, 2004 **David Gebhard Public Meeting Room: 630 Garden Street** **1:32 P.M.**

COMMITTEE MEMBERS:

LORETTA REDD, Chair, Present
DAWN ZIEMER, Vice-Chair, Present
STEVE HAUSZ, Present; left at 2:08 p.m.; returned 2:12 p.m.
TOM NILSEN, Present
STELLA LARSON, Present

ALTERNATES:

ANTHONY SPANN, Absent
CHRISTOPHER MANSON-HING, Absent

CITY COUNCIL LIAISON: DAS WILLIAMS, Absent

STAFF: JAIME LIMÓN, Design Review Supervisor, Present; left at 2:09 p.m.; returned at 2:19 p.m.; left at 2:22 p.m.; returned at 2:27 p.m.; left at 3:10 p.m.; returned at 3:23 p.m.
BRIDGETTE VANHERWEG Recording Secretary, 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" = 10". For site plans: 1" = 20', 10'; 1/8" = 10". 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 March 19, 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 March 10, 2004.

Motion: Approval of the minutes of the Sign Committee meeting of March 10, 2004, with corrections.
Action: Hausz/Ziemer, 4/0/1. Nilsen abstained.

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from March 10 to March 23, 2004 are listed at the end.

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

1. Mr. Limón announced the following:

- a) There were no changes to the agenda.
- b) Mr. Limón would fill in for the Planning Technician.

2. Mr. Huecker announced that the tour to visit potential creek sign locations would be held on March 25, 2004. The tour would commence at 630 Garden Street, at 2:00 P.M. and take about an hour. He distributed a list of the locations to the Committee members.

E. Possible Ordinance Violations.

Mr. Nilsen reported that a new directory had been placed on west side of Stearns Wharf. The directory is blocking the view.

Mr. Limón stated that he had tried to follow up on some possible violations that have been reported. It is important for the creation of an enforcement case that every reported violation is also recorded on a Sign Committee Complaint Form. Ms. Larson requested that the Committee members receive a Complaint Form tablet from Planning Staff.

Ms. Larson reported that a citizen had complained to her about a business located on a corner. They are selling flags and operate on weekends. Mr. Limón stated that Staff could ask the Police Department to look into this possible violation.

Mr. Nilsen reported that flags are also sold on weekends at the old service station on 1800 block of State Street.

Ms. Redd asked whether the Lancy ship-bus that drives around town would be considered a moving sign. Mr. Limón felt that an ordinance amendment was necessary to include signs like these.

DISCUSSION ITEM

SIGN APPLICATION REVIEW CHECKLIST

Jaime Limón, Design Review Supervisor, present.

A brief discussion was held on the Draft Application Review Checklist.. Sign Committee members had the following comments:

- 1) Eliminate the word maximum from first checklist item I-a and include the word allowable under item I-e.
- 2) The Lighting Section V should be revised to eliminate redundancies. Committee member Hausz offered to assist staff in the revision.
- 3) Mounting details should include back-plate information.
- 4) Some committee members questioned whether additional direction was necessary to limit signs to entrances only. Staff suggested that this standard remain a guideline that is flexible, given the unusual configurations that may exist at sites.

RECESSED FROM 2:09 P.M. TO 2:19 P.M.

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

(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.)

(2:19)

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

CONCEPT REVIEW - NEW

2. **601 CHAPALA ST** C-2 Zone

Assessor's Parcel Number: 037-123-018
 Application Number: SGN2004-00025
 Owner: Eleonora Hofmann
 Applicant: Doug Reeves
 Business Name: Enterprise Rent-a-Car

(Proposal to install three custom channel halo lit wall mounted signs, and one custom channel halo lit wall-mounted ground sign. All signs are to be made of same material and have the same look. This property is located in El Pueblo Viejo Historic Landmark District. 20.00 square feet of signage is requested. The building frontage is 100.00 feet. The allowable signage is 65.00 square feet.)

(2:34)

Motion: Postponed two weeks at applicant's request.
 Action: Nilsen/Hausz, 5/0/0.

RECESSED FROM 2:19 P.M. TO 2:24 P.M.**CONCEPT REVIEW - CONTINUED****3. 1150 COAST VILLAGE RD G**

C-1/SD-3 Zone

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

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

(2:24)

Rex Ruskauuff, Architect, present.

Motion: Final approval of project with the following conditions: 1) In the introduction, the words "hanging signs" shall be substituted with "arch signs." 2) Under General Intentions, Colors, the following shall be stated: "Tenants' signs including logos may be of any two colors, but no more than two colors, in addition to the sign background." 3) On Figure A, the words "hanging sign A" shall be changed to "arch sign A." 4) The document shall be dated March 24, 2004. 5) Staff shall verify that the changes are made.

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

CONCEPT REVIEW - CONTINUED**8. 1221 ANACAPA ST**

C-2 Zone

Assessor's Parcel Number: 039-183-034
 Application Number: SGN2004-00020
 Applicant: Donnelly Design
 Architect: Watry Design
 Business Name: Granada Garage

(This is a revised sign program for the Granada Garage Parking Structure. The signs would consist of the following: wall mounted entry identification signs, two types of freestanding two-sided kiosks; three projecting signs, two identifying the garage entrances and one identifying the bicycle parking area; and, three wall signs, two to identify the parking offices and one to identify the pedestrian entrance. The project proposes a total of 73 square feet of signage. An exception is requested for the Anacapa Street entry sign letters to be 12 inches, exceeding the maximum of ten inches allowed in El Pueblo Viejo District. 73.00 square feet of signage is being requested. The building frontage is 224.00 feet. The allowable signage is 90.00 square feet.)

(PROJECT REQUIRES EXCEPTION APPROVAL FINDINGS.)**(2:44)**

Tom Donnelly and Henry Lenny, Architects; Heather Horn, Project Manager; and Victor Garza, City Parking Superintendent, present.

- Motion: Preliminary approval of the sign program, with the exception findings as noted, and an indefinite continuance for an in-progress review, with the following conditions: 1) The Committee greatly appreciates the direction that the sign program has gone. 2) The materials and graphics appear to be appropriate for the style of architecture and location. 3) Detailed drawings of the metal work and fastenings, etc. shall be provided. 4) The oversized letters for the words "Granada Garage" being 12 inches instead of 10 inches, are acceptable because of the size of the building, the length of the building frontage, and the appropriateness to the scale of the architecture. 5) The oversized "P"s are acceptable because of their appropriateness to the scale of the architecture, simplicity, and excellent materials. 6) The applicant shall submit a Request for Exception letter for the oversized letters. 7) A sample of the amber color shall be provided.
- Action: Hausz/Nilsen, 5/0/0.

RECESSED FROM 3:11 P.M. TO 3:21 P.M.

RECONSIDERATION HEARING

9. **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.)

(Applicant requests reconsideration of the motion dated March 10, 2004.)

(2:36)

David Benton, Designer, present.

- Motion: To reconsider the motion of March 10, 2004.
 Action: Hausz/Nilsen, 5/0/0.

- Motion: Final approval of the project with the following conditions: 1) Sign A shall be installed on Calle Real instead of Pesetas Lane. 2) The logo shall be a maximum of 20 inches tall. 3) The color shall be a warm off-black. 4) All documents shall be revised to include conditions Nos. 1 through 3.
 Action: Hausz/Ziemer, 4/1/0. Larson opposed.

CONCEPT REVIEW - NEW

10. **800 MIRAMONTE DR** A-1/C-X/E-1 Zone
 Assessor's Parcel Number: 035-050-063
 Application Number: SGN2004-00035
 Architect: Pacific Architects, Inc.
 Owner: Dreier Properties, LLC

(Proposal for a new ground sign. 26.00 square feet of signage is being requested, in addition to 25.00 square feet of existing signage. The building frontage is 226.00 feet. The allowable signage is 90.00 square feet.)

(3:21)

Bill Wolf, Architect, present.

Motion: Continued indefinitely to Conforming Review with the following comments: 1) There is to be only one sign, not two. 2) Eliminate the internal illumination behind the letter D. 3) The ground lighting is to be 20-Watt halogen MR-16 lamps or similar lamps. 4) It was suggested to tone down the presented blue color.

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

CONFORMING CALENDAR

March 10, 2004

CONCEPT REVIEW - NEW

A. 1015 STATE ST

C-2 Zone

Assessor's Parcel Number: 039-281-020
 Application Number: SGN2004-00030
 Owner: Richard Kern, Trustee
 Contractor: Signs By Ken

(Proposal to install one 7 square foot wall sign, one 3.4 square foot wall sign and one 9.2 square foot hanging sign at the property. 19.60 square feet of signage is requested. The linear building frontage is 20.00 feet. The allowable signage is 20.00 square feet.)

Final approval of the project with the following conditions: 1) All signs shall be made of MDO. 2) The sign on the rear face of building shall be only eight inches off the ground.

CONCEPT REVIEW - NEW

B. 514 STATE ST

C-M Zone

Assessor's Parcel Number: 037-173-037
 Application Number: SGN2004-00031
 Contractor: Signs By Ken
 Owner: Garrett Judith Johnson

(Proposal to install one 5.73 square foot wall sign at the property. 5.07 square feet of signage is being requested with 2.15 square feet of existing signage. The linear building frontage is 18.00 feet. The allowable signage is 18.00 square feet.)

Final approval of the project with the following conditions: 1) The sign shall be made of MDO or metal. 2) The lighting is not acceptable as presented.

March 17, 2004

REFERRED FROM CONFORMING SIGN REVIEW

C. 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
 Applicant: Vogue Signs

(Proposal to install a new double-faced non-illuminated multi-tenant monument sign on Gutierrez Street. This project is part of an enforcement case. 24.00 square feet of signage is being requested with 4.00 square feet of existing signage. The linear building frontage is 66.00 feet. The allowable signage is 66.00 square feet.)

Final approval of the project with the following conditions: 1) The mounting method shall be specified. 2) Black dots shall be depicted on each signboard. 3) Color numbers and samples for colors shown on plans shall be submitted. 4) At the last review, the Committee requested that the applicant use warmer black and grey colors.

REFERRED FROM CONFORMING SIGN REVIEW**D. 336 ANACAPA ST**

C-M Zone

Assessor's Parcel Number: 031-331-001
 Application Number: SGN2004-00026
 Business Name: Livity
 Owner: Alphonso & Lucy Sanchez

(Proposal to install two new 10.6 square foot non-illuminated wall mounted wood signs. 24.38 square feet of signage is requested. The linear building frontage is 26.00 feet. The allowable signage is 26.00 square feet.)

Final approval of the project with the following conditions: 1) The thickness of the applied letters shall be three-quarters of an inch; this shall be called out on the plans. 2) The color number of the white on the sign shall be an off-white and shall be called out on the plans. 3) All paint used shall have a satin finish. 4) Consider a slightly darker shade of green. 5) The Committee asks the applicant to consider choosing a slightly darker shade of green but does not make this a condition of approval.

CONCEPT REVIEW - NEW**E. 3849 STATE ST I-59**

C-2/SD-2 Zone

Assessor's Parcel Number: 051-010-011
 Application Number: SGN2004-00028
 Applicant: Matt Drain
 Agent: Glen Morris
 Owner: Nourollah & Rachel Kharrazi, Trustees
 Business Name: Bayside Watch

(Proposal for a new 7.5 square foot wall sign for Bayside Watch located at La Cumbre Plaza Shopping Center. 7.50 square feet of signage is being requested with 8.50 square feet of existing signage. The allowable signage is 8.50 square feet.)

Final approval of the project as submitted.

CONCEPT REVIEW - NEW**F. 140 S HOPE AVE A-1**

C-2/SD-2 Zone

Assessor's Parcel Number: 051-010-007
 Application Number: SGN2004-00029
 Business Name: Prints Plus
 Agent: Glen Morris
 Owner: Riviera Dairy Products

(Proposal for a new 12 square foot backlit neon illuminated wall sign for Prints Plus in the La Cumbre Plaza Shopping Center. 12.00 square feet of signage is requested. The allowable signage is 15.00 square feet.)

Final approval of the sign with the following conditions: 1) The red in the sign shall be toned down. 2) Consider a more subtle sign style like the "Pizza Mizza" sign next door.

REFERRED FROM CONFORMING SIGN REVIEW**G. 6 W DE LA GUERRA ST**

C-2 Zone

Assessor's Parcel Number: 037-400-013
Application Number: SGN2004-00032
Owner: Yee Li Family Corporation
Business Name: Tixstar
Contractor: Signs By Ken

(Proposal to install a 3 square foot projecting sign at the property. 3.00 square feet of signage is being requested. The linear building frontage is 15.00 feet. The allowable signage is 15.00 square feet.)

Final approval of the project with the following conditions: 1) The ends of curved bracket piece shall be hammered to give a custom look. 2) Chain links holding sign shall be one single, stretched link on each end of the bracket.

**** MEETING ADJOURNED AT 3:33 P.M. TO THE PROPOSED CREEKS SIGN PROGRAM SITE VISITS
SCHEDULED FOR MARCH 25, 2004 AT 2:00 P.M. ****