

** 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 April 2, 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 24, 2004.

Motion: Approval of the minutes of the Sign Committee meeting of March 24, 2004, with corrections.
Action: Hausz/Larson, 5/0/0.

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from March 24 to March 31 are listed at the end.

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

1. Ms. Larson announced that Santa Barbara Beautiful had requested recommendations for a commercial sign that could be given an award.
2. Mr. Nilsen asked for a status update on the citation program. Ms. Longo stated that there is none at this time. Ms. Larson suggested that the committee members be given blue tablets to use for in reporting citations.
3. Ms. Longo announced that the time is approaching for the committee to nominate outstanding signs to receive 2004 awards. The nomination will begin in the next month.

E. Possible Ordinance Violations.

Ms. Larson reported a possible violation at 1115 State Street, Camille's Day Spa.

CONCEPT REVIEW - CONTINUED**1. 406 E HALEY ST**

C-M Zone

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

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

(1:43)

Gina Flint, Designer, present.

Motion: Final approval of the signs with the following conditions: 1) Sign B is approved in the location proposed, except the bottom of the sign shall be no more than 12 inches above the top of the window. 2) Sign A shall be relocated to the left of the Laguna Street elevation main entrance door, mounted eight feet to the top of the sign. 3) The words "Open to the Public" shall be removed from the sign.

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

CONCEPT REVIEW - CONTINUED**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 to be painted aluminum. This property is located in El Pueblo Viejo Historic Landmark District. 20.00 square feet of signage is being requested. The building frontage is 100.00 feet. The allowable signage is 65.00 square feet.)

(2:00)

Doug Reeves, architect, present

Motion: Continued for two weeks with the following comments: 1) Study the materials, design, and lighting to conform appropriately to El Pueblo Viejo District. 2) Instead of an internally illuminated ground sign, consider painting the sign directly on to the building. 3) Age the typeface in some way. 4) Soften the green color, and the black should be a warm black. 5) The lighting should be decorative in nature. 6) Eliminate the words "rent-a-car". 6) Reduce the size of the block containing the graphic E to 10 inches. 7) There should be no internal illumination.

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

CONCEPT REVIEW - NEW**3. 1 N CALLE CESAR CHAVEZ 110** OM-1/SD-3 Zone

Assessor's Parcel Number: 017-113-012
 Application Number: SGN2004-00038
 Owner: Jacques Ptrs
 Business Name: Arts Alive
 Applicant: Sign Express

(Proposal for a new 25 square foot wall mounted sign for Arts Alive. 25.00 square feet of signage is being requested. The building frontage is 130.00 feet. The allowable signage is 108.75 square feet.)

(2:25)

Laura Inks, owner; and Fred Barbaria, applicant, present.

Motion: Final approval of the sign as submitted.
 Action: Hausz/Nilsen, 4/1/0. Larson opposed.

CONCEPT REVIEW - NEW**4. 517 E GUTIERREZ ST** M-1 Zone

Assessor's Parcel Number: 031-292-009
 Application Number: SGN2004-00039
 Owner: Jaramillo Ettra et al, Trustees
 Business Name: Independent Automotive Group
 Business Name: Santa Barbara Mobile Auto Services
 Applicant: Sign Express

(Proposal for three new signs including a 29.77 square foot ground sign and two 10 square foot wall mounted signs. An exception is being requested due to the fact that the applicants cannot satisfy being 75 square feet from a neighboring ground sign due to unusual circumstances of the existing driveway. 49.77 square feet of signage is being requested, in addition to 28.67 square feet of existing signage. The building frontage is 50.00 feet. The allowable signage is 50.00 square feet.)

(PROJECT REQUIRES TRANSPORTATION DIVISION COMMENTS)**(2:33)**

Fred Barbaria, Sign Express, applicant, present.

Staff Comments: Rain Longo, Planning Technician, relayed the Transportation Division's concern that a sign higher than the existing fence would reduce the visibility of pedestrians on the sidewalk. She stated the Transportation Division recommends that the sign not exceed 42 inches in height.

Motion: Continued two weeks and a denial of the exception request with the following comments: 1) The style does not relate to the building design. 2) Sign A is not acceptable as presented but a smaller sign, painted on the wall, should be considered. 3) Signs B and C should be combined, stacked, and located over the door/window. 4) The existing black sign should be eliminated, and the address numbers should be relocated. 5) It is recommended that the 2-inch letters on the signs be relocated to the window and the committee be presented with the proposed elevation showing the new location. 6) The colors should be muted; color samples are required for the new colors.

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

CONCEPT REVIEW - NEW**5. 403 E MONTECITO ST** M-1 Zone

Assessor's Parcel Number: 031-343-010
 Application Number: SGN2004-00041
 Owner: Richard Spann
 Business Name: Gilrichco Holdings, LLC
 Contractor: Sunset Signs

(Proposal to install a new wall mounted PVC painted individual pin-mounted letters. 17.50 square feet of signage is being requested. The building frontage is 90.00 feet. The allowable signage is 65.00 square feet.)

(2:49)

Scott Mailanen, applicant; Dave Benton, sign contractor, present.

Motion: Final approval of the sign with the condition that the letters should be made from the exact, same materials as the Carpenter's Union letters. (The letters shall be manufactured of 3/4" solid acrylic custom cut letters painted metallic copper.)

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

CONCEPT REVIEW - NEW**6. 535 CHAPALA ST** C-2 Zone

Assessor's Parcel Number: 037-163-003
 Application Number: SGN2004-00042
 Owner: Byers Family Trust of 2002 5/20/02
 Contractor: Benton Signs & Designs
 Business Name: Eclectico

(Proposal to install one new 4.16 square foot pin mounted wall sign, two painted awning signs each at 1.0 square foot on existing awnings, and 12 small vinyl window logos designed to simulate frosted glass totaling 12 square feet. This structure is located in El Pueblo Viejo Historic Landmark District. 18.16 square feet of signage is being requested. The building frontage is 50.00 feet. The allowable signage is 50.00 square feet.)

(2:58)

Dave Benton, Contractor, present.

Motion: Final approval of the project as submitted.

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

CONCEPT REVIEW - NEW**7. 11 GARDEN ST** HRC-2/SD-3 Zone

Assessor's Parcel Number: 033-113-017
 Application Number: SGN2004-00040
 Owner: Santa Barbara Redevelopment Agency
 Applicant: Lisa Nelson

(Proposal to install necessary signage for an honor fee system for the City of Santa Barbara Waterfront Parking lot located on the corner of Garden and Cabrillo Streets. The proposal includes four signs: sign A is a 9.2 square foot rate fee sign, Sign B is a 44.85 square foot guarded slot sign with collection boxes on both sides, Sign C is a 44.85 square foot guarded slot sign with collection box on one side and rate fee sign on other, Sign D is a 12 square foot honor fee entrance sign (this will not be an additional sign; it will replace an existing sign during off-duty hours). 99.00 square feet of signage is being requested, in addition to 27.80 square feet of existing signage.)

(3:03)

Lisa Nelson, Diana Palmer, and Frank Hornacker, Waterfront Parking, present.

Motion: Continued indefinitely with the following comments: 1) The mass of signs B and C should be reduced to preserve as much of the public view as possible. 2) A serif font should be used. 3) The yellow color is too bright. 4) Indicate the locations of the existing lighting and provide a landscape plan. 5) Both the aluminum material and the decorative scrollwork on top of the sign should be more traditional and appropriate to El Pueblo Viejo Landmark District. 6) Reduce the number of words on the sign. The Committee thanks the applicant for the thoroughness of the submission.

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

CONFORMING CALENDAR

March 26, 2004

REVIEW AFTER FINAL

A. 1435 ANACAPA ST

R-O Zone

Assessor's Parcel Number: 039-072-003
Application Number: SGN2003-00001
Owner: Albert & Lillian Winnikoff, Trustees
Contractor: Vogue Sign Company
Business Name: Land American Lawyers Title

(Proposal for an 8.7 square foot wall sign for Land America Lawyers Title. The sign is to be constructed from two-inch-thick, stud-mounted aluminum letters. The proposed maximum letter height is nine inches. 8.70 square feet of signage is being requested with 8.50 square feet of existing signage. The linear building frontage is 85.00 feet. The allowable signage is 85.00 square feet.)

Final approval of the Review After Final submission of a minor color change for an expired permit.

**** MEETING ADJOURNED AT 3:25 P.M. ****