



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

<b>Wednesday, April 21, 2004</b>	<b>David Gebhard Public Meeting Room: 630 Garden Street</b>	<b>1:30 P.M.</b>
<b>COMMITTEE MEMBERS:</b>	LORETTA REDD, Chair, Present DAWN ZIEMER, Vice Chair, Present STEVE HAUSZ, Absent STELLA LARSON, Absent TOM NILSEN, Present	
<b>ALTERNATES:</b>	ANTHONY SPANN, Absent CHRISTOPHER MANSON-HING, Absent	
<b>CITY COUNCIL LIAISON:</b>	DAS WILLIAMS, Present at 2:15 p.m.	
<b>STAFF:</b>	JAIME LIMÓN, Design Review Supervisor, Absent RAIN LONGO, Planning Technician I, Present VIVIAN HIGGINS, Temporary 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 April 16, 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 April 7, 2004.**

Motion: Approval of the minutes of the Sign Committee meeting of April 7, 2004 with no corrections.  
Action: Nilsen/Ziemer, 3/0/0.

**C. Listing of Approved Conforming Signs.**

The signs approved on Conforming Sign Review from April 7 to April 14 are listed at the end.

**D. Announcements, requests by applicants for continuances and withdrawals, and future agenda items.****1. Ms. Longo made the following announcements:**

- a) Item No. 4 requested a two week postponement.

Motion: To postpone Item No. 4 two weeks, at the applicant's request.  
Action: Nilsen/Ziemer, 3/0/0

- b) She has ordered some blue tablets for the committee to use when reporting citations.  
c) The application for 113 Harbor Way has been withdrawn. Ms. Longo relayed the applicant's thanks to the committee for their time.  
d) The Unity Shop, on the 1200 block of State Street, has removed their unpermitted sign.  
e) Mr. Hausz would not attend today's meeting.

**2. Chair Redd made the following announcements:**

- a) Ms. Larson would be late for today's meeting  
b) She would not attend the May 5, 2004 meeting, and asked Ms. Ziemer to chair the meeting on that day.

**3. Ms. Ziemer announced that she would leave at 3:00 p.m.****E. Possible Ordinance Violations:****1. Mr. Nilsen reported the following possible ordinance violations:**

- a) At 101 Garden Street, Fine Teak may have two banner signs on the fence.

- b) Harbor Parking, City of Santa Barbara Harbor Department, may have installed unpermitted signs in the parking lot.
  - c) Staff shall confirm that all Tileco "Open to the Public" signs are removed.
2. Ms. Ziemer reported the following possible ordinance violations:
- a) El Grullo, at 4123 State Street, may have a banner sign.
  - b) Warehouse Discounter, at 3920 State Street, may have a portable sign in excess of four feet.
  - c) U-Haul, at 4101 State Street, may have a portable sign.
  - d) Perfect Laps, at 4159 State Street, may have multiple unpermitted banners.
  - e) Santa Barbara Gymnastic Club, at 4179 State Street, may have a portable unpermitted sign.
3. Chair Redd reported that AT&T Wireless, at La Cumbre Plaza, displays a large balloon sign weekends; it appears on Fridays and is removed by Monday morning.

### CONCEPT REVIEW - NEW

1. **436 E GUTIERREZ ST** M-1 Zone
- Assessor's Parcel Number: 031-343-009  
 Application Number: SGN2004-00023  
 Owner: Laguna Industrial Partners  
 Business Name: Car Parts of Santa Barbara  
 Contractor: Vogue Signs

*(Proposal to install a new non-illuminated blade sign. 21.20 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 25.00 square feet.)*

**(1:53)**

Ron Wilkinson, Vogue Signs; Jack Woodruff, and Bob Jenkins, Car Parts of Santa Barbara, present.

Motion: Continued to the Conforming Sign Review with the following comments: 1) Consider relocating sign A to the area over the office window on the Olive Street side. 2) Make the red and the blue colors warmer, to match the Mediterranean color scheme of the building. 3) Restudy the size of the logo and fonts.

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

### CONCEPT REVIEW – CONTINUED

2. **517 E GUTIERREZ ST** M-1 Zone
- Assessor's Parcel Number: 031-292-009  
 Application Number: SGN2004-00039  
 Owner: Jaramillo Ettra et al, Trustee  
 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.)*

**(1:42)**

Fred Barbaria, applicant, present.

Motion: Final approval of the signs as submitted.  
 Action: Nilsen/Ziemer, 3/0/0.

### CONCEPT REVIEW - NEW

3. **3427 STATE ST** C-P/SD-2 Zone

Assessor's Parcel Number: 051-063-012  
 Application Number: SGN2004-00043  
 Business Name: Farmer Boy / El Rancherito Cafe  
 Applicant: Ralph Karleskint  
 Owner: Richard James Inc

*(Proposal for a face change for "Farmer's Boy Restaurant" sign to "Farmers Boy & El Rancherito Cafe." 16.50 square feet of signage is being requested, in addition to 16.50 square feet of existing signage. The building frontage is 20.00 feet. The allowable signage is 16.50 square feet.)*

**(2:14)**

Ralph Karleskint, applicant, present.

Motion: Final approval of the sign with the following conditions: 1) The red letters shall be muted. 2) The white letters shall be an ivory color. 3) The sign shall be the same size as the original sign.  
 Action: Nilsen /Ziemer, 3/0/0.

### CONCEPT REVIEW - CONTINUED

4. **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.)*

Postponed two weeks, at the applicant's request

**RECESSED FROM 2:21 TO 2:25 P.M.**

### CONCEPT REVIEW - NEW

5. **500 ANACAPA ST** C-M Zone

Assessor's Parcel Number: 031-201-031  
 Application Number: SGN2004-00048  
 Owner: Louis L & Leonila A Sanchez  
 Architect: Rex Ruskauff  
 Business Name: Absinthe Bar

*(Proposal for two wall mounted non-illuminated painted signs - sign A is 14.90 square feet and sign B is 9.50 square feet. 24.40 square feet of signage is being requested. The building frontage is 120.00 feet. The allowable signage is 90.00 square feet.)*

**(2:25)**

Rex Ruskauff, architect, present.

Motion: Continued two weeks with the comment to staff to look into any prior findings or comments for this project.

Action: Nilsen /Zimmer, 3/0/0.

### **REFERRED FROM CONFORMING SIGN REVIEW**

6. **2928 DE LA VINA ST** C-2/SD-2 Zone

Assessor's Parcel Number: 051-180-019  
 Application Number: SGN2004-00044  
 Owner: James G & Barbara E Rowden, Trustees  
 Agent: Freedom Signs  
 Business Name: Jungletoy

*(Proposal for a face change to an existing internally illuminated cabinet sign. 13.45 square feet of signage is being requested, in addition to 45.90 square feet of existing signage. The building frontage is 12.00 feet. The allowable signage is 45.90 square feet.)*

**(2:40)**

Betsy Harris, agent, present.

Motion: Continued indefinitely to the Conforming Sign Review with the following suggestions: 1) Mute the green color. 2) Consider reversing the colors so that the background is green and the letters are white. 3) Repaint the existing can to brown, to match the other cans in the area. 4) Block out the existing logo by 75%, and reduce it from 14 inches to 12 inches.

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

### **REFERRED FROM CONFORMING SIGN REVIEW**

7. **33 E VICTORIA ST** C-2 Zone

Assessor's Parcel Number: 039-133-009  
 Application Number: SGN2004-00046  
 Owner: Porter Alan  
 Contractor: Benton Signs & Designs  
 Business Name: Otherworld Tattoo

*(Proposal for a window sign made of vinyl lettering simulating gold leaf. 2.20 square feet of signage is being requested. The building frontage is 19.00 feet. The allowable signage is 9.50 square feet.)*

**(2:52)**

Dave Benton, Benton Signs & Designs present.

Motion: Final approval of the sign as submitted.

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

### **CONFORMING CALENDAR**

**April 07, 2004**

**CONCEPT REVIEW - NEW****A. 3660 STATE ST** R-O/SD-2 Zone

Assessor's Parcel Number: 053-311-037  
Application Number: SGN2004-00036  
Owner: Arthur J. & Lillian N. Bosse  
Contractor: Signs By Ken

*(Proposal for new corporate logo/face change to an existing monument and wall sign at the property. Exception are being requested to allow the logo on the monument sign to be 15 inches in height and the logo on the wall sign to be 24 inches in height. 21.41 square feet of signage is being requested. The linear building frontage is 100.00 feet.)*

Final approval of the signs as submitted.

**CONCEPT REVIEW - CONTINUED****B. 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 to install new pin-mounted letters onto a ground sign for a commercial building. Proposal includes external illumination. 26.00 square feet of signage is being requested with 25.00 square feet of existing signage. The linear building frontage is 226.00 feet. The allowable signage is 90.00 square feet.)*

**(PROJECT REQUIRES TRANSPORTATION DIVISION COMMENTS)**

Final approval of the sign as submitted.

**April 14, 2004**

**CONCEPT REVIEW - NEW****C. 33 E VICTORIA ST** C-2 Zone

Assessor's Parcel Number: 039-133-009  
Application Number: SGN2004-00046  
Owner: Alan Porter  
Contractor: Benton Signs & Designs  
Business Name: Otherworld Tattoo

*(Proposal for a window sign made of vinyl lettering simulating gold leaf. 2.20 square feet of signage is being requested. The linear building frontage is 19.00 feet. The allowable signage is 9.50 square feet.)*

Final approval of the sign with the condition that the letters on the window be painted gold leaf. Vinyl is not permissible in El Pueblo Viejo Landmark District.

**CONCEPT REVIEW - NEW****D. 2001 STATE ST**

C-2 Zone

Assessor's Parcel Number: 025-311-013  
 Application Number: SGN2004-00045  
 Owner: The Tafejian Partnership  
 Business Name: Johnson's Boxing-Kickboxing Studio  
 Agent: Freedom Signs

*(Proposal to add a new sign in the window. 0.00 square feet of signage is being requested. The linear building frontage is 18.50 feet.)*

Final approval of the sign as submitted.

**CONCEPT REVIEW - NEW****E. 524 CHAPALA ST**

C-M Zone

Assessor's Parcel Number: 037-171-004  
 Application Number: SGN2004-00047  
 Owner: The Santa Barbara Jewish Federation

*(Proposal to change metal lettering on building, resulting in an increase in sign square footage. 2.84 square feet of signage is being requested with 13.39 square feet of existing signage. The linear building frontage is 100.00 feet. The allowable signage is 65.00 square feet.)*

Final approval of the project as submitted.

**CONCEPT REVIEW - CONTINUED****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 being requested. The allowable signage is 15.00 square feet.)*

Final approval of the color samples with condition that the warmer red, #186-C, be used.

**REVIEW AFTER FINAL****G. 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 linear building frontage is 130.00 feet. The allowable signage is 108.75 square feet.)*

**(Color Change to the text from black to purple)**

Final approval of the sign as submitted.

**CONCEPT REVIEW - NEW**

**H. 2928 DE LA VINA ST**

C-2/SD-2 Zone

Assessor's Parcel Number: 051-180-019  
Application Number: SGN2004-00044  
Owner: James G & Barbara E Rowden, Trustees  
Agent: Freedom Signs  
Business Name: Jungletoy

*(Proposal for a face change to an existing internally illuminated cabinet sign. 13.45 square feet of signage is being requested, in addition to 45.90 square feet of existing signage. The building frontage is 12.00 feet. The allowable signage is 45.90 square feet.)*

Continued one week to the full committee.

**\*\* MEETING ADJOURNED AT 2:58 P.M. \*\***