



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

**Wednesday, May 5, 2004**

**David Gebhard Public Meeting Room: 630 Garden Street**

**1:30 P.M.**

**COMMITTEE MEMBERS:**

LORETTA REDD, Chair, Absent  
DAWN ZIEMER, Vice Chair, Present, presiding as Chair  
STEVE HAUSZ, Present at 1:40 p.m.  
STELLA LARSON, Present  
TOM NILSEN, Present

**ALTERNATES:**

ANTHONY SPANN, Absent  
CHRISTOPHER MANSON-HING, Absent

**CITY COUNCIL LIAISON:**

DAS WILLIAMS, Absent

**STAFF:**

JAIME LIMÓN, Design Review Supervisor, Absent  
RAIN LONGO, Planning Technician I, Present  
VIVIAN HIGGINS, Temporary Recording Secretary, Present

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**\*\* 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 30, 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 meetings of April 21, 2004 and May 5, 2004.

Motion: To postpone approval of the minutes of the Sign Committee meeting of April 21, 2004 until a quorum was available.

Action: Larson/Nilsen, 3/0/0

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from April 21, 2004 to April 28, 2004 are listed at the end.

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

Ms. Longo made the following announcements:

1. Item No. 1 requested a two-week postponement.

Motion: Postpone Item No. 1 two weeks at the applicant's request.

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

2. The ABR/HLC/SC Complaint Forms are now available from staff.

E. Possible Ordinance Violations.

The Committee members turned in forms to report various possible ordinance violations.

**CONCEPT REVIEW - CONTINUED****1. 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, painted aluminum, wall mounted signs, and one custom channel halo lit wall mounted ground sign. This property is located in El Pueblo Viejo District. 20.00 square feet of signage is being requested. The linear building frontage is 100.00 feet. The allowable signage is 65.00 square feet.)*

Postponed two weeks at the applicant's request.

**CONCEPT REVIEW - CONTINUED****2. 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  
 Business Name: Garden/Cabrillo Street Lot

*(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 the other, Sign D is a 12 square foot honor fee entrance sign (this will not be an additional sign instead 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.)*

**(2:10)**

Lisa Nelson, Waterfront and Frank Hornacker, Waterfront, present.

Motion: Final approval of the sign with the following conditions: 1) That any other signs proposed for the site shall be consistent with El Pueblo Viejo District guidelines. 2) The font shall be a serif font.

Action: Nilsen/Hausz, 3/1/0. Larson opposed.

**CONCEPT REVIEW - CONTINUED****3. 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 linear building frontage is 120.00 feet. The allowable signage is 90.00 square feet.)*

**(2:29)**

Rex Ruskauff, Applicant, present.

Motion: Final approval of the sign with the condition that the sign finish shall have an antiqued appearance.

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

**CONCEPT REVIEW - NEW****4. 606 E HALEY ST**

C-M Zone

Assessor's Parcel Number: 031-293-002  
 Application Number: SGN2004-00049  
 Owner: J-L Ventures LC  
 Applicant: Signs of Distinction, LLC  
 Contractor: Dave Tilsner Signs  
 Business Name: 101 Collision

*(Proposal to install one 5.44 square foot wall sign, one 9 square foot hanging sign and one 21.25 square foot monument sign for 101 Collision. 35.69 square feet of signage is being requested. The linear building frontage is 49.00 feet. The allowable signage is 49.00 square feet.)*

**(PROJECT REQUIRES TRANSPORTATION DIVISION COMMENTS.)****(1:37)**

Bruce Rokos, Signs of Distinction, LLC, present.

Motion: Continued two weeks, with the following comments: 1) Mute the colors, especially the red. 2) Lower the sign on the building. 3) Ensure a maximum letter height of 10 inches. 4) The sign background should be a darker color, not white. 5) Restudy the monument sign, and consider lowering it by 12 inches. 6) The bronze arches should be more traditional in design. 7) The Committee would prefer sandblasted wood for the signs. 8) Require landscape plans.

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

**IN-PROGRESS REVIEW****5. 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.)*

**(2:40)**

Tom Donnelly, applicant, present.

Motion: Continued indefinitely with the following comments: 1) Mute the colors. 2) Restudy the ironwork lettering and consider using a serif font. 3) Reduce the size of the arrow, and consider replacing it with a hand pointing to indicate direction. 4) Restudy the sign brackets. 5) Submit samples of the enameled steel proposed for sign W-7. 6) Review the ironwork with the Historic Landmarks Commission (HLC).

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

**CONCEPT REVIEW - NEW****6. 801 GARDEN ST**

C-2 Zone

Assessor's Parcel Number: 031-012-029  
Application Number: SGN2004-00050  
Business Name: BB&H Benefit Design  
Owner: FBK Investments LLC  
Applicant: Signs By Ken

*(Proposal to add a new 7.50 painted wall sign for a building located in El Pueblo Viejo Landmark District. 7.50 square feet of signage is being requested, in addition to 37.08 square feet of existing signage. The building frontage is 144.00 feet. The allowable signage is 90.00 square feet.)*

**(3:10)**

Ken Sorgman, Signs by Ken, present.

Motion: Final approval of the sign as submitted, with the suggestion that a serif font be used for the words "Benefit Design."

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

**CONCEPT REVIEW - NEW****7. 18 W FIGUEROA ST**

C-2 Zone

Assessor's Parcel Number: 039-231-016  
Application Number: SGN2004-00053  
Business Name: Norton's Pastrami  
Owner: Ruth B. Shoudy Trust  
Contractor: Signs By Ken

*(Proposal to install one 4.16 square foot hanging sign, one 3.28 square foot window sign, and one 3.36 square foot awning sign for Norton's Pastrami located in El Pueblo Viejo Landmark District. 10.80 square feet of signage is being requested. The linear building frontage is 16.00 feet. The allowable signage is 16.00 square feet.)*

**(AWNING TO BE REVIEWED BY ARCHITECTURAL BOARD OF REVIEW.)****(3:14)**

Ken Sorgman, Signs by Ken, present.

Motion: Continued two weeks to the Conforming Review with the following comments: 1) The colors should be muted, and samples submitted. 2) The color change for the awning should be reviewed by the HLC.

Action: Hausz/Nilsen, 3/1/0. Larson opposed.

**CONCEPT REVIEW - NEW****8. 214 STATE ST** HRC-2/SD-3 Zone

Assessor's Parcel Number: 033-051-015  
 Application Number: SGN2004-00055  
 Contractor: Signs By Ken  
 Owner: Kim Hughes  
 Business Name: Club Bed

*(Proposal for a new 8.88 square foot hanging sign on an existing externally illuminated bracket located in El Pueblo Viejo Landmark District. 8.88 square feet of signage is being requested. The linear building frontage is 52.00 feet. The allowable signage is 50.00 square feet.)*

**(3:03)**

Ken Sorgman, Signs by Ken; and Ben Chrisman, Signs by Ken, present.

Motion: Final approval of the sign with the condition that color samples be submitted.  
 Action: Hausz/Nilsen, 4/0/0.

**CONCEPT REVIEW - NEW****9. 411 STATE ST** C-M Zone

Assessor's Parcel Number: 037-211-032  
 Application Number: SGN2004-00052  
 Contractor: Freedom Signs  
 Business Name: Zeno Mamie  
 Owner: Lewis Peter

*(Proposal to install a new 5.10 square foot wall mounted hanging sign on an existing bracket in El Pueblo Viejo Landmark District. 5.10 square feet of signage is being requested. The linear building frontage is 42.00 feet. The allowable signage is 42.00 square feet.)*

**(3:32)**

Betsy Harris, Freedom Signs, present.

Motion: Final approval of the sign with the following conditions: 1) The sign board shall have a routed detail.  
 2) The letter bracket shall be off-black. 3) The Committee suggests incorporating a three-dimensional representation of a flute on the sign.  
 Action: Hausz/Nilsen, 4/0/0.

**CONCEPT REVIEW - NEW****10. 1100 STATE ST** C-2 Zone

Assessor's Parcel Number: 039-232-010  
 Application Number: SGN2004-00054  
 Owner: La Arcada Investment Corporation  
 Applicant: Marty Bebout  
 Designer: Paul White  
 Business Name: Blue Bee Shoes

*(Proposal to install three new 6.00 square foot hanging signs on existing brackets for a space in La Arcada, which is located in the El Pueblo Viejo Landmark District. 18.00 square feet of signage is being requested. The linear building frontage is 51.00 feet. The allowable signage is 51.00 square feet.)*

**(PROJECT REQUIRES COMPLIANCE WITH THE SIGN PROGRAM.)**

**(3:40)**

Marty Bebout, Blue Bee Shoes, John Doucette, Blue Bee Shoes, present.

Motion: Final approval of the signs with the following conditions: 1) Each sign shall have a brown border, to comply with the La Arcada sign program. 2) The existing brackets shall be re-used. 3) All the signs shall have rounded corners. 3) The "Honeycomb" sign shall not include the words "Santa Barbara."  
4) The applicant shall submit updated plans to staff for approval.

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

### **CONFORMING CALENDAR**

**April 21, 2004**

### **CONCEPT REVIEW - CONTINUED**

**A. 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. The linear building frontage is 100.00 feet. The allowable signage is 63.75 square feet.)*

Final approval of the colors as submitted.

**April 28, 2004**

### **CONCEPT REVIEW - CONTINUED**

**B. 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 with 4.00 square feet of existing signage. The linear building frontage is 66.00 feet. The allowable signage is 25.00 square feet.)*

Final approval of the project as submitted.

**REFERRED FROM CONFORMING SIGN REVIEW**

**C. 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, Trustee  
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 with 45.90 square feet of existing signage. The linear building frontage is 12.00 feet. The allowable signage is 45.90 square feet.)*

Final approval of the project as submitted.

**\*\* MEETING ADJOURNED AT 4:00 P.M. \*\***