



City of Santa Barbara Planning Division

SIGN COMMITTEE MINUTES

Wednesday, May 19, 2004 **David Gebhard Public Meeting Room: 630 Garden Street** **1:30 P.M.**

COMMITTEE MEMBERS: LORETTA REDD, Chair, Present, left at 3:17 P.M.
DAWN ZIEMER, Vice Chair, Present
STEVE HAUSZ, Absent
STELLA LARSON, Present at 1:40 P.M.
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, Absent
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 May 14, 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: Approve the minutes of the Sign Committee meeting of May 5, 2004, with corrections.
Action: Nilsen/Larson, 3/0/1, Redd abstained.

Motion: Approve the minutes of the Sign Committee meeting of April 21, 2004 as presented.
Action: Ziemer/Redd, 3/0/0, Larson abstained.

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from May 5 to May 12, 2004 are listed at the end.

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

1. Ms. Baker announced that Steve Hausz would not attend the meeting.
2. Chair Redd announced that she would be leaving at 3:15 P.M. and Vice-Chair Ziemer would preside in her absence.

E. Possible Ordinance Violations.

1. Chair Redd reported that the Veterans Memorial Building periodically displays unpermitted banner signs to advertise a group called India House.
2. Stella Larson reported that Cutter Motors, 401 South Hope Avenue, may have an unpermitted banner sign and an advertising marquee during the weekend.
3. Tom Nilsen reported that Tileco may still be using their "Open to the Public" sign on the side of their building and would like Staff to follow up on it before issuing a permit.

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 building frontage is 100.00 feet. The allowable signage is 65.00 square feet.)

(1:35)

Doug Reeves, applicant, present.

Motion: Final approval of the sign as submitted. The applicant shall submit paint samples to staff.
 Action: Ziemer/Nilsen, 3/0/0.

CONCEPT REVIEW - CONTINUED**2. 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 building frontage is 49.00 feet. The allowable signage is 49.00 square feet.)

(PROJECT REQUIRES TRANSPORTATION DIVISION COMMENTS.)**(1:41)**

Bruce Rokos, Signs of Distinction, present.

Motion: Continued indefinitely to the Conforming Review with the following comments: 1) The applicant should submit samples of the redwood and cedar materials. 2) The bracket, bolts, chain, and all components of sign A should be painted a warm black. 3) Specify on the plans that Sign B should be painted on the side of the building with a matte finish, at the correct height. 4) Sign C should be lowered, incorporate wooden finials, and should not have any scrollwork at the bottom. 5) Add a separate, rectangular sign with rounded corners, bearing the word "Parking" in 2-inch letters, and a small arrow. 6) The landscape should have hand-watered materials, such as Agapanthus.
 Action: Larson/Ziemer, 4/0/0.

CONCEPT REVIEW - CONTINUED**3. 18 W FIGUEROA ST**

C-2 Zone

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

(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 building frontage is 16.00 feet. The allowable signage is 16.00 square feet.)

(Review of Colors)**(2:06)**

Ken Sorgman, Signs by Ken; and Harry Vamos, Norton's Pastrami, present.

Motion: Final approval of the sign as presented.

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

CONCEPT REVIEW - NEW**4. 1280 COAST VILLAGE RD**

C-1/SD-3 Zone

Assessor's Parcel Number: 009-230-035
 Application Number: SGN2004-00056
 Owner: Martin W. Foreman, Trustee
 Contractor: Signs By Ken
 Business Name: Los Arroyos

(Proposal to install a new 3/4-inch thick painted PVC pin-mounted wall sign and a face change to an existing redwood projecting sign on an existing bracket. 15.43 square feet of signage is being requested. The building frontage is 52.00 feet. The allowable signage is 52.00 square feet.)

(2:13)

Motion: Final approval of the sign as submitted with the following conditions: 1) The existing lights shall be identified on the plans and specifications shall be provided. The Board suggests using metal letters instead of PVC.

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

CONCEPT REVIEW - NEW**5. 2320 CALLE REAL**

C-O Zone

Assessor's Parcel Number: 025-090-027
 Application Number: SGN2004-00057
 Owner: Santa Barbara Cottage Hospital
 Contractor: Signs By Ken
 Business Name: Human Performance Center

(Proposal to install one new wall sign with cellulose acetate pin-mounted letters, and a face change with MDO to an existing ground sign. 51.70 square feet of signage is being requested. The building frontage is 80.00 feet. The allowable signage is 65.00 square feet.)

(2:25)

Ken Sorgman, Signs by Ken, present.

Motion: Continued to the Conforming Review with the following comments: 1) Restudy sign A consider using blue for the background and white for the lettering, and mute the colors. 2) Restudy the application of the logo. 3) Reduce the height of the pin-mounted wall sign letters to 8 inches and use an off-white finish.

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

CONCEPT REVIEW - NEW**6. 530 E MONTECITO ST** M-1 Zone

Assessor's Parcel Number: 017-030-002
 Application Number: SGN2004-00059
 Owner: Guanahani SBBC, LLC
 Contractor: Sign Express
 Business Name: KSBY-TV

(Proposal to install a wall mounted, 1/2-inch acrylic dimensional letters and logo for KSBY Television offices. 13.04 square feet of signage is being requested, in addition to 88.39 square feet of existing signage. The allowable signage is 25.00 square feet.)

(2:40)

Fred Barbaria, Signs Express, present.

Motion: Continued two weeks with the following comments: 1) Restudy the location, materials, size and color of the sign. 2) The Sign Committee understands that a sign program is being developed for the property.

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

CONCEPT REVIEW - NEW**12. 1722 STATE ST** C-2/R-1 Zone

Assessor's Parcel Number: 027-102-021
 Application Number: SGN2004-00060
 Owner: Ernest H. Brooks II Revocable Trust
 Architect: Kirk Gradin
 Business Name: Brooks Institute of Photography

(Proposal to add parking signage to an existing parking lot for Brooks Institute of Photography, which is located in El Pueblo Viejo Landmark District. 8.58 square feet of signage is being requested, in addition to 4.86 square feet of existing signage. The building frontage is 60.00 feet. The allowable signage is 60.00 square feet.)

(2:40)

Greg Griffin, applicant, present.

Motion: Final approval of the sign with the condition that the color of the field and the fasteners shall match the color of the building.

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

CONCEPT REVIEW - NEW13. **335 E GUTIERREZ ST**

M-1 Zone

Assessor's Parcel Number: 031-282-009
Application Number: SGN2004-00058
Owner: Stanley W. & Lynn E. Ashcraft Trustees
Applicant: Frank De Feo
Business Name: Tile Encounters

(Proposal to have three hand painted, 8.25 square feet wall signs, located on front, side, and back of the building. 24.75 square feet of signage is being requested. The building frontage is 25.00 feet. The allowable signage is 25.00 square feet.)

(3:00)

Frank de Feo and Rick Covey, Tile Encounters, present.

Motion: Final approval of the signs with the following conditions: 1) If Sign A is to be tile, the applicant shall submit samples of the material to staff for approval. 2) The logo on sign A shall be eliminated. 3) Sign B is approved by the Committee and shall be reviewed by the ABR. 3) All lettering on signs A and B shall be reduced to 10 inches in height. 4) The words "Tile Encounters" over the arch shall be painted directly on the wall of the building.

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

CONCEPT REVIEW - CONTINUED14. **CITYWIDE**

Assessor's Parcel Number: 099-MS-C-0RW
Application Number: SGN2004-00033
Owner: City of Santa Barbara Creeks Division

(Proposal for a new City of Santa Barbara sign program along six creeks. The program would install creek name signs at selected bridges along with anti-pollution messages.)

(3:20)

Daniel Huecker, Creeks Outreach Coordinator; and Ruth von Eberstein, Graphic Artist, present.

Motion: Continued indefinitely with the following comments: 1) Restudy the shape, color and locations proposed for the signs, with the suggestion that the applicant should conduct additional research on bridge architecture and sign mounting standards in Santa Barbara. 2) Devise signs that are appropriate to each bridge's primary use, i.e., vehicular or pedestrian. 3) Consult with the Public Works to determine the minimum requirements for signing the bridges, and eliminate any excess signs.

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

CONFORMING REVIEW**May 5, 2004****REVIEW AFTER FINAL****A. 524 CHAPALA ST**

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 is 100.00 feet. The allowed signage is 65.00 square feet.)

Final approval of the sign as submitted.

May 12, 2004**REVIEW AFTER FINAL****B. 214 STATE STREET**

Assessor's Parcel Number: 033-051-015

Application Number: SGN2004-00055

Owner: Kim Hughes, Trustee

Contractor: Signs by Ken

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.)

Final approval of the sign as submitted.

**** MEETING ADJOURNED AT 4:04 P.M. ****