

** 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 28, 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 Comment:

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 May 19, 2004.

Motion: Approval of the minutes of the Sign Committee meeting of May 19, 2004, with corrections.
Action: Ziemer/Nilsen, 3/0/0.

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from May 19 to May 26, 2004 are listed at the end.

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

Ms. Longo announced that Stella Larson and Steve Hausz would not attend the meeting.

E. Possible Ordinance Violations.

Chair Redd reported the following possible ordinance violations:

1. Timbuktú at 120 W. Canon Perdido Street may have an unpermitted balloon sign on the rooftop.
2. The Back Store at El Pueblo Viejo may display an unpermitted red neon sign in the front window.

DISCUSSION ITEM:**(1:28)**

Bettie Hennon, City Planner, announced the City's one year financial plan to the Commission and the overview and focus of the financial mission of the City. In her statement, Ms. Hennon mentioned that the City was embarking on a new fee schedule for the General Plan Update which would be announced on the May 25, 2004 City Council hearing and available on the City's webpage (www.ci.santa-barbara.ca.us). She spoke of the necessity to reduce the City Redevelopment Department budget by \$182, 410, which amounted to a 5% departmental budget reduction. She cited that the policy adjustment to the Land Development Team and the Design Review Fees would result in a 30% incremental increase in a single family home or a commercial addition of 3,000 square feet (from \$400-\$450 to the new fee of \$580). Other fees, such as additional Project Reviews, would increase by 1/4 of the review fee on the fifth review, with another increase of 1/4 of the fee for a sixth review and so on. A postponement would require an additional fee of \$75. The added revenue for the fees, would cover one-half of the outside costs for consultants and advisors. The \$4.4 million dollar cost of the amendment to Measure E, which expires in the year 2010, was incorporated in the General Plan Update fee, averaging the cost to a 16 year period, for the increase in the building permit revenues possibly adding it as a charter amendment. Exemptions for the increase would be child care centers and 100% affordable housing projects. As for staffing needs, to meet the reduction, the position of the Principal Planner was eliminated and replaced by an Assistant Planner position, a non-management level position, and a reduction in cost. The Community Development Department was able to receive \$40,000 for temporary staffing and zoning enforcement program. There was no funding for the City's Historic Resource surveys, for now.

Danny Kato, Zoning Supervisor, spoke to the Committee about the update on Enforcement Activity. In his statement, he mentioned that the City now employs a Priority System to help categorize the immediacy of each complaint. He mentioned that prohibited signs will receive high priority, and would get a response of two to three days. Mr. Kato also mentioned that a review of certain violations revealed which methods of abatement were effective and which were not. He stated that sending postcards had proven an efficient method, as the response is effective and immediate as opposed to sending warning citation letters. He mentioned that the city of Santa Maria employs senior citizen volunteers who report violations to a dispatch center, so that an officer may follow up.

In closing, both Mr. Kato and Ms. Hennon explained that the best prevention for the violations was in the abatement, on which is what they would like to focus.

REFERRED FROM CONFORMING SIGN REVIEW

- | | | |
|----|------------------------------|---------------------------|
| 1. | 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 existing brackets. 15.43 Square feet of signage is being requested. The linear building frontage is 52.00 feet. The allowable signage is 52.00 square feet.)

(2:05)

Ken Sorgman, Signs by Ken, present.

- Motion: Final approval of the sign as submitted, and approval of the exception that the letter height exceed 12 inches on the grounds that the overall bulk of the sign does not exceed 14½ inches.
- Action: Ziemer/Nilsen, 3/0/0.

CONCEPT REVIEW – NEW

2. **1107 STATE ST** C-2 Zone

Assessor's Parcel Number: 039-231-012
 Application Number: SGN2004-00066
 Owner: Donna Silva Brunello 1994 Trust
 Business Name: Oasis Garden & Patio
 Contractor: Signs by Ken

(This is an enforcement case. Proposal to construct one projecting sandblasted redwood sign on an existing bracket and one painted wall sign for Oasis Garden & Patio, which is located in El Pueblo Viejo Landmark District. 8.30 square feet of signage is being requested. The linear building frontage is 22.00 feet. The allowable signage is 22.00 square feet.)

(2:11)

Ken Sorgman, Signs by Ken, present.

- Motion: Final approval of the sign with the condition that the color of the hanging brackets shall match the color of the existing bracket.
- Action: Ziemer/Nilsen, 3/0/0.

REFERRED FROM CONFORMING SIGN REVIEW

3. **3311 STATE ST** C-L/C-P/SD-2 Zone

Assessor's Parcel Number: 051-100-001
 Application Number: SGN2004-00061
 Business Name: Qui Se Bella
 Contractor: Dave Tilsner Signs

(Proposal for one 7.5 square foot halo lit channel letter sign for Qui Si Bella Spa. This property is subject to the Loreto Plaza Sign Program. 7.50 square feet of signage is being requested. The linear building frontage is 16.00 feet. The allowable signage is 12.00 square feet.)

(2:15)

Dave Tilsner, Dave Tilsner Signs; and Chrys Huyhn, present.

- Motion: Final approval of the sign with the following conditions: 1) A letter from the landlord shall be submitted, approving the exception to the three line rule. 2) The overall font height (top to bottom), of the S and P letters shall be 12 inches.

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

THE COMMITTEE RECESSED FROM 2:25 P.M. TO 2:35 P.M.

REFERRED FROM CONFORMING SIGN REVIEW

4. **135 E CARRILLO ST** C-2 Zone

Assessor's Parcel Number: 029-211-010
 Application Number: SGN2004-00063
 Owner: Tom & Pouran Parsai
 Business Name: 4 Seasons Market & Deli
 Agent: Benton Signs

(Proposal for two new painted wall signs for 4 Seasons Market & Deli located in El Pueblo Viejo Landmark District. 23.20 square feet of signage is being requested. The linear building frontage is 70.00 feet. The allowable signage is 65.00 square feet.)

(2:35)

Dave Benton, Benton Signs, present.

Motion: Final approval of the sign with the following conditions: 1) The letters on sign A, on the Carrillo Street side, shall be reduced to 10 inches in height. 2) The letters on sign B, on the Santa Barbara Street side, shall be reduced to 8 inches in height.

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

REFERRED FROM CONFORMING SIGN REVIEW

5. **1435 CLIFF DR** E-3/SD-3 Zone

Assessor's Parcel Number: 045-032-019
 Application Number: SGN2004-00064
 Owner: Free Methodist Church of Santa Barbara
 Contractor: Benton Signs
 Business Name: Free Methodist Church

(Proposal for a face change to an existing ground sign. The face change includes increasing the size of the 14.00 square feet interior redwood sign for the Free Methodist Church. The linear building frontage is 40.00 feet. The allowable signage is 40.00 square feet.)

(2:50)

Dave Benton, Benton Signs, present.

Motion: Final approval of the sign with the condition that the first horizontal line between the words "Free Methodist" and "Iglesia Cristiana" shall be eliminated.

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

CONCEPT REVIEW – NEW**6. 1 N CALLE CESAR CHAVEZ** OM-1/SD-3 Zone

Assessor's Parcel Number: 017-113-012
 Application Number: SGN2004-00068
 Owner: Jacques Ptrs
 Applicant: Good Management
 Contractor: Sign Express
 Business Name: Vercal Building

(Proposal for a painted pin-mounted wall sign with the name of the building and address on the North-West wall 16.46 square feet of signage is being requested. The linear building frontage is 285.00 feet. The allowable signage is 75.00 square feet.)

(2:58)

Fred Barbaria, Sign Express, present.

Motion: Continued two weeks with the following comments: 1) Submit a sample of the pad-mounted dimensional letters. 2) Research alternate font styles to better match the font style on the building directory. 3) Revise the drawings to show the address in upper and lower case letters. 4) Verify the lettering and ensure that the drawings reflect the actual dimensions.

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

CONCEPT REVIEW – NEW**7. 136 S HOPE AVE C-53** C-2/SD-2 Zone

Assessor's Parcel Number: 051-010-007
 Application Number: SGN2004-00071
 Owner: Riviera Dairy Products
 Agent: Glenn Morris
 Business Name: Pac Sun

(Proposal for two reversed channel Halo lit wall mounted signs for a remodeled space in La Cumbre Plaza. 8.00 square feet of signage is being requested. The allowable signage is 90.00 square feet. The Proposal includes an outdoor spotlight.)

(3:08)

Glen Morris, La Cumbre Plaza, agent, present.

Motion: Continued two weeks with the following comments: 1) Restudy the lighting to devise something more appropriate to the La Cumbre Mall. 2) Signs submitted to the Committee for review must comply with the ordinance. 3) Restudy the overall height of the sign lettering, including the outline. 4) The yellow color should be made warmer and have a matte finish. 5) The festoon lighting must be removed before a building permit will be issued.

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

CONCEPT REVIEW – NEW

9. **651 PASEO NUEVO** C-2 Zone

Assessor's Parcel Number: 037-400-002
 Application Number: SGN2004-00070
 Owner: Santa Barbara Redevelopment Agency
 Agent: Glenn Morris
 Business Name: Paseo Nuevo

(Proposal to change and update the color palette of seven different existing Paseo Nuevo identification signs located in El Pueblo Viejo Landmark District.)

(Requires Redevelopment Agency approval.)

(3:27)

Glen Morris, agent; and Louis Lazarine, Redevelopment Agency, present.

Motion: Continued two weeks with the following comments: 1) Provide more comprehensive photographs of the existing mall. 2) Restudy the colors and submit samples showing a broad spectrum of blues. 3) Committee members are encouraged to visit the site and study the existing signs.

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

May 26, 2004

REFERRED FROM CONFORMING SIGN REVIEW

A. **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.)

Final approval of the signs as submitted.

REVIEW AFTER FINAL**B. 411 STATE ST**

C-M Zone

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

(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.)

(Final Review of the Details.)

Final approval of the details as submitted.

CONCEPT REVIEW - CONTINUED**C. 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 linear building frontage is 80.00 feet. The allowable signage is 65.00 square feet.)

Final approval of the signs as submitted.

CONCEPT REVIEW - NEW**D. 1221 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-182-018
Application Number: SGN2004-00065
Owner: Unity Shoppe, Inc.
Contractor: Signs by Ken
Business Name: Veronica M

(Proposal to install a new pin mounted wall sign and a new projecting sign on an existing bracket located in El Pueblo Viejo Landmark District. Proposal conforms to the sign program. 6.33 square feet of signage is being requested. The linear building frontage is 27.00 feet. The allowable signage is 27.00 square feet.)

Final approval of the signs as submitted.

CONCEPT REVIEW - NEW**E. 415 W DE LA GUERRA ST**

R-4 Zone

Assessor's Parcel Number: 037-071-004
Application Number: SGN2004-00067
Owner: Montano Family Trust
Contractor: Bob Joyce
Business Name: Italian Grocery

(Proposal for an outdoor vending machine at the Italian Grocery store. This application is a resubmittal from a previously approved and expired permit. 3.60 square feet of signage is being requested. The linear building frontage is 100.00 feet. The allowable signage is 90.00 square feet.)

Final approval of the project as submitted.

**** MEETING ADJOURNED AT 3:40 P.M. ****