



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Wednesday, June 16, 2004

David Gebhard Public Meeting Room: 630 Garden Street

1:30 P.M.

COMMITTEE MEMBERS:

LORETTA REDD, Chair, Present
DAWN ZIEMER, Vice Chair, Present
STEVE HAUSZ, Present
STELLA LARSON, Present
TOM NILSEN, Absent

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
ELIA ZAVALA, 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.

- ** 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 June 10, 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 June 2, 2004.

No action was taken due to lack of quorum.

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from June 2 to June 9, 2004 are listed at the end.

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

Ms. Longo announced that there are no changes to the agenda.

E. Possible Ordinance Violations.

Ms. Larson, Mr. Hausz, Ms. Ziemer, and Chair Redd reported that Nordstrom had a two-story banner sign at the entrance of Paseo One and striped sale awnings on Canon Perdido and Chapala Street frontages.

CONCEPT REVIEW - NEW**1. 1150 COAST VILLAGE RD H C-1/SD-3 Zone**

Assessor's Parcel Number: 009-222-025
Application Number: SGN2004-00073
Owner: Villa Fontana Limited
Contractor: American Neonics, Inc.
Business Name: Waterworks

(Proposal to construct one 7.0 square foot hanging sign, one 3.29 square foot wall sign, one 5.0 square foot wall sign, and one 11.66 square foot flag at the property. This project conforms to the sign program. 26.95 square feet of signage is being requested. The linear building frontage is 42.00 feet. The allowable signage is 42.00 square feet.)

(1:37)

Jason Imber, agent, present.

Motion: Final approval of the project with the following conditions: 1) The arch sign shall be two colors, oyster for the background and warm gray no. 7 for the remainder elements of the sign. 2) The patina color shall be eliminated. 3) The frame and brackets for hanging the sign shall be an off black color. 4) The sign on the end of building is acceptable and it is suggested that the letters be pegged off 1/2 inch from the building. 5) The flag sign not approved. 6) These changes can be approved administratively.

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

CONCEPT REVIEW - NEW**2. 1325 STATE ST C-2 Zone**

Assessor's Parcel Number: 039-131-017
Application Number: SGN2004-00072
Owner: Joan Almond, Trustee
Contractor: Signs By Ken
Business Name: Opal Restaurant And Bar

(Proposal to construct two projecting signs, one at 1.0 square foot and one at 5.35 square feet. Proposal includes two 1.0 square foot awning signs. The property is located in El Pueblo Viejo Landmark District. 8.35 square feet of signage is being requested. The linear building frontage is 45.00 feet. The allowable signage is 45.00 square feet.)

(1:59)

Ken Sorgman, contractor, present.

Motion: Continued indefinitely to the Historic Landmarks Commission for review and approval of the changes to the awning with the comment that the Committee is concerned with the projecting sign being mounted above the awning on the State Street facade.

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

CONCEPT REVIEW - CONTINUED**3. 201 N CALLE CESAR CHAVEZ 206**

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 wall-mounted 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.)

(2:18)

Geno Haggan and Fred Barbaria, agents, present.

Motion: Continued two weeks with the following comments: 1) Study the use of a more traditional material such as ceramic tile. 2) Restudy the location of the sign. 3) The sign needs to be in proportion and visually consistent with the architecture of the building.

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

CONCEPT REVIEW - CONTINUED**4. 1 N CALLE CESAR CHAVEZ**

OM-1/SD-3 Zone

Assessor's Parcel Number: 017-113-012
Application Number: SGN2004-00068
Owner: Jacques Partners
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 at the North-West location. 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.)

(2:35)

Motion: Continued two weeks for the applicant to restudy other materials for the letters.

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

REFERRED FROM CONFORMING SIGN REVIEW**5. 3313 STATE ST** C-L/C-P/SD-2 Zone

Assessor's Parcel Number: 051-100-001
Application Number: SGN2004-00062
Owner: Deloreto Emil F & James M Trustees
Applicant: Ronald Wilkinson
Contractor: Vogue Sign Company
Business Name: Golf Klub

(Proposal for one new wall sign with individual reverse pan-channel illuminated letters. 9.00 square feet of signage is being requested. The linear building frontage is 16.00 feet. The allowable signage is 11.50 square feet.)

(2:48)

Ronald Wilkinson, applicant, and Tom Noise, owner of Golf Klub, present.

Motion: Revised final approval of the sign with the following conditions: 1) The size of the letters shall be 12 inches. 2) The green neon lights shall be changed to white neon lights in order to be consistent with other signs in the complex.

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

CONCEPT REVIEW - CONTINUED**6. 136 S HOPE AVE B-11** 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 reverse channel Halo lit wall-mounted signs for a remodeled space in La Cumbre Plaza. Proposal includes an outdoor spotlight. 8.00 square feet of signage is being requested. The allowable signage is 90.00 square feet.)

(2:58)

Glen Morris, agent, present.

Motion: Continued two weeks with the comment that the applicant should return with a proposal for patina halo-lit letters.

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

CONCEPT REVIEW - CONTINUED**7. 651 PASEO NUEVO**

C-2 Zone

Assessor's Parcel Number: 037-400-002
Application Number: SGN2004-00070
Owner: Redevelopment Agency/Santa Barbara
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.)

(3:01)

Glenn Morris, agent, and Lou Lazarine, City Redevelopment Agency, present.

Motion: Continued two weeks for colors to be reviewed informally with a member of the Historic Landmarks Commission. 2) Committee members should conduct a site visit.

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

CONFORMING CALENDAR**June 2, 2004****CONCEPT REVIEW - CONTINUED****A. 3313 STATE ST**

C-L/C-P/SD-2 Zone

Assessor's Parcel Number: 051-100-001
Application Number: SGN2004-00062
Owner: Deloreto Emil F & James M Trustees
Applicant: Ronald Wilkinson
Contractor: Vogue Sign Company
Business Name: Golf Klub

(Proposal for one new wall sign with individual reverse pan-channel illuminated letters. 9.00 square feet of signage is being requested. The linear building frontage is 16.00 feet. The allowable signage is 11.50 square feet.)

(Final Review of the Colors)

Final approval of the project with the following conditions: 1) The letter size shall be decreased to 10 inches. 2) The approved color shall match Frazee Holiday Green in a matte finish.

CONCEPT REVIEW - NEW

B. 1129 STATE ST

C-2 Zone

Assessor's Parcel Number: 039-231-037
Application Number: SGN2004-00069
Owner: 1129 State Street
Applicant: Burnell & Jewett
Business Name: 1129 State Directory Sign

(Proposal to add a new wall-mounted directory sign in the paseo of the building. This building is located in El Pueblo Viejo Landmark District. 0.50 square feet of signage is being requested. The linear building frontage is 238.00 feet. The allowable signage is 90.00 square feet.)

Final approval of the project as submitted.

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