

- ** 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 Friday July 23, 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 30, 2004.

Motion: Approval of the Minutes of the Sign Committee Meeting of June 30, as submitted.
Action: Larson/Ziemer, 3/0/0.

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from June 30, through July 14, 2004 are listed at the end.

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

Mr. Jaime Limón, Senior Planner, brought to the attention of the committee that the City Council would be hearing an item regarding exempting temporary American flags. City Council may refer this issue to The Ordinance Committee for discussion about how long a temporary flag can hang, and if there will be a size restriction. Staff will present the draft proposal to the Sign Committee so that have an opportunity to have input, and will let the committee know when this item will be on the agenda.

The second item has to do with a long standing problem the City has been dealing with of temporary signs that are put up for one-time events. The Zoning Ordinance is very specific about not allowing banners and signs, and an amendment is being proposed that would allow temporary signage. If the committee were given the authority to approve temporary signs, they could better regulate the types of signs displayed.

There were no cancellations or changes to the agenda.

E. Possible Ordinance Violations.

1. Chair Redd reported a possible ordinance violation at Four Seasons Market.
2. Ms. Larson reported a possible ordinance violation at the Blue Bee, where there may be unpermitted signs in each of the windows on Figueroa Street. She also reported a possible unpermitted Carl's Jr. flag flying on the flag pole under the US Flag in front of the restaurant on Milpas Street.
3. Another possible violation is the market on the corner of Garden and Yanonali.
4. The committee had a brief discussion regarding setting up a binder with copies of good and bad examples of acceptable signs. Ms. Ziemer submitted some photos that will be included in the sample binder.
4. Ms. Larson asked that staff please include the business name for each agenda item.

CONCEPT REVIEW - NEW

1. **818 GARDEN ST** C-2 Zone

Assessor's Parcel Number: 031-021-015
 Application Number: SGN2004-00080
 Owner: Senior Center of Santa Barbara
 Architect: Thompson Naylor Architects

(Proposal for a 2.2 square foot painted wall sign and a 1.6 square foot tile plaque located in El Pueblo Viejo Landmark District. 3.80 square feet of signage is being requested. The building frontage is 69.30 feet. The allowable signage is 65.00 square feet.)

(1:45)

Susette Naylor, architect, present

Motion: Final approved of the sign with the condition that the letters shall be painted to match Frazee black finish.
 Action: Ziemer/Redd, 4/0/0.

CONCEPT REVIEW - CONTINUED

2. **9 W ORTEGA ST** C-M Zone

Assessor's Parcel Number: 037-131-022
 Application Number: SGN2004-00075
 Owner: Garrett & Joann Van Wyk
 Agent: Rex Ruskauff
 Business Name: Dyno Cycle

(Proposal for a 5 square foot, projecting aluminum sign for Dyno Cycle located in El Pueblo Viejo Landmark District. 5.00 square feet of signage is being requested. The building frontage is 21.00 feet. The allowable signage is 21.00 square feet.)

(Second Concept Review.)

(1:51)

Rex Ruskauff, agent, present

Motion: Final approval of the revised submitted plans with the comment to warm up the gray color.
 Action: Larson/Ziemer, 4/0/0.

CONCEPT REVIEW - NEW**3. 1025 CHAPALA ST**

C-2 Zone

Assessor's Parcel Number: 039-272-008
 Application Number: SGN2004-00081
 Owner: R & B Montgomery Family Limited Partnership
 Designer: Signs by Ken
 Business Name: Brown & Brown Insurance

(Proposal for a 14 square foot painted wall sign with pin-mounted letters and a face change to an existing 7.5 square foot wall sign. 21.50 square feet of signage is being requested, in addition to 18.00 square feet of existing signage. The building frontage is 48.00 feet. The allowable signage is 48.00 square feet. The property is located in El Pueblo Viejo Landmark District.)

(1:54)

(Two Week Resubmittal.)

Ken Sorgman, Signs by Ken, present.

Motion: Continued two weeks with the following comments: 1) Study the suggestions made and return with alternate proposals. 2) The maximum letter height shall not exceed 10 inches. 2) Supply a better photo of the front door.

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

CONCEPT REVIEW - NEW**4. 104 W ANAPAMU ST**

C-2 Zone

Assessor's Parcel Number: 039-172-003
 Application Number: SGN2004-00082
 Owner: SB La Torre LLC
 Designer: Signs by Ken
 Business Name: Wachovia Securities

(Proposal for a new multi-tenant complex sign program at the La Torre Building located in El Pueblo Viejo Landmark District. 14.60 square feet of signage is being requested, in addition to 40.94 square feet of existing signage. The building frontage is 120.00 feet. The allowable signage is 90.00 square feet. The program includes a 12.6 square foot wall sign and a 2 square foot wall plaque.)

(2:07)

Ken Sorgman, Signs by Ken, present

Motion: Final approval of the amended sign program as submitted. The applicant shall return with changes to the sign design as discussed.

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

THE COMMITTEE RECESSED FROM 2:16 – 2:30 P.M.**CONCEPT REVIEW - CONTINUED****5. 3791 STATE ST** C-2/SD-2 Zone

Assessor's Parcel Number: 051-620-007
 Application Number: SGN2004-00078
 Owner: Steve Crossland
 Business Name: Fidelity Investments
 Designer: Gensler

(Proposal for four aluminum non-illuminated wall signs and two aluminum non-illuminated wall directional signs. 46.64 square feet of signage is being requested. The building frontage is 92.00 feet. The allowable signage is 65.00 square feet.)

(Second Concept Review.)**(2:30)**

Motion: Continued indefinitely due to the applicant's absence.
 Action: Larson/Hausz, 4/0/0.

(2:45)

Motion: Rescind the previous motion due to the applicant's arrival.
 Action: Hausz/Redd, 3/0/0.

Charlie Schalliol, Site Enhancement Services; Dana & Randall Boone, Randall Boone Signs & Lighting; and John Delalla, Fidelity Investments, present.

Motion: Final approval of signs A, C, D, E and F with the following conditions: 1) The color and style are acceptable as proposed, with a maximum letter height no larger than 10 inches and all other letters reduced proportionately including the logo. 2) The logo shall be the same brass metal and material as signs E and F with the face to be brass and the logo emblem to be white and recessed. 3) Sign C shall be placed one arch to the left of the one proposed. 4) Submit revised drawings to staff. 5) Proposed sign B denied due to redundancy and the committee's concern about over signage on the building.
 Action: Hausz/Redd, 2/1/0. Larson opposed.

CONCEPT REVIEW - CONTINUED**6. 140 S HOPE AVE A-4** C-2/SD-2 Zone

Assessor's Parcel Number: 051-010-007
 Application Number: SGN2004-00077
 Owner: Riviera Dairy Products
 Business name: GameStop

(Proposal for a new 5 square foot metal halo-lit wall sign. 5.00 square feet of signage is being requested. The building frontage is 26.00 feet. The allowable signage is 13.00 square feet.)

(Second Concept Review.)

Project withdrawn at the applicant's request.

REVIEW AFTER FINAL**7. 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 to change the approved 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, in addition to 70.50 square feet of existing signage. The building frontage is 100.00 feet. The allowable signage is 90.00 square feet. The approved proposal includes an outdoor spotlight. The proposed changes are unknown.)

(2:32)

Glenn Morris, agent, present.

Motion: Final approved of the signs with the following conditions: 1) The color of the reversed-channel letters shall be option 2, copper in color. 2) The applicant shall submit a corrected set of plans.
 Action: Ziemer/Larson, 4/0/0.

**** MEETING ADJOURNED AT 2:39 P.M. ********MEETING RECONVENED AT 2:45 DUE TO THE ARRIVAL OF THE APPLICANTS FOR ITEM NO. 5.******CONFORMING CALENDAR June 30, 2004****REVIEW AFTER FINAL****A. 3757 STATE ST**

C-P/SD-2 Zone

Assessor's Parcel Number: 051-040-046
 Application Number: SGN2003-00089
 Owner: Hitchcock State Street Real Estate
 Applicant: Dennis Stout
 Business Name: Citibank

(Proposal to install a 10.15 square foot internally illuminated, channel letter, wall sign and a 28 square foot ground sign with 38.00 square feet of signage is being requested. The linear building frontage is 66.00 feet. The allowable signage is 66.00 square feet. An exception is requested to allow the maximum 12" letter height to be exceeded by 7 inches. All existing signage for Cal Fed Bank will be removed including the wall, ground, ATM and door vinyl.)

Final approval of the Review After Final changes to the project as submitted.

**** MEETING ADJOURNED AT P.M. ****