



# City of Santa Barbara Planning Division

## SIGN COMMITTEE MINUTES

**Wednesday, August 11, 2004** **David Gebhard Public Meeting Room: 630 Garden Street** **1:31 P.M.**

**COMMITTEE MEMBERS:** LORETTA REDD, Chair, Present  
DAWN ZIEMER, Vice Chair, Present, left at 2:02 p.m., returned at 2:05 p.m.  
STEVE HAUSZ, Present at 1:38 p.m.  
STELLA LARSON, Present  
TOM NILSEN, Present, left at 3:26 p.m.

**ALTERNATES:** ANTHONY SPANN, Absent.  
CHRISTOPHER MANSON-HING, Absent.

**CITY COUNCIL LIAISON:** DAS WILLIAMS, Absent.

**STAFF:** JOANNE LA CONTE, Assistant Planner, Present.  
DAVID SULLIVAN, Temporary Planning Technician I, Present.  
BARBARA WALSH, Acting 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 David Sullivan, 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 August 6, 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 July 28, 2004.

Motion: Approval of the minutes of the Sign Committee meeting of July 28, 2004, with no corrections.  
Action: Larson/Ziemer, 4/0/0.

Approval of the revised minutes of the Sign Committee meeting of July 14, 2004.

Motion: Approval of the minutes of the Sign Committee meeting of July 14, 2004, as corrected.  
Action: Ziemer/Larson, 3/0/1. Nilsen abstained.

## C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from July 29, 2004 to August 4, 2004 are listed at the end.

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

a) Jo Anne La Conte, Assistant Planner, presented the following proposals for possible revisions and additions to the Sign Ordinance: 1) Addition of definitions to the Sign Ordinance which include balloons, inflatable devices, and streamers. 2) Prohibition of inflatable signs, placement of signs over or in the public right-of-way. 3) Neon and neon tubing signs in El Pueblo Viejo Landmark District. 4) Possible revisions to existing language and other changes to the Sign Ordinance. Ms. La Conte also informed the Committee of potential changes to the Sign Ordinance regarding the American Flag as identified in the Draft Council Agenda Report scheduled to be heard on August 17, 2004.

b) There were no cancellations or changes to the agenda.

## E. Possible Ordinance Violations.

1. Mr. Nilsen recommended that staff draft a notice to remind business owners that temporary banner signs for Fiesta shall be removed within ten days after the event.
2. Ms. Larson suggested educating sign contractors and business owners regarding prohibitions of the Sign Ordinance. She was particularly concerned with Kinkos advertising the production of banners. For the record, Santa Barbara Municipal Code Section 22.70.030.D.1, reads that "no sign, other than a sign installed by a

public agency, shall be allowed to be erected, installed, placed or maintained in or on any public property, including sidewalks and parkways".

3. Ms. Ziemer reported an illegal directional sign for Superior Auto Repair located on a building at Garden and Guitierrez Streets.
4. Mr. Hausz requested that staff check with the City Attorney's office to see if they can request that businesses who sell banners, inform the public that banner signs are prohibited.
5. Chair Redd reported a possible illegal window sign at 3936 State.

### **CONCEPT REVIEW - CONTINUED**

1. **15 E ISLAY A** R-1 Zone  
 Assessor's Parcel Number: 027-032-015  
 Application Number: SGN2004-00087  
 Owner: Lloyd G. Tupper Trust 8/11/98  
 Applicant: Ross Foti  
 Business Name: Islay Commons

*(Proposal to install a 12 square foot temporary plywood ground sign for 4 to 5 months. 12.00 square feet of signage is being requested. The building frontage is 60.00 feet. The allowable signage is 24.00 square feet.)*

**(2:03)**

Ross Foti, Applicant, present.

Motion: Final approval of the sign with the condition that the finish on the vinyl shall not be high gloss. The Committee approved an exception to the temporary Sign Ordinance (30 day maximum) and determined that the sign shall be removed after five months from the date of the sign's construction.

Action: Hausz/Larson, 5/0/0.

### **CONCEPT REVIEW - CONTINUED**

2. **2701 DE LA VINA ST** C-2/R-3/SD-2 Zone  
 Assessor's Parcel Number: 051-213-017  
 Application Number: SGN2004-00088  
 Owner: Richard A. & Marguerite A. Berti, Trustees  
 Applicant: Cecilio Duarte  
 Business Name: Santa Barbara Tire & Service Center  
 Designer: Santa Barbara Signs

*(Proposal to install two 6 square foot wall signs and an 11.33 square foot wall sign. 23.33 square feet of signage is being requested. The building frontage is 48.00 feet. The allowable signage is 48.00 square feet.)*

**(2:09)**

Motion: Continued indefinitely due to the applicant's absence.

Action: Hausz/Larson, 5/0/0.

**CONCEPT REVIEW - NEW****3. 301 S HOPE AVE** E-3/P-D/SP-4/SD-2 Zone

Assessor's Parcel Number: 051-240-019  
 Application Number: SGN2004-00089  
 Owner: Richard A. & Nancy J. Graham, Trustees  
 Agent: Vogue Signs  
 Business Name: Graham Chevrolet

*(Proposal to install 4 new illuminated channel letter wall signs to replace 4 existing painted signs. An exception is requested for 18" letter height on 4 new illuminated signs and over signage. 214.80 square feet of signage is being requested. The building frontage is 158.00 feet. The allowable signage is 90.00 square feet.)*

**(THIS PROJECT REQUIRES EXCEPTION FINDINGS.)**

**(2:10)**

Jack Woodruff, Agent; and Richard Graham, Owner, present.

Motion: Continued two weeks. The Committee is requested to drive-by the site.

Action: Hausz/Larson, 5/0/0.

**CONCEPT REVIEW - NEW****4. 34 E SOLA ST** R-O Zone

Assessor's Parcel Number: 039-132-008  
 Application Number: SGN2004-00090  
 Owner: Frank C. & Marguerite A. Laflamme  
 Agent: Vogue Signs  
 Applicant: SB Center for Natural Medicine

*(Proposal to construct a 10.35 square foot ground sign in El Pueblo Viejo Landmark District. 9.25 square feet of signage is being requested. The building frontage is 24.00 feet. The allowable signage is 24.00 square feet.)*

**(2:31)**

Jack Woodruff, Applicant, present.

Motion: Continued two weeks with the following comments: 1) The concept is acceptable. 2) The sign should be parallel to the building. 3) Provide more details on the 4x4 posts and trim. 4) Address how the sign attaches to the post. 5) Match sign color with the shutters on the house. 6) Restudy the sign's structure design so that it can accommodate additional tenant signage.

Action: Hausz/Larson, 5/0/0.

**CONCEPT REVIEW - NEW****5. 820 STATE ST** C-2 Zone

Assessor's Parcel Number: 037-052-024  
 Application Number: SGN2004-00091  
 Owner: EPP Office Building, LLC  
 Business Name: 24 Hour Fitness  
 Agent: Vogue Signs

*(Proposal to install a 8.66 square foot projecting sign, a 2.81 square foot wall sign and a 3.47 square foot wall sign in El Pueblo Viejo Landmark District. 14.94 square feet of signage is being requested. The building frontage is 76.00 feet. The allowable signage is 65.00 square feet. There is an existing Sign Program for the El Paseo Building.)*

**(2:44)**

Jack Woodruff, Agent, present.

Motion: Continued indefinitely with the following comments: 1) Restudy the material of the blade sign and consider using wood. 2) Mute the colors. 3) The proposed use of vinyl for the letters is not acceptable. 4) Restudy the blade sign's bracket design. 5) Submit revised drawings and samples to staff. 6) The proposed relocation of the tree along State Street requires review by the Historical Landmarks Commission.

Action: Larson/Hausz, 5/0/0.

**CONCEPT REVIEW - NEW****6. 104 W ANAPAMU ST**

C-2 Zone

Assessor's Parcel Number: 039-172-003  
 Application Number: SGN2004-00093  
 Owner: SB La Torre LLC  
 Applicant: Joe Guljas  
 Contractor: Vogue Signs  
 Business Name: Wachovia Securities

*(Proposal to install a 15.4 square foot wall sign and a 7.8 square foot wall plaque. Proposal also includes face alterations to 2 existing directory signs. 23.20 square feet of signage is being requested, in addition to 40.90 square feet of existing signage. The building frontage is 180.00 feet. The allowable signage is 90.00 square feet. The building has an established Sign Program in El Pueblo Viejo Landmark District.)*

**(2:53)**

Joe Guljas, Applicant, Present.

Motion: Continued two weeks with the following comments: 1) Change Signs E and F to be 3/8" thick, metal, and painted grey. 2) Submit a sample of the sign's color PMS 443 and material to staff. 3) Return with a scaled elevation drawing of Sign E. 4) The letters should be pin mounted 1/2" off of the building. 5) Signs A & B are acceptable as submitted.

Action: Hausz/Nilsen, 5/0/0.

**CONCEPT REVIEW - CONTINUED****7. 421 LAGUNA ST**

M-1 Zone

Assessor's Parcel Number: 031-282-006  
 Application Number: SGN2004-00092  
 Owner: County Lumber Company of Santa Barbara  
 Applicant: Freedom Signs  
 Business Name: Hayward Lumber

*(Proposal to replace existing temporary signs with 4 new wall signs. The business spans twelve parcels and has two main building frontages. 59.93 square feet of signage is being requested, in addition to 28.90 square feet of existing signage. The building frontage is 130.00 feet. The allowable signage is 90.00 square feet. All except one of the previously approved temporary signs are proposed to be removed and replaced with their new logo.)*

**(3:05)**

Betsy Harris, Freedom Signs, present.

Motion: Final approval of the signs B1, B2, C1 and C2 and a two weeks continuance to the Conforming Sign Review with the following conditions: 1) Remove Sign C-3. 2) Tone down the red with a muddy red

on all signs. 3) Eliminate "So you can build" from all proposed signs. 4) Remove all existing banner signs on the site.

Action: Hausz/Larson, 5/0/0.

**CONCEPT REVIEW - CONTINUED**

8. **1425 STATE ST** C-2 Zone

Assessor's Parcel Number: 039-071-009  
 Application Number: SGN2004-00086  
 Owner: Richard & Marlene Vincent Trustees  
 Business Name: Kimberly's Wigs and Toupees  
 Contractor: Signs by Ken

*(Proposal to construct a 14.48 square foot painted wall sign with wood letters and a 12 square foot painted wall sign. The property is located in El Pueblo Viejo Landmark District. 26.48 square feet of signage is being requested. The building frontage is 39.00 feet. The allowable signage is 39.00 square feet.)*

**(3:26)**

Ken Sorgman, Signs by Ken, present.

Motion: Final approval of the signs with the following conditions: 1) Letters K, W and T on Sign A shall be eight inches and all other letters six inches. 2) The applicant shall submit a corrected set of plans to staff.

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

**CONCEPT REVIEW - NEW**

9. **939 STATE ST** C-2 Zone

Assessor's Parcel Number: 039-321-006  
 Application Number: SGN2004-00094  
 Owner: Three West Carrillo Partners  
 Contractor: Signs by Ken  
 Business Name: Global Feet Kids

*(Proposal to install two 3 square foot projecting signs in El Pueblo Viejo Landmark District. There is an existing Sign Program for the building. 6.00 square feet of signage is being requested. The building frontage is 27.00 feet. The allowable signage is 27.00 square feet.)*

**(3:32)**

Ken Sorgman, Signs by Ken, present.

Motion: Final approval of the signs as submitted with the condition that the background shall be off-black.

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

**CONCEPT REVIEW - NEW**

10. **3938 STATE ST** C-2/SD-2 Zone

Assessor's Parcel Number: 057-233-016  
 Application Number: SGN2004-00095  
 Owner: Stephen K. & Jean B. Crossland, Trustees  
 Contractor: Signs by Ken  
 Business Name: Metrocities Mortgage

*(Proposal to alter the face of an existing 27 square foot internally illuminated ground sign and construct a 12.8 square foot wall sign. 39.80 square feet of signage is being requested, in addition to 27.00 square feet of existing signage. The building frontage is 105.00 feet. The allowable signage is 90.00 square feet.)*

(3:35)

Ken Sorgman, Signs by Ken, present.

Motion: Continued two weeks with the following comments: 1) The wall sign is acceptable as submitted. 2) The illuminated monument sign should contain a dark background and off-white letters.

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

**CONFORMING CALENDAR August 4, 2004**

**REFERRED FROM CONFORMING SIGN REVIEW**

**A. 1103 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-231-014  
Application Number: SGN2004-00085  
Owner: Gillio Family 1990 Trust  
Contractor: Freedom Signs  
Business Name: Sweet Alley

*(Proposal to construct a 6.13 square foot blade sign located in El Pueblo Viejo Landmark District. 6.13 square feet of signage is being requested with 3.33 square feet of existing signage. The linear building frontage is 22.00 feet. The allowable signage is 22.00 square feet.)*

Final approval of the sign as submitted.

**\*\* MEETING ADJOURNED AT 3:41 P.M. \*\***