



# City of Santa Barbara Planning Division

## SIGN COMMITTEE MINUTES

**Wednesday, September 8, 2004**      **David Gebhard Public Meeting Room: 630 Garden Street**      **1:34 P.M.**

**COMMITTEE MEMBERS:**

LORETTA REDD, Chair, Present  
DAWN ZIEMER, Vice Chair, Present  
STEVE HAUSZ, Present, left at 2:36 p.m., returned at 2:37 p.m.  
STELLA LARSON, Present at 1:43 p.m.  
TOM NILSEN, Absent

**ALTERNATES:**

ANTHONY SPANN, Absent  
CHRISTOPHER MANSON-HING, Absent

**CITY COUNCIL LIAISON:**

DAS WILLIAMS, Absent

**STAFF:**

JAIME LIMÓN, Design Review Supervisor, Present  
DAVID SULLIVAN, Temporary Planning Technician I, Present  
BARBARA E. WALSH, 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, Temporary 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 September 3, 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 August 25, 2004.**

Motion: Approval of the minutes of the Sign Committee meeting of August 25, 2004, with corrections.  
Action: Hausz/Larson, 4/0/0.

**C. Listing of Approved Conforming Signs.**

The signs approved on Conforming Sign Review from September 26, 2004 to September 8, 2004 are as follows:

1. 34 E. Sola, Santa Barbara Natural Medicine.
2. 2411 Bath, Brian Frederick, D.D.S.
3. 415 N. Milpas, Las Brisas Mexican Seafood Grill.

**D. Announcements, requests by applicants for continuances and withdrawals, and future agenda items.****1. Mr. Sullivan announced the following:**

a) There are no changes to the agenda.

b) The Sign Committee staff has been in the process of notifying business owners of sign violations for prohibited signs and major sign violations. He stated that he has been issuing sign citations on State Street with positive results and that an upcoming sign sweep is planned for Milpas Street and that he is expecting positive results from that as well.

2. Jaime Limón, Senior Planner, announced that Staff is considering reinstating the Consent Calendar for the Sign Committee. He stated that this would benefit both the applicants and the Committee in improving the approval process and that an ordinance change amendment may be implemented for the change in the near future.

## E. Possible Ordinance Violations:

Ms. Larson announced that the banner at Tri-County Furniture, 230 State Street, needs to be removed.

Chair Redd stated that Loretto Plaza has numerous violations regarding signage and banners due to the remodel of Gelson's. She related that unless this is abated, surrounding businesses may follow suit.

**REVIEW AFTER FINAL**1. **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 install two projecting signs, one at 1.0 square foot and one at 5.35 square feet. The property is located in the El Pueblo Viejo Landmark District. 6.35 square feet of signage is being requested. The building frontage is 45.00 feet. The allowable signage is 45.00 square feet.)*

**(1:48)**

Tina Takaya and Richard Yates, Co-owners; and Ken Sorgman, Contractor, present.

Motion: Final approval of signs A, B, and C as submitted with the suggestion to raise the black border on sign A to be flush with the opal letters and with the condition that the applicant is to return with an exception letter. The Committee grants the exception for the sign letter height with the following findings: 1) There are no adverse visual impacts. 2) It poses no hazard to the public. 3) It is an integral part of the design. 4) The exceptional materials and design mitigate the exceptions.

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

**CONCEPT REVIEW - CONTINUED**2. **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 and Nancy Graham, Trustees  
 Agent: Vogue Signs  
 Business Name: Graham Chevrolet

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

**(1:50)**

Richard and Matt Graham, Owners; and Jack Woodruff, Agent, present.

Motion: Final approval of the signs with the following conditions: 1) The signs shall have a blue plastic face with white neon behind it. 2) Return with a revised exception letter. The Committee grants the exception for the quantity of signage with the following findings: 1) The distance from the street is acceptable. 2) The sign is consistent with adjacent business. 3) The existing signs are to be reduced in height.

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

**CONCEPT REVIEW - CONTINUED****3. 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.)*

**(2:09)**

Jack Woodruff, contractor, present.

Motion: Continued two weeks with the following comments: 1) Meet with Steve Hausz, Historic Landmarks Commission liaison, to restudy the details. 2) Restudy the signs to be more simplified and traditional. 3) Match the signs and the brackets to be an off-black color. 4) Age the signs into the period. 5) The interior signs should conform to the El Paseo Nuevo Sign Program. 6) Restudy sign A to be on a more pedestrian scale. 7) Consider alternatives for the corners such as a fillet style. 8) Submit photo documentation that includes the surrounding area and existing signs with brackets.

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

**CONCEPT REVIEW - CONTINUED****4. 213 PASEO NUEVO**

C-2 Zone

Assessor's Parcel Number: 037-400-002  
Application Number: SGN2004-00096  
Owner: Redevelopment Agency/Santa Barbara  
Architect: Glen Morris  
Business Name: Tacone

*(Proposal to install a 2 .00 square foot wall sign and a 6.00 square foot blade sign for a new restaurant in El Pueblo Viejo Landmark District. 8.00 square feet of signage is being requested. The building frontage is 16.00 feet. The allowable signage is 8.00 square feet.)*

**(2:27)**

Glen Morris, Architect, present.

Motion: Continued two weeks to restudy the bracket design for the blade sign.

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

**REVIEW AFTER FINAL****5. 3631 STATE ST**

C-P/SD-2 Zone

Assessor's Parcel Number: 051-051-029  
Application Number: SGN2004-00097  
Owner: David Minier  
Contractor: Benton Signs  
Business Name: Ahi Sushi Japanese Restaurant

*(Proposal to install a 14.00 square foot, internally illuminated roof sign on an exposed raceway above a horizontally projecting architectural feature and the eave for Ahi Sushi Japanese Restaurant. 14.00 square feet of signage is being requested. The building frontage is 24.60 feet. The allowable signage is 24.60 square feet. An exception is requested to allow the roof sign.)*

**(2:39)**

David Benton, Contractor, present.

Motion: Final approval of the project with the following conditions: 1) The raceway face shall match the height of the letter "I". 2) The letters and sides of the illuminated letters shall be black. The Committee grants the exception for the sign with the following findings: 1) Sign is consistent with neighboring business. 2) There is a hardship for the business owner to add signage any other way on the building.

Action: Hausz/Larson. 3/1/0. Redd opposed.

**CONCEPT REVIEW - NEW****6. 920 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-322-052  
Application Number: SGN2004-00102  
Owner: City of Santa Barbara  
Applicant: Benton Signs  
Business Name: Sumbody

*(Proposal to install a 5.1 square foot projecting sign and two 5.1 square foot awning signs in El Pueblo Viejo Landmark District. 15.30 square feet of signage is being requested. The building frontage is 36.00 feet. The allowable signage is 36.00 square feet.)*

**(2:52)**

David Benton, Applicant, present.

Motion: Continued to the Conforming Sign Review with the following comments: 1) Add a steel border to match the bracket on the blade sign. 2) Omit the tag line on the awning signs B & C. 3) Submit revised drawings to staff.

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

**CONCEPT REVIEW - CONTINUED**

7. **315 E HALEY ST**

C-M Zone

Assessor's Parcel Number: 031-211-018  
Application Number: SGN2004-00101  
Owner: George & Mary Palomarez  
Business Name: Auto Body & Paint Action  
Contractor: Freedom Signs

*(Proposal to repaint an existing 33.52 square foot metal wall sign for Auto Body & Paint Action. 33.52 square feet of signage is being requested. The building frontage is 43.00 feet. The allowable signage is 43.00 square feet.)*

**(3:00)**

Dan Morris, Contractor, present.

Motion: Continued to the Conforming Sign Review with the following comments: 1) Paint the metal panel the exact same color as the building. 2) Mute the red colors of "Autobody and Paint" to be a "muddier" red.

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

**\*\* MEETING ADJOURNED AT 3:06 P.M.\*\***