



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Wednesday, October 20, 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, arrived at 1:37 p.m.
 TOM NILSEN, Present

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

CITY COUNCIL LIAISON: DAS WILLIAMS, Present at 1:30 p.m.

STAFF: JAIME LIMÓN, Design Review Supervisor, Present, arrived at 1:34 p.m., left at 1:57 p.m.
 DAVID SULLIVAN, Planning Technician I, Present
 BARBARA 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 the sign is also required.
- 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, 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 October 15, 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 October 6, 2004.

Motion: Approval of the minutes of the Sign Committee meeting of October 6, 2004, with no corrections.
Action: Nilsen/Ziemer, 3/0/0.

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from October 7, 2004 to October 20, 2004 are listed as follows:

1. 53 Cass Street, Pinoli's Refrigeration Company. Final approval of the sign as submitted.
2. 819-B State Street, Fantasies and Jewels Created Gems. Final approval of the blade sign as submitted.

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

1. Mr. Sullivan announced the following:

- a) Item No. 2, 916 State Street, has requested a two week postponement.

Motion: To postpone Item No. 2, 916 State Street, two weeks.
Action: Nilsen/Larson, 4/0/0.

- b) He is working on various cases which are in violation of the City Ordinance and that warning tickets are being issued and fines will be administered by Zoning Enforcement.
- c) Mr. Kato has requested a postponement of his discussion item pending further review of procedures.
- d) Steve Hausz will not be attending the meeting.

E. Possible Ordinance Violations.

Mr. Nilsen reported that the State & A Bar and Grill has re-hung triangular banners that were requested be taken down.

(DISCUSSION ITEM)

Application Review Checklist

(1:36)

Mr. Sullivan discussed compiled packets sent to Committee members and stated that Staff would appreciate comments regarding the information available to the public and sign contractors regarding sign conformance with El Pueblo Viejo Landmark District.

Stella Larson suggested formatting changes such as capitalization, bolding, and underlining for procedures to stand out on El Pueblo Viejo guidelines and suggested that photographs be used as examples of what is not acceptable. Ms. Larsen requested Staff clarify information regarding Trademarks and business logos for El Pueblo Viejo Landmark District. Chair Redd suggested Staff consider using an updated document that will consolidate the multiple documents currently in use and requested Staff research cities that currently use brochures. Jaime Limón stated that the current pamphlet is outdated and that photo images will be helpful in assisting applicants through the application process and that a subcommittee could be started if needed to help in the process. Ms. Ziemer stated that national chains moving into Santa Barbara need to be aware of the City's standards and the use of visual examples is the best aide in helping the application process.

Motion: 1) Request that Staff do a brief study with a subcommittee from the Sign Committee regarding the method of public information given out by other cities. 2) The subcommittee return to the Sign Committee in a timely fashion with recommendations. 3) The Sign Committee consider and approve or make recommendations for the final public information method. 4) Strongly encourage that Staff develop replacement guidelines that includes photographs.

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

Motion: Sign Committee consider a change to the wording of the ordinance sign standard "B" under EPV, number "2", except that where the business logo or trademark uses a particular typeface, it may be used to reach conformance with our printed guidelines.

Action: Redd/Nilsen.

Motion rescinded.

Motion: Refer to Staff to research the proposed Ordinance changes.

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

CONCEPT REVIEW - NEW**1. 3120 STATE ST**

C-2/SD-2 Zone

Assessor's Parcel Number: 053-332-017
 Application Number: SGN2004-00110
 Owner: Uyesaka Paul
 Applicant: Ronald Wilkinson
 Business Name: Flooring America
 Contractor: Vogue Signs

(Proposal to remove the existing 23 square foot wood wall sign and install a 25 square foot painted foam wall sign. 25.00 square feet of signage is being requested. The building frontage is 40.00 feet. The allowable signage is 40.00 square feet.)

(1:58)

Rocco Norton, Applicant; and Jack Woodruff, Vogue Sign Co., present.

Motion: Continued one week to Conforming with the following comments: 1) Mute the red and yellow colors. 2) Reduce the letters to 10". 3) Reduce other elements and letters proportionately.

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

CONCEPT REVIEW - CONTINUED**2. 916 STATE ST** C-2 Zone

Assessor's Parcel Number: 039-322-052
 Application Number: SGN2004-00109
 Owner: City of Santa Barbara
 Business Name: Fiesta Theater
 Contractor: California Marquee

(Proposal to remove and replace one 144 square foot white Lexan panel with clear tracks and two 32 square foot white Lexan panels with clear tracks for the marquee in El Pueblo Viejo Landmark District.)

Postponed two weeks at the applicant's request.

CONCEPT REVIEW - NEW**3. 516 STATE ST** C-M Zone

Assessor's Parcel Number: 037-173-037
 Application Number: SGN2004-00111
 Owner: Garrett Judith Johnson
 Applicant: Signs by Ken
 Business Name: Pierre Lafond Bistro

(Proposal to remove the existing 27 square feet of signage and install a 9.00 square foot hanging sign, a 9.00 square foot wall sign and a 9.00 square foot window sign in El Pueblo Viejo Landmark District. 27.00 square feet of signage is being requested. The building frontage is 54.00 feet. The allowable signage is 54.00 square feet.)

(2:10)

Ken Sorgman, Applicant, present.

Motion: Continued one week to Conforming with the following comments: 1) Return with proposed signs A, B, and C to be "aged" and appropriated to El Pueblo Viejo District. 2) Study an addition of a bracket and a hanging method.

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

CONCEPT REVIEW - NEW**4. 535 STATE ST** C-M Zone

Assessor's Parcel Number: 037-172-001
 Application Number: SGN2004-00113
 Owner: Rove Enterprises Inc
 Contractor: Signs Express
 Business Name: Charisma Clothing and Gifts

(Proposal to remove an existing 6.00 square foot blade sign and install a 6.00 square foot blade sign using the existing bracket in El Pueblo Viejo Landmark District. 6.00 square feet of signage is being requested. The building frontage is 15.00 feet. The allowable signage is 15.00 square feet.)

(2:21)

Fred Barbaria, Contractor, present.

Motion: The sign is approved as submitted and continued one week to Conforming with the following conditions: 1) Remove "535" and "Clothing and Gifts" from the sign. 2) Increase the letter heights.

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

**** MEETING ADJOURNED AT 2:31 P.M. ****