



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

**Wednesday, December 1, 2004**      **Public Works Conference Room: 630 Garden Street**      **1:30 P.M.**

**COMMITTEE MEMBERS:**      LORETTA REDD, Chair, Present  
DAWN ZIEMER, Vice Chair, Present  
STEVE HAUSZ, Present, left at 2:43 p.m, returned at 3:20 p.m.  
STELLA LARSON, Present  
TOM NILSEN, Present

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

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

**STAFF:**      JAIME LIMÓN, Design Review Supervisor, Absent  
DAVID SULLIVAN, Planning Technician I, Present

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### **\*\* 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 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.

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**EPV = EL PUEBLO VIEJO,      EX = EXCEPTION,      ENF = ENFORCEMENT,      C = CONTINUED**

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- \*\* 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 November 24, 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 November 17, 2004.

Motion: Approval of the minutes of the Sign Committee meeting of November 17, 2004, with corrections.  
Action: Hausz/Ziemer, 3/0/1. Redd abstained.

## C. Listing of Approved Conforming Signs.

There were no signs approved from November 18, 2004 to December 1, 2004.

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

## 1. Mr. Sullivan announced the following:

- a) The December 29, 2004 meeting will be cancelled.
- b) He has distributed the 2005 Sign Committee schedule

Motion: Approve the 2005 Sign Committee Schedule.  
Action: Nilsen/Ziemer 4/0/0.

## 2. Stella Larson announced that Bob Cunningham, Acadia Designs, is interested in serving on the Sign Committee.

## E. Possible Ordinance Violations.

1. The Pepper Tree Motel, 3850 State Street, is displaying unpermitted signs.
2. The Sansum Medical Foundation Clinic on Bath Street is displaying banners.

**CONCEPT REVIEW - NEW****1. 3451 STATE ST**

C-P/SD-2 Zone

Assessor's Parcel Number: 051-061-021  
Application Number: SGN2004-00130  
Owner: Marital Trust under Richard Investment  
Business Name: Santa Barbara Bank and Trust  
Contractor: Scott Bailey

*(Proposal to remove an existing 24 square foot wall sign with illuminated channel letters and install a 19 square foot wall sign with illuminated channel letters. 19.00 square feet of signage is being requested. The building frontage is 80.00 feet. The allowable signage is 65.00 square feet.)*

**(1:50)**

Motion: Postpone the item due to applicant's absence.  
Action: Larson/Ziemer, 4/0/0.

**(2:35)**

Scott Bailey, Contractor, present.

Motion: Re-open the item due to the applicant's arrival.  
Action: Larson/Nilsen, 4/0/0.

Motion: Final approval of the sign as submitted.  
Action: Ziemer/Nilsen, 4/0/0.

**CONCEPT REVIEW - CONTINUED****2. 1017 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-281-019  
Application Number: SGN2004-00125  
Owners: Victor and Susan Schaff  
Agent: Benton Signs  
Business Name: Jewelry Mart

*(Proposal to install a four square foot hanging sign in El Pueblo Viejo Landmark District. 4.00 square feet of signage is being requested. The building frontage is 17.50 feet. The allowable signage is 17.50 square feet.)*

**(1:52)**

David Benton, Agent, present.

Motion: Final approval of the signs with the condition that the business owner shall remove Jewelry Mart's portable sign located along State Street.  
Action: Nilsen/Ziemer, 4/0/0.

**CONCEPT REVIEW - CONTINUED****3. 18 E COTA ST**

C-M Zone

Assessor's Parcel Number: 037-173-003  
 Application Number: SGN2004-00122  
 Owner: Howe Family Corporation Et Al  
 Architect: M.E. Productions  
 Contractor: Sign-A-Rama  
 Business Name: Cafe Luck

*(Proposal to install a nine square foot reverse lit wall sign, a two square foot wall sign; two, two square foot window signs, and a menu board sign in El Pueblo Viejo Landmark District. 15.00 square feet of signage is being requested. The building frontage is 42.00 feet. The allowable signage is 42.00 square feet.)*

**(2:34)**

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

**CONCEPT REVIEW - NEW****4. 29 E CABRILLO BLVD**

HRC-2/SD-3 Zone

Assessor's Parcel Number: 033-112-006  
 Application Number: SGN2004-00133  
 Owner: Suzanne Hester, Trustee  
 Business Name: El Torito  
 Applicant: Dave's Sign

*(Proposal to replace three existing signs with a 4.75 square foot wall sign with channel letters, an 11.5 square foot sandblasted wood blade sign and a 5.5 square foot sandblasted wood parking sign. 21.75 square feet of signage is being requested. The building frontage is 132.00 feet. The allowable signage is 90.00 square feet.)*

**(2:13)**

Lydia Welch, Applicant, present.

Motion: Continued two weeks with the following comments: 1) The resubmittal shall have accurate scaled drawings with colors, material samples, and sizes. 2) Remove all extraneous signage on the site. Additional comments are as follows:

**Sign A:** 1) Restudy the signs material. 2) The Committee recommends using either wrought iron, halo-lit letters, metal letters, or sandblasted wood letters. 3) Dull the red color and consider a satin finish.

**Sign B:** 1) Include accurate scaled drawings indicating the gauge of chain and colors. 2) Mute the yellow, white, and red colors.

**Sign C:** 1) Include accurate scaled drawings indicating the height of the letters and sign dimensions. 2) Mute the yellow, white, and red colors. 3) Include an elevation depicting both sides of the sign.

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

**CONCEPT REVIEW - NEW****5. 402 S HOPE AVE**

E-3/PD/SD-2 Zone

Assessor's Parcel Number: 051-240-017  
 Application Number: SGN2004-00132  
 Owner: Cutter Properties Ltd  
 Contractor: Vogue Sign Company  
 Business Name: Santa Barbara Auto Group

*(Proposal to construct 280 square feet of signage at the property with 383 square feet of existing signage. The project will result in 15 different signs totaling 432 square feet of signage. An exception is requested for 18" letter heights on five signs, over signage and a 6'1" ground sign height. 280.00 square feet of signage is being requested. The building frontage is 200.00 feet. The allowable signage is 90.00 square feet.)*

**(2:35)**

David Wolfson, Business Owner; and Jack Woodruff & Christian Muldoon, Agent, present.

Motion: Continued two weeks with the following comments: 1) Return with a more cohesive and coordinated approach for the location and design of all signs. 2) Restudy wall sign locations to compliment and enhance the architectural features of the building. 3) Study relocating the wall signs to a "pedestrian-friendly" level. 4) Restudy the illumination intensity of all internally illuminated signs. 5) Restudy all sign materials to compliment the architecture of the building. 6) The Committee suggests the use of halo lit signage rather than internally illuminated signage. 7) The Committee can not support the requested exception for 16" letter heights.

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

**CONCEPT REVIEW - NEW****6. 401 S HOPE AVE**

E-3/P-D/SP-4/SD-2 Zone

Assessor's Parcel Number: 051-240-018  
 Application Number: SGN2004-00131  
 Owner: Cutter Properties Ltd  
 Contractor: Vogue Sign Company  
 Business Name: Santa Barbara Auto Group

*(Proposal to construct 90.6 square feet of new signage at the property. The project will result in nine different signs totaling 244 square feet of signage. An exception is requested for 18" letter heights on four signs and over signage. 90.60 square feet of signage is being requested. The building frontage is 150.00 feet. The allowable signage is 90.00 square feet.)*

**(3:25)**

David Wolfson, Business Owner; and Jack Woodruff & Christian Muldoon, Agent, present.

Motion: Continued two weeks with the following comments: 1) Return with a more cohesive and coordinated approach for the location and design of all signs. 2) Restudy wall sign locations to compliment and enhance the architectural features of the building. 3) Study relocating the wall signs to a "pedestrian-friendly" level. 4) Restudy the illumination intensity of all internally illuminated signs. 5) Restudy all sign materials to compliment the architecture of the building. 6) The Committee suggests the use of halo lit signage rather than internally illuminated signage. 7) The Committee can not support the requested exception for 16" letter heights. 8) Reduce the letter heights of the signage over the service bay from 16" to 12" letter heights. 9) Return with accurately scaled drawing of the "leaper" on the Jaguar sign.

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

**CONCEPT REVIEW - CONTINUED****7. 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. There is an existing Sign Program for the El Paseo Building. 14.94 square feet of signage is being requested. The building frontage is 76.00 feet. The allowable signage is 65.00 square feet.)*

**(3:52)**

Jack Woodruff, Agent, Present.

Motion: Project is denied with the following comments: 1) The denial is at the request of the applicant and the Committee has expressed the desire to continue working with the applicant. 2) The signs are not consistent with the Spanish lettering and colors consistent with El Pueblo Viejo Landmark District. 3) The blade sign is over sized for its purpose in a "pedestrian friendly" Landmark District.

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

**CONCEPT REVIEW - CONTINUED****8. 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.)*

**(3:57)**

Jack Woodruff, Agent, Present.

Motion: Continued two weeks with the condition that the applicant shall resubmit accurate scaled drawings to staff.

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

**\*THE MEETING ADJOURNED AT 4:10 P.M.\***