



City of Santa Barbara Planning Division

SIGN COMMITTEE MINUTES

Wednesday, January 26, 2005 **David Gebhard Public Meeting Room: 630 Garden Street** **1:30 P.M.**

COMMITTEE MEMBERS:

DAWN ZIEMER, Chair, Present
TOM NILSEN, Vice Chair, Present, left at 3:57 p.m., returned at 3:59 p.m.
STEVE HAUSZ, Present at 1:39 p.m.
NATALIE COPE, Present
RANDY MUDGE, Present at 1:35 p.m., left at 4:09 p.m.

ALTERNATES:

SUSETTE NAYLOR, Absent
CHRISTOPHER MANSON-HING, Absent

CITY COUNCIL LIAISON:

DAS WILLIAMS, Absent

STAFF:

JAIME LIMÓN, Design Review Supervisor, Absent
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 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. AGENDAS, MINUTES and REPORTS: Copies of all documents relating to agenda items are available for review at 630 Garden St. in the City Clerk's office, at the Central Library, and www.SantaBarbaraCa.gov

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 January 21, 2005, 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 January 12, 2005.

Motion: Approval of the minutes of the Sign Committee meeting of January 12, 2005, with no corrections.

Action: Nilsen/Cope, 3/0/0.

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from January 13, 2005 to January 26, 2005 are listed as follows:

1. 101 E. Carrillo Boulevard, Santa Barbara Fish House, Final Approval as submitted.
2. 3943 State Street, Styles for Less, Final Approval as submitted with the following conditions: 1) Mute the red and white colors. 2) The color shall match the brown color of the wood blade sign.

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

1. Mr. Sullivan announced the following:

- a) Item No. 3, 31 W. Carrillo Street, the Andalucia Hotel, has been postponed two weeks at the applicant's request.

Motion: Postpone Item No. 3, 31 W. Carrillo Street two weeks.

Action: Nilsen/Cope, 3/0/0.

- b. 24 Hour Fitness, 820 State Street, has appealed the Historic Landmarks Commission's motion for denial without prejudice to the City Council. Mr. Sullivan requested that a Sign Committee member attend the meeting, which will be held February 8, 2005.

E. Possible Ordinance Violations.

No Ordinance Violations.

CONCEPT REVIEW - CONTINUED**1. 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 install 91 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. 91 square feet of signage is being requested. The linear building frontage is 150 feet. The allowable signage is 90 square feet.)

(PROJECT REQUIRES EXCEPTION FINDINGS.)**(1:35)**

David Wolfson, Owner; Christian Muldoone and Jack Woodruff, Vogue Sign Company; and Howard Holtz, Santa Barbara Auto Group; and Bob Milner, Santa Barbara Auto Group, present.

Motion: Continued two weeks with the following comments: 1) Signs A, B, and C approved as submitted. 2) Reduce the size of sign D. 3) Signs E, F, G, and H approved as submitted. Exception findings are due to distance of the building from the road and the sidewalk.

Action: Ziemer/Cope, 2/3/0. Mudge, Hausz, and Nilsen opposed.

Motion failed.

Motion: Continued two weeks with the following comments: 1) Signs A, B, and C approved as submitted. 2) Sign D shall be reduced to 14" and the leaper reduced proportionately. 3) Signs E, F, and H should have letter heights reduced to 12". 4) Sign G approved as submitted. 5) Return with colors, material samples, and details of the can depth. Exception findings are due to distance of the building from the road and the sidewalk.

Action: Nilsen/Cope, 4/1/0. Hausz opposed.

CONCEPT REVIEW - CONTINUED**2. 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 install 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 square feet of signage is being requested. The linear building frontage is 200 feet. The allowable signage is 90 square feet.)

(PROJECT REQUIRES EXCEPTION FINDINGS.)**(2:35)**

David Wolfson, Owner; Christian Muldoone and Jack Woodruff, Vogue Sign Company; and Howard Holtz, Santa Barbara Auto Group; and Bob Milner, Santa Barbara Auto Group, present.

Motion: Continued two weeks with the comment to return with a coordinated presentation and accurately scaled drawings.

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

CONCEPT REVIEW - CONTINUED**3. 31 W CARRILLO ST** C-2 Zone

Assessor's Parcel Number: 039-321-001
 Application Number: SGN2005-00004
 Owner: Urban Pacific LLC
 Business Name: Hotel Andalucia
 Applicant: John Tynan
 Architect: JG Johnson Architects
 Contractor: Malt Construction
 Contractor: Melchiori Construction Company

(Proposal to install three fourteen square foot wall signs, two five square foot projecting signs, an eight square foot ground sign, an eight square foot wall sign and a .3 square foot wall sign in El Pueblo Viejo Landmark District. An exception is requested for letter heights to exceed ten inches in El Pueblo Viejo Landmark District. 69 square feet of signage is being requested. The linear building frontage is 135 feet. The allowable signage is 90 square feet.)

(PROJECT REQUIRES EXCEPTION FINDINGS.)

Postponed two weeks at the applicant's request.

CONCEPT REVIEW - NEW**4. 533 STATE ST** C-M Zone

Assessor's Parcel Number: 037-172-001
 Application Number: SGN2005-00006
 Owner: Rove Enterprises Inc
 Business Name: Starbucks
 Applicant: John Sterk
 Contractor: Superior Electrical Adver, Inc.

(Proposal to install an eleven square foot aluminum sign consisting of wall-mounted channel letters, a seven square foot hanging sandblasted wood sign, and an interior three square foot hanging sandblasted wood sign in El Pueblo Viejo Landmark District. 21 square feet of signage is being requested. The linear building frontage is 21 feet. The allowable signage is 21 square feet.)

(3:00)

John Sterk, Applicant, present.

Motion: Final Approval of the signs and a one week continuance to the Conforming Sign Review with the following conditions: 1) The paint finishes shall be satin. 2) No lighting is approved. 3) Chain hangers and the bracket on sign A shall be painted an off-black color. 4) Strike the note on page 5; detail B, regarding the three inch deep letters.

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

CONCEPT REVIEW - CONTINUED**5. 320 W CARRILLO ST** C-2 Zone

Assessor's Parcel Number: 039-262-033
 Application Number: SGN2004-00142
 Owner: Lawrence Broida
 Business Name: Ducati Pro Italia
 Architect: Rex Ruskauff

(Proposal to remove two wall signs and install a 23 square foot painted wall sign and four 1.4 square foot awning signs in El Pueblo Viejo Landmark District. 29 square feet of signage is being requested. The linear building frontage is 53 feet. The allowable signage is 53 square feet.)

(3:09)

Rex Ruskauff, Architect, present.

Motion: Final Approval of Signs B, C, and D as submitted and a one-week continuance to Conforming Review with the following comments: 1) Sign A: a) The "Pro Italia" lettering and logo are acceptable. b) The "Ducati" lettering should be cut out letters and logo instead of being reversed as shown. c) Reduce the Ducati letters to 8" or 9".

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

CONCEPT REVIEW - NEW**6. 1035 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-281-032
 Application Number: SGN2005-00010
 Owner: Howard Children S Gift Trust
 Agent: Benton Signs
 Business Name: Business First National Bank

(Proposal to install a three square foot wall sign and three, 10 square foot wall signs in El Pueblo Viejo Landmark District. 33 square feet of signage is being requested. The linear building frontage is 70 feet. The allowable signage is 65 square feet.)

(3:18)

David Benton, Benton Signs of Santa Barbara, present.

Motion: Continued one week to Conforming Review with the following comments: 1) Sign B shall be omitted. 2) Return with lighting specifications.

Action: Mudge/Hausz, 4/1/0. Hausz opposed.

CONCEPT REVIEW - NEW**7. 835 N MILPAS ST**

C-2 Zone

Assessor's Parcel Number: 031-042-025
 Application Number: SGN2005-00009
 Owner: Constance Doolittle
 Applicant: Lauri Burke
 Architect: Kieffer & Co.
 Contractor: CSG Corp, dba Carey Signs
 Business Name: Grainger

(Proposal to install two 8.25 square foot back lit illuminated channel letter signs in the Haley Milpas Design District. 17 square feet of signage is being requested. The linear building frontage is 49 feet. The allowable signage is 49 square feet.)

(3:37)

Jeanne Mansfield, Applicant, present.

Motion: Final Approval of the signs with the following conditions: 1) The red shall be a "muddier" red. Consider "Pantone" 1675 as an alternate color choice. 2) The paint shall be a satin finish. 3) The white shall be off-white to match the existing building color.

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

CONCEPT REVIEW - NEW**8. 3130 STATE ST**

C-2/SD-2 Zone

Assessor's Parcel Number: 053-332-020
 Application Number: SGN2005-00007
 Owner: Chang Fu and Mei-Kuei Wang
 Applicant: Wasantha Mohottige
 Business Name: Golden China

(Proposal to change the face of an existing 36 square foot illuminated acrylic wall sign. An exception is requested to allow the signage to exceed the allowable sign square footage. 36 square feet of signage is being requested. The linear building frontage is 25 feet. The allowable signage is 25 square feet.)

(PROJECT REQUIRES EXCEPTION FINDINGS.)**(3:44)**

Wasantha Mohottige, Applicant, present.

Motion: Final Approval of the sign and a two week continuance with the following conditions:
 1) The plastic face shall be black with a satin finish. 2) The pan shall be painted the same satin color as the face. 3) The letters "Golden China" shall be centered and reduced in height to 9". The red color shall be a "muddy" red. 4) The font for "Golden China" shall change to be the same as "Vietnamese and Chinese Restaurant." 5) The wording "Vietnamese and Chinese Restaurant" shall be in one line, centered below "Golden China", and be 4" high. The Committee grants the exception for the signage to exceed the allowable square footage with the following findings: a) the cabinet is existing.
 b) The actual text conforms to the Ordinance Requirements.

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

CONCEPT REVIEW - CONTINUED**9. 900 N MILPAS ST**

C-2 Zone

Assessor's Parcel Number: 029-314-020
 Application Number: SGN2005-00005
 Owner: Joel Silverman
 Business Name: Sal's Pizza
 Applicant: Graciela Reynoso

(Proposal to install an eight square foot wall sign and a seven square foot awning sign. 15 square feet of signage is being requested. The linear building frontage is 31 feet. The allowable signage is 31 square feet.)

(3:57)

Graciela Reynoso, Applicant, present.

Motion: Final Approval of the signs and a two-week continuance to Conforming Review with the following conditions: 1) Awning sign: the letters shall be placed so that there will be a one inch clearance from the bottom of the valance to the bottom of the "Y" and a one inch clearance from the top of the valance to the top of the tallest letter. 2) Wall sign: a) Remove "dining delivery and take-out" and the phone number from the bottom. b) Re-shape the plywood backboard per either of the two drawings shown on the application. c) Add a black border of approximately 1/2" wide to be painted around the perimeter and around the edges of the sign. d) Lower the sign to be centered on the adjacent window.

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

CONCEPT REVIEW - NEW

10. **301 E GUTIERREZ ST**

M-1 Zone

Assessor's Parcel Number: 031-281-015
Application Number: SGN2005-00008
Owner: Cecilia Medrano, Trustee
Agent: Freedom Signs
Business Name: The Tent Merchant

(Proposal for a 22 square foot painted wall sign. 22 square feet of signage is being requested. The linear building frontage is 21 feet. The allowable signage is 29 square feet.)

(4:09)

Daniel Morris, Applicant, present.

Motion: Final Approval of the sign and a two week continuance to Conforming Sign Review with the following conditions: 1) The letters "Tent Merchant" be reduced 8", the word "the" be reduced to 5" (flush top with the words "Tent Merchant"), and the words "Event Rentals" be reduced to 4". 2) The sign height is to remain the same and the sign width is to be brought in proportional to the decrease in letter sizes. 3) All paint finishes shall be satin. 4) The sign is to be pegged off the wall 2" to 3".
Action: Hausz/Cope, 4/0/0.

**** MEETING ADJOURNED AT 4:18 P.M. ****