



# City of Santa Barbara Planning Division

## SIGN COMMITTEE MINUTES

**Wednesday, February 23, 2005**      **David Gebhard Public Meeting Room:**      **630 Garden Street**      **1:36 P.M.**

**COMMITTEE MEMBERS:**  
DAWN ZIEMER, Chair, Present  
TOM NILSEN, Vice Chair, Present  
STEVE HAUSZ, Present at 1:40 p.m.  
NATALIE COPE, Present  
RANDY MUDGE, Present at 1:55 p.m.

**ALTERNATES:**  
SUSETTE NAYLOR, Absent  
CHRISTOPHER MANSON-HING, Absent

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

**STAFF:**  
JAIME LIMÓN, Design Review Supervisor, present at 3:37 p.m.  
SUZANNE JOHNSTON, Planning Technician II, present, left at 3:00 p.m.  
JO ANNE LACONTE, Assistant Planner, present at 2:37 p.m.  
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 Suzanne Johnston, Planning Technician II, 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](http://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.

**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 February 18, 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 February 9, 2005.

Motion: Approval of the minutes of the Sign Committee meeting of February 9, 2005, with no corrections.  
Action: Nilsen/Ziemer, 2/0/1. Cope abstained.

## C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from February 10, 2005 to February 23, 2005 are listed as follows:

1. 1824 State Street, Barbara Hirach, Final Approval of the color details.
2. 1625 State Street, Pain Relief Center of Santa Barbara, Final Approval of the sign as submitted.
3. 120 E. De La Guerra, Commerce Capital Building, Final Approval of the signs as submitted.
4. 927 State Street, Mi Casa Imports, Final Approval of the sign as submitted.
5. 933 State Street, Signs Express, Final Administrative approval of the orange color to match.
6. 320 W. Carrillo Street, Ducati Pro Italia, Final Approval of the Review After Final changes to Sign A as submitted.
7. 318 North Milpas, Saigon In and Out, Final Approval of the project as submitted.

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

No announcements.

## E. Possible Ordinance Violations.

No ordinance violations.

**CONCEPT REVIEW - NEW****1. 210 STEARNS WHARF** HC/SD-3 Zone

Assessor's Parcel Number: 033-120-022  
 Application Number: SGN2005-00026  
 Owner: City of Santa Barbara  
 Architect: David Carter Signs  
 Designer: Suzanne Elledge Planning  
 Business Name: Ty Warner Sea Center - Santa Barbara Museum of Natural History

*(Proposal to construct two new wall signs to be 20.67 square feet each for a total of 41.34 square feet. 41.34 square feet of signage is being requested. The linear building frontage is 201 feet. The allowable signage is 90 square feet.)*

**(1:40)**

Issac Romero, Agent; Justin Lassahn, Project Manager; Jennifer Foster, Director; and Jenny Theodorou, Director, present.

Motion: Continued two weeks with the following comments: 1) The Committee prefers to see bronze or brass letters with dark bronze finish and would like to see the letters patina naturally. 2) Light the signs with three gooseneck fixtures per sign. 3) Reduce the larger letters to 11" in order to not crowd the architecture, and the smaller letters proportionately.

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

**CONCEPT REVIEW - NEW****2. 824 CACIQUE ST** C-2/SD-3 Zone

Assessor's Parcel Number: 017-240-019  
 Application Number: SGN2005-00022  
 Owner: Allen Ramirez  
 Business Name: A C Ramirez Inc. Floor Coverings  
 Contractor: Freedom Signs

*(Proposal to construct a 17 square foot three dimensional individual letter stud mounted wall sign on the front elevation of the building above the entrance. 17 square feet of signage is being requested. The linear building frontage is 60 feet. The allowable signage is 60 square feet.)*

**(2:06)**

Dan Morrison, Agent, present.

Motion: Final Approval as submitted with the suggestion that the wording "floor coverings" and the address numerals should be the same font as "A.C. Ramirez, Inc."

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

**CONCEPT REVIEW - NEW****3. 15 W MASON ST** HRC-1/SD-3 Zone

Assessor's Parcel Number: 033-102-003  
 Application Number: SGN2005-00027  
 Owner: Channel Islands Properties, LLC  
 Business Name: The Conceptual Motion Company  
 Applicant: Ryan Mills

*(Proposal for a new 2 square foot wall entry sign on an existing office building, a Structure of Merit, in the El Pueblo Viejo Landmark District for the Conceptual Motion Company. 2 square feet of signage is being requested. The linear building frontage is 50 feet. The allowable signage is 10 square feet.)*

**(2:10)**

Ryan Mills, Applicant, present.

Motion: Continued two weeks with the following comments: 1) The sign needs to conform to the Sign Ordinance and the El Pueblo Viejo District Guidelines. 2) Use more traditional materials.

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

**CONCEPT REVIEW - NEW****4. 1032 E MASON ST**

R-2 Zone

Assessor's Parcel Number: 017-133-005  
 Application Number: SGN2005-00021  
 Owner: Second Baptist Church of Santa Barbara+  
 Contractor: Signs by Ken  
 Business Name: Second Baptist Church of Santa Barbara

*(Proposal for a 12.75 square foot ground which includes the 3 square foot changeable copy board and identity sign for Second Baptist Church. 12.75 square feet of signage is being requested. The linear building frontage is 56 feet. The allowable signage is 56 square feet.)*

**(2:17)**

Ken Sorgman, Applicant, present.

Motion: Continued two weeks with the following comments: 1) Make the message board narrower than the existing pylon. 2) The Committee would like to see the signage boards at the top eliminated in favor of painting the logo and the letters directly on the pylon. 3) Consider painting the pylon the blue trim color of the church. 4) Consider dimensional letters in favor of painted letters. 5) Consider cutting out the logo and raising it slightly.

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

**CONCEPT REVIEW - NEW****5. 534 E HALEY ST**

C-M Zone

Assessor's Parcel Number: 031-291-008  
 Application Number: SGN2005-00018  
 Owner: Nielsen Family Exemption Trust  
 Contractor: Signs by Ken  
 Applicant: Arian /Drinkwater Inc.  
 Business Name: Supply Sergeant

*(Proposal for 13.93 square feet of signage for Supply Sergeant. The proposal includes a 7.52 square foot wood ground sign, 3.75 square foot MDO wall sign, and 2.66 square foot projecting sign. 13.93 square feet of signage is being requested. The linear building frontage is 96 feet. The allowable signage is 65 square feet.)*

**(PROJECT REQUIRES EXCEPTION FINDINGS.)****(2:30)**

Ken Sorgman, Applicant, present.

Staff Comment: Suzanne Johnston, read the grounds for exceptions.

Motion: Continued two weeks with the following comments: 1) Consider an alternate solution for the ground sign by making it smaller or relocating it so that it conforms to the Sign Ordinance. 2) Signs B and C are approved as submitted with the condition that the light over sign B be removed.

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

**CONCEPT REVIEW - NEW**

6. **3889 LA CUMBRE LN** C-2/SD-2 Zone

Assessor's Parcel Number: 051-022-034  
 Application Number: SGN2005-00013  
 Owner: Sidney Leven, Trustee  
 Business Name: Cingular Wireless  
 Contractor: City Neon

*(Proposal to remove the existing AT&T Wireless signs and install a 17 square foot wall sign, a 6 square foot monument sign and a 5 square foot wall sign. An exception is requested to allow the letters to exceed the 12-inch maximum letter height. 28 square feet of signage is being requested in addition to 39 square feet of existing signage. The linear building frontage is 96 feet. The allowable signage is 90 square feet.)*

**(PROJECT REQUIRES EXCEPTION FINDINGS.)**

**(2:41)**

Alan McCaa, Applicant, present.

Motion: Continued two weeks with the following comments: 1) Sign A: a) reduce to an average of 12" and reduce the logo proportionately, b) reduce the word "Wireless" proportionately, and c) consider a reverse pan channel illuminated style. 2) Signs B and C are acceptable with the condition that the background color be muted or consider the option to change the background to off-white with the orange jack logo and off black lettering. 3) Sign D is approved as submitted. 4) All orange colors are to be muted. 5) All the black letters should be off-black.

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

**REVIEW AFTER FINAL**

7. **3735 STATE ST** C-P/SD-2 Zone

Assessor's Parcel Number: 051-590-033  
 Application Number: SGN2000-00070  
 Owner: Wasem Family Partnership  
 Contractor: Bill's Signs  
 Business Name: Educated Car Wash

*(Proposal to reinstate the approval which expired in May of 2000. Proposal for two 15 square foot as-built non-illuminated monument signs along Hitchcock Way and a 24.5 square foot non-illuminated monument sign along State Street for Educated Car Wash. Exceptions are requested for two ground signs to be located within less than seventy-five feet of each other and for the single script letter in Educated Car Wash "E" to be a maximum height of 18.5 inches. Other text on the signs is 11.5 inches and 4.375 inches in height. The project includes review after final change to the as-built monument signs to incorporate the trademark gasoline logo.)*

**(PROJECT REQUIRES EXCEPTION FINDINGS.)**

**(3:07)**

Sam Wasem, Owner, present.

Public comment opened at 3:12 p.m.

Louise Boucher, local resident, stated that she was on the Sign Committee when the previous signs were approved for

this location and that the workmanship and the quality of the materials warranted special treatment.

Public comment closed at 3:13 p.m.

Motion: Final approval of all as-built monument and price signs making the following findings for an exception as stated in subsection 22.70.070 (B): 1. There are exceptional or extraordinary circumstances or conditions applicable to the property involved, or to the intended use of the property, that do not apply generally to other properties in the vicinity. 2. The granting of the exception will not be materially detrimental to the public welfare or injurious to the properties or improvements in the vicinity. 3. The proposed sign is in conformance with the stated purpose and intent of the Sign Ordinance.

Action: Hausz/Mudge, 4/0/1. Ziemer abstained.

### **CONCEPT REVIEW - CONTINUED**

#### **8. 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 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 90.6 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.)**

**(3:17)**

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: Final approval of the signs as submitted with the exception findings being due to distance of the building from the road and the sidewalk and making the following findings for an exception as stated in subsection 22.70.070 (B): 1. There are exceptional or extraordinary circumstances or conditions applicable to the property involved, or to the intended use of the property, that do not apply generally to other properties in the vicinity. 2. The granting of the exception will not be materially detrimental to the public welfare or injurious to the properties or improvements in the vicinity. 3. The proposed sign is in conformance with the stated purpose and intent of the Sign Ordinance.

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

**CONCEPT REVIEW - CONTINUED****9. 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.)****(3:39)**

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.

Staff Comment: Jaime Limon, Senior Planner, stated that if a partial approval is granted, and there is an appeal, if the applicant wants to pull a building permit to install some of the signs, the fact that there is an overall exception on the quantity of signage would be brought up under appeal, and the project would then be scrutinized as a whole by the Design Review Board. Mr. Limon suggested crafting a motion that would approve some signs and condition others. Mr. Limon also stated that if there is approval granted, findings for the exception to the 14" letters need to be made. He requested that the applicant submit a revised tabulation of the signs that will be approved and those which will still be under review for the purpose of clarification.

Motion: Continued two weeks to Conforming Sign Review with the following comments and conditions:  
 1) Signs A, B, C, and D are approved as submitted. 2) Signs E, F, and G should all be flush along the bottom edges. 3) The Committee cannot support the highly polished, mirror finish, stainless steel letters of Signs F and H. 4) Sign I is too large in proportion to the architecture. 5) Restudy Sign J to be more architecturally articulated regarding the attachment of the cabinets to the plinth. 6) Sign K is approved with the condition that the Santa Barbara Auto Group sign be changed from a white background to a darker color with the suggestion to use a matte metallic darker gray with white or off-white letters.

Action: Hausz/Nilsen.

Motion rescinded.

Amended

Motion: Final Approval and a two-week continuance to the Conforming Sign Review with the following comments and conditions: 1) Signs A, B, C, D, E, and G are approved as submitted. 2) Sign K is approved with the condition that the "Santa Barbara Auto Group" sign be changed from a white background to a darker color with the suggestion to use a matte metallic darker gray with white or off-white letters. 3) The Committee cannot support the highly polished, mirror finish, stainless steel letters of Signs F and H. 4) Sign I is too large for the architectural elements. 5) Sign J should be restudied to architecturally articulate the connection of the boxes to the plinth. 6) making the following findings for an exception as stated in subsection 22.70.070 (B): a. There are exceptional or extraordinary circumstances or conditions applicable to the property involved, or to the intended use of the property, that do not apply generally to other properties in the vicinity. The distance of the signs from the street and the size of the building is the exceptional circumstance. b. The granting of

the exception will not be materially detrimental to the public welfare or injurious to the properties or improvements in the vicinity. c. The proposed sign is in conformance with the stated purpose and intent of the Sign Ordinance.

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

Amendment to

Motion: Final approval of Sign I with the condition that the letters be reduced to 12" and the entire sign structure is to be reduced proportionally.

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

### **IN-PROGRESS REVIEW**

#### 10. **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

(This is a revised project. Proposal for a non-illuminated, 6.4 square foot projecting sign and two 2.2 square foot painted wall signs for 24-Hour Fitness Agassi Sport located in the El Pueblo Viejo Landmark District.)

**(4:20)**

Bill Fancher, Fancher Development Services Representative; Nina Ray, Fancher Development Services Representative; Christian Muldoone, Vogue Sign Company, present.

Staff Comment: Jaime Limón, Senior Planner, stated that the total signage proposed needs to be clarified.

Motion: Final approval of the signs and a one-week continuance to Conforming Sign Review with the following comments and conditions: 1) Mute the colors along the lines of what was shown on the printed application. 2) Return with color samples. 2) Note scroll members are to be a minimum of 1/4" thick. 3) Specify heavy chain lengths such as 3/16" material.

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

**\*\* MEETING ADJOURNED AT 4:32 P.M. \*\***