



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Wednesday, June 29, 2005 **David Gebhard Public Meeting Room: 630 Garden Street** **1:30 P.M.**

COMMITTEE MEMBERS: DAWN ZIEMER, Chair, Absent
TOM NILSEN, Vice Chair, Present, left at 3:22 p.m., returned at 3:25 p.m.
STEVE HAUSZ, Present
NATALIE COPE, Absent
RANDY MUDGE, Present

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

CITY COUNCIL LIAISON: DAS WILLIAMS, Absent

STAFF: JAIME LIMÓN, Design Review Supervisor, Absent
JASON SMART, Temporary Planning Technician, 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 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

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 June 24, 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 June 15, 2005.

Motion: Approval of the minutes of the Sign Committee meeting of June 15, 2005, with corrections.
Action: Hausz/Mudge, 3/0/0.

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from June 16, 2005 to June 29, 2005 are listed as follows:

1. 1915 De la Vina Street, Santa Barbara BBQ. Final approval as submitted.
2. 122 E. Gutierrez Street, Melody Myers Martial Arts. Final approval with the condition to paint the installation hardware Frazee #AC140N, Mission Brown.
3. 214 State Steet, Couchéz. Final approval with the condition to use a matted color finish, not a modernistic texture.
4. 1528 State Street, Heshmat Imports Rug Merchants. Final approval as submitted.

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

1. Mr. Smart announced the following:
 - a) Dawn Ziemer and Natalie Cope will be absent
 - b) The applicant for Item No. 10, 11 W. Figueroa Street, will not be able to attend the meeting. Mr. Smart stated it is possible to review the item without the applicant present.

E. Possible Ordinance Violations.

No Possible Ordinance Violations reported.

CONCEPT REVIEW - CONTINUED1. **209 STATE ST**

HRC-2/SD-3 Zone

Assessor's Parcel Number: 033-075-012
 Application Number: SGN2005-00063
 Owner: Redevelopment Agency/Santa Barbara
 Business Name: Santa Barbara Train Station
 Applicant: Darin Laureano
 Architect: (M)Arch Strategic Architectures

(The Santa Barbara Train Station is a City Landmark located within El Pueblo Viejo Landmark District. Proposal to install two informational signs on exterior of the station consisting of a 4.5 square foot hanging sign and a 7 square foot hanging sign and a ticket dispensing machine. 11.50 square feet of signage is being requested in addition to 2 square feet of existing signage. The linear building frontage is 509 feet.)

(PROJECT REQUIRES EXCEPTION FINDINGS.)**(1:38)**

Louis Lazarine, City of Santa Barbara Housing and Redevelopment Specialist; and Darin Laureano, Applicant, present.

Motion: Final approval of the signs as submitted and a two-week continuance with the following conditions, suggestions and Exception Findings: 1) Sign No. 2 at location C: Center over the door per the marked up set of drawings. 2) Return with all details on one set of drawings. 3) It is understood that the LED lights will be amber in color except in unusual circumstances. 4) The information boards shall be turned off ½ hour after the last train departs and remain off until ½ hour before the first train arrives. 5) The Committee suggested, and would appreciate, the different news racks be replaced with one cabinet similar to the State Street cabinets.

Action: Hausz/Mudge, 3/0/0.

Motion Withdrawn.

Amended

Motion: Final approval of the signs as submitted and a two-week continuance with the following conditions, suggestions and Exception Findings: 1) Sign number two at location C: Center over the door per the marked up set of drawings. 2) Return with all details on one set of drawings. 3) It is understood that the LED lights will be amber in color except in unusual circumstances. 4) The information boards shall be turned off ½ hour after the last train departs in the evening and remain off until ½ hour before the first train arrives in the morning.. 5) The Committee suggested, and would appreciate, the different news racks be replaced with one cabinet similar to the State Street cabinets. Exception Findings: The Committee can allow the changeable copy because it is consistent with the Sign Ordinance and that there is only one train station in the City.

Action: Hausz/Mudge, 3/0/0.

CONCEPT REVIEW - CONTINUED**2. DOWNTOWN**

DUMMY Zone

Assessor's Parcel Number: 039-000-0RW
 Application Number: SGN2005-00053
 Owner: City of Santa Barbara
 Contractor: Freedom Signs
 Business Name: Public Restrooms Program
 Agent: Louis Lazarine

(Proposal for directional signage for the City's Public Restroom Program located in El Pueblo Viejo Landmark District. The proposal includes the replacement of four existing signs and the installation of four proposed projecting signs to be approximately 2 to 3 square feet each directing the public to restrooms available for public use. There will be six signs located on State Street and one will be located on Anacapa Street. Signage is proposed to be mounted on existing brackets and light standards.)

(2:08)

Betsy Harris, Freedom Signs, present.

Motion: Final approval of the signs in eight locations and an indefinite continuance to the Conforming Sign Review with the following conditions: 1) Signs A and E are not approved and are to return to the Conforming Sign Review when they are ready to be installed. 2) All hardware is to be painted in off-black, low-gloss finish, including chain links. 3) The Committee appreciates the presentation.

Action: Hausz/Mudge, 3/0/0.

CONCEPT REVIEW - CONTINUED**3. 634 STATE ST**

C-M Zone

Assessor's Parcel Number: 037-132-028
 Application Number: SGN2005-00095
 Owner: Leroy and Lena Scharfeld
 Contractor: Freedom Signs
 Business Name: Tonic Patio Bar and Lounge

(Proposal for a 17 square foot painted metal wall sign for Tonic Patio Bar and Lounge located in El Pueblo Viejo Landmark District. There is an active enforcement case for a portable sign at this address. 17 square feet of signage is being requested. The linear building frontage is 40 feet. The allowable signage is 40 square feet.)

(2:15)

Betsy Harris, Freedom Signs, present.

Motion: Final approval of the sign as revised with the following conditions: 1) A dark glaze shall be used over the paint colors. 2) The face and edges shall be significantly distressed. 3) The red color shall be muted to "Tomahawk 7856A" by Frazee. 4) Provide revised documentation to Staff. 5) As a condition of the approval, the portable sign is to be removed immediately and not be displayed.

Action: Hausz/Mudge, 3/0/0.

CONCEPT REVIEW - NEW**4. 235 E COTA ST** C-M Zone

Assessor's Parcel Number: 031-152-025
 Application Number: SGN2005-00102
 Contractor: Freedom Signs
 Owner: Alano Club
 Business Name: Alano Club

(Proposal to install two temporary construction ground signs, 12 square feet each, for the Alano Club. 24 square feet of signage is being requested. The linear building frontage is 49 feet. The allowable signage is 49 square feet.)

(2:25)

Betsy Harris, Freedom Signs, present.

Motion: Final approval as submitted with the observation that the two signs are acceptable because it is a large corner lot.

Action: Hausz/Mudge, 3/0/0.

CONCEPT REVIEW - NEW**5. 132 HARBOR WAY** HC/SD-3 Zone

Assessor's Parcel Number: 045-250-011
 Application Number: SGN2005-00103
 Owner: City of Santa Barbara
 Business Name: West Marine
 Applicant: Vogue Signs
 Contractor: Vogue Signs

(Proposal to install three, 20 square foot redwood sandblasted signs for the Chandlery by West Marine, which is being remodeled. 60 square feet of signage is being requested. The linear building frontage is 79.30 feet. The allowable signage is 65 square feet.)

(2:27)

Christian Muldoone, Vogue Signs, present.

Motion: Continue two weeks with the following comments: 1) Submit evidence of the DBA (Doing Business As) for "the Chandlery by West Marine". Otherwise, the sign should say "the Chandlery." 2) If "West Marine" is part of the sign, it should be approximately 60% of the line length of "the Chandlery." 3) The white should be an off-white that is similar to the building.

Action: Hausz/Mudge, 3/0/0.

CONCEPT REVIEW - CONTINUED**6. 434 E HALEY ST B** C-M Zone

Assessor's Parcel Number: 031-283-011
 Application Number: SGN2005-00069
 Owner: Manuel Jimenez, III
 Business Name: A&A Import Service
 Applicant: Emilio Valsecchi

(This is an enforcement case. Proposal to permit one, 16 square foot "as-built" wall sign. 16 square feet of signage is being requested in addition to 16 square feet of existing signage. The linear building frontage is 100 feet. The allowable signage is 65 square feet.)

(2:37)

Emilio Valsecchi, Applicant, present.

Motion: Final approval of the sign as submitted with the condition that the lighting is not approved as part of the application. It requires a permit and needs to be reviewed.

Action: Hausz/Mudge, 3/0/0.

REFERRED FROM CONFORMING SIGN REVIEW**7. 222 W CARRILLO ST**

C-2 Zone

Assessor's Parcel Number: 039-271-013

Application Number: SGN2005-00077

Owner: Roger and Carol Duncan

Business Name: Sav-On Drugs

Applicant: Michelle Alfieri

(This is on the California Inventory of Historic Resources and the City's List of Potentials for Designation, and is in El Pueblo Viejo Historic District. Proposal to remove an existing monument sign and replace it with a 12 square foot ground sign within an existing planter and to install a 15 square foot channel letter wall sign, with 18 inch letters, for Sav-on Drugs. An exception is required for letter height in excess of 10 inches. 27 square feet of signage is being requested in addition to 6 square feet of existing signage. The linear building frontage is 64 feet. The allowable signage is 64 square feet.)

**(This Item was referred from Conforming Review for exception findings for the 18" channel letters.)
(PROJECT REQUIRES EXCEPTION FINDINGS)**

(2:41)

Michelle Alfieri, Applicant, present.

Motion: Continued two weeks with the following comments: 1) The exception request for the 18-inch channel letters on "Sav-on Drugs" sign on the building wall can be supported for its height because it is appropriate to the scale of the architecture. The word "Pharmacy" should be reduced from eight inches high to seven inches high. 2) Mute the red color to a blood red, which is in keeping with El Pueblo Viejo Landmark District. 3) The monument sign needs to be restudied to be more in keeping with El Pueblo Viejo Landmark District. The proposed materials are too smooth and plasticlike and need to be capable of aging gracefully and appearing more natural. The Committee suggests incorporating sandblasted wood, wood posts, and copper cap. 4) Provide a landscape planting plan for the monument sign that shows the location of the lights and the plants that screen the light fixtures. 5) The "customer parking only" sign should be eliminated or relocated to not conflict with the monument sign. 6) The existing lights mounted on top of the arbor are to be removed. 7) The neon in the halo-lit sign should be no brighter than the specified "Ralphs" sign. 8) Provide a spec sheet on the monument sign light fixtures with wattage and lamp type.

Action: Hausz/Mudge, 3/0/0.

CONCEPT REVIEW - CONTINUED**8. 506 CHAPALA ST**

C-M Zone

Assessor's Parcel Number: 037-171-008
Application Number: SGN2005-00084
Owner: Haimovitz Family Limited Partnership
Architect: Marc Perry
Business Name: Santa Barbara Harley Davidson

(This is a Structure of Merit in El Pueblo Viejo Historic District. Proposal to install three metal wall signs at 12 square feet each and a single-faced ground mounted sign at 12 square feet each with an art deco base. 60 square feet of signage is being requested. The linear building frontage is 138 feet. The allowable signage is 90 square feet.)

(Transportation Dept. approval needed for 45-degree angle of ground sign.)

(3:04)

Marty Cherrie, Owner; and Marc Perry, Architect, present.

Motion: Continued four weeks with the following comments: 1) The uplighting as proposed is inconsistent with El Pueblo Viejo District Guidelines and needs to be restudied. 2) The Committee felt that halo-lit letters or the use of RLM fixtures on goosenecks would be a more acceptable approach. 3) The applicant is to return with a revised proposal. 4) The orange color needs to be a more muted orange. 5) Return with a color sample.

Action: Hausz/Mudge, 3/0/0.

REFERRED FROM CONFORMING SIGN REVIEW**9. 401 N MILPAS ST**

C-2 Zone

Assessor's Parcel Number: 031-304-021
Application Number: SGN2005-00097
Owner: Michaela Merkens Trust
Applicant: Sunset Signs
Business Name: Soccer Action

(Proposal to construct a 12.8 square foot illuminated channel letter sign on the wall of the building. There is an active enforcement case for a different tenant in the building. A sign program for the building has been requested of the property owner. 12.8 square feet of signage is being requested. The linear building frontage is 28.8 feet. The allowable signage is 14 square feet.)

(Referred from Conforming with request for proof that the logo in the sign is the official logo of the business.)

(3:49)

Scott Moilanen, Sunset Signs, present.

Motion: Continued one week to the Conforming Sign Review with the following comments: 1) The letters should be halo-lit with LED's. 2) Minimize the depth of the letters to approximately two inches and peg-mount the letters the wall. 3) The letter faces should be painted with a more muted red color.

Action: Hausz/Mudge, 3/0/0.

REFERRED FROM CONFORMING SIGN REVIEW10. **11 W FIGUEROA ST**

C-2 Zone

Assessor's Parcel Number: 039-281-008
Application Number: SGN2005-00099
Owner: Zungri Family Trust 2/16/04
Applicant: Angela Claudio
Business Name: Walter Claudio

(Proposal for two, 2.44 square foot blade iron/wood signs, two mounted iron letter signs, and three window-mounted decal signs on the Walter Claudio commercial building. The total amount of the requested signage is 22.52 square feet. This project is in El Pueblo Viejo Historic Landmark District. 22.52 square feet of signage is being requested. The linear building frontage is 36 feet. The allowable signage is 36 square feet.)

(Referred from Conforming with request that letter heights in blade signs be clarified.)

(3:56)

Representation was not present.

Motion: Continued two weeks with the following comments: 1) The brand name "Aveda" is not acceptable unless it is a part of the registered business name. Otherwise, it is to be removed. 2) All sign lighting, including the upright fixture on the street frontage, is to be specified with a spec sheet. 3) The blade sign bracket needs to be redesigned to be appropriate to El Pueblo Viejo Guidelines. 4) The sign on the rear of the building above the windows does not conform to Subsection 22.70.030(D)8 of the Municipal Code in that location.

Action: Hausz/Mudge, 3/0/0.

**** MEETING ADJOURNED AT 4:04 P.M. ****