



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Wednesday, July 13, 2005 **David Gebhard Public Meeting Room: 630 Garden Street** **1:30 P.M.**

COMMITTEE MEMBERS: DAWN ZIEMER, Chair, Absent
TOM NILSEN, Vice Chair, Absent
STEVE HAUSZ, Present
NATALIE COPE, Present
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.

- ** 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 July 8, 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 29, 2005.

Motion: Approval of the minutes of the Sign Committee meeting of June 29, 2005, with corrections.
Action: Mudge/Cope, 2/0/1. Cope abstained.

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from June 30, 2005 to July 13, 2005 are listed as follows:

1. 330 State Street, Gentle Dental. Final approval with the following conditions: 1) Reduce the size of the directional hand to half of its current size. 2) Reduce the height of the sign board from eight inches to six or seven inches.
2. 406 Salsipuedes Street, Telegraph Brewing Co., Inc. Final approval with the following conditions: 1) The applicant is to provide accurately scaled information as to the letter height on the building elevation and specify the height that will be used. 2) The sign location is approved as submitted if the letters are seven inches or shorter.
3. 1324L State Street, Diani. Final approval as submitted.
4. 1324M State Street, Kosa Fina. 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 Tom Nilsen will be absent from the meeting.
- b) Item No. 3, 222 W. Carrillo Street, and Item No. 4, 11 W. Figueroa Street, have been postponed two weeks at the applicants' request.

Motion: Postpone Items No. 3 and 4 two weeks.
Action: Mudge/Cope, 3/0/0.

E. Possible Ordinance Violations.

No ordinance violations reported.

FINAL REVIEW**1. 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 the El Pueblo Viejo Landmark District. Proposal to install two informational signs on the 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. Exception findings were made 6/29/2005 for the changeable copy. 11.50 square feet of signage is being requested in addition to 2.00 square feet of existing signage. The linear building frontage is 509 feet.)

(2:02)

Lou Lazarine, City of Santa Barbara Housing and Redevelopment Specialist, present.

Motion: Final approval as submitted with the following conditions: 1) The ticket machine design shall be revised as noted on the drawings. The applicant shall provide revised drawings to Staff to review for consistency. 2) Sign C shall be centered over the door.

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

CONCEPT REVIEW - CONTINUED**2. 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 17 square foot redwood sandblasted signs for the Chandlery by West Marine, which is being remodeled. 60.00 square feet of signage is being requested. The linear building frontage is 79.30 feet. The allowable signage is 65.00 square feet.)

This item was taken out of order.

(1:40)

Christian Muldoone, Vogue Signs; Laura Grillon, District Manager; and Scott Riedman, Waterfront Business Manager, present.

Motion: Final approval of the signs as submitted with the condition that the border color shall match the trim on the building, the belly band, and the balcony.

Action: Mudge/Cope, 2/1/0. Hausz opposed.

CONCEPT REVIEW - CONTINUED**3. 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 located in El Pueblo Viejo Landmark 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" letters, for Sav-on Drugs. Exception findings are required for letter height in excess of 10 inches. 27.00 square feet of signage is being requested in addition to 6.00 square feet of existing signage. The linear building frontage is 64.00 feet. The allowable signage is 64.00 square feet.)

(PROJECT REQUIRES EXCEPTION FINDINGS)

Postponed two weeks at the applicant's request.

CONCEPT REVIEW - CONTINUED**4. 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 for the Walter Claudio business. The total amount of requested signage is 22.52 square feet. This project is in El Pueblo Viejo Landmark District. 22.52 square feet of signage is being requested. The linear building frontage is 36.00 feet. The allowable signage is 36.00 square feet.)

Postponed two weeks at the applicant's request.

CONCEPT REVIEW - NEW**5. 1272 COAST VILLAGE RD** C-1 Zone

Assessor's Parcel Number: 009-230-008
 Application Number: SGN2005-00109
 Owner: Fini Getty, Trust
 Contractor: Signs by Ken
 Business Name: Red Studio

(Proposal to replace two wood hanging signs measuring 6 square feet each with one 13 square foot wall sign for Red Studio. An exception is requested for 16" letter height. 12.88 square feet of signage is being requested. The linear building frontage is 40.00 feet. The allowable signage is 40.00 square feet.)

(PROJECT REQUIRES EXCEPTION FINDINGS)

(2:17)

Ken Sorgman, Signs by Ken, present.

Motion: Continued two weeks with the following comments: 1) Staff will provide documentation to the Committee to determine: a) if a sign program is required, b) the history of signage on the building, and c) if an exception can be supported for the signage above the roof. 2) Staff is to confirm the permitting status of the existing signage on the building.

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

CONCEPT REVIEW - NEW

6. **200 E CARRILLO ST**

C-2 Zone

Assessor's Parcel Number: 029-292-025
 Application Number: SGN2005-00110
 Owner: Joe Freitas & Sons
 Contractor: Signs by Ken
 Business Name: Santa Barbara Asset Management

(Proposal to construct two wall signs, 5.25 square feet each, on different sides of the Freitas building in El Pueblo Viejo Landmark District for SB Asset Management. 10.50 square feet of signage is being requested in addition to 11.88 square feet of existing signage. The linear building frontage is 100.00 feet.)

(2:33)

Ken Sorgman, Signs by Ken, present.

Motion: Continued one week to the Conforming Sign Review with the following comments: 1) "Santa Barbara" is to be on one line and "Asset Management" is to be on the second line with the two lines of text flush right on the Carrillo Street elevation and flush left on the Santa Barbara Street elevation. 2) The logo should be centered on the "Investec" logo above. 3) Return with revised drawings and documentation. 4) The logo shall consist of dimensional elements attached to the building and should all be painted a patina color.

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

CONCEPT REVIEW - NEW

7. **1006 SANTA BARBARA ST**

C-2 Zone

Assessor's Parcel Number: 029-212-028
 Application Number: SGN2005-00111
 Owner: Rinconada Partners
 Contractor: Benton Signs
 Business Name: Wilson and Pattine, Attorneys At Law

(Proposal to construct a 6.5 square foot wall sign with metal, peg-mounted letters in El Pueblo Viejo Landmark District for Wilson and Pattine, Attorneys at Law. 6.50 square feet of signage is being requested. The linear building frontage is 50.00 feet. The allowable signage is 25.00 square feet.)

(2:49)

David Benton, Benton Signs of Santa Barbara, present.

Motion: Final approval of the signage with the following conditions: 1) The letters shall not be aluminum and shall be brass or bronze with a medium bronze finish. 2) The letters are intended to match the adjacent signage on the building.

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

CONCEPT REVIEW - NEW

8. **1275 COAST VILLAGE RD**

C-1/SD-3 Zone

Assessor's Parcel Number: 009-293-001
 Application Number: SGN2005-00112
 Owner: Cantello Teresina
 Contractor: Benton Signs & Designs
 Business Name: Kreiss

(Proposal to construct one 4.2 square foot wall sign with plastic, peg-mounted letters for Kreiss. 4.20 square feet of signage is being requested. The linear building frontage is 23.50 feet. The allowable signage is 23.50 square feet.)

It was announced that the correct address is 1273 Coast Village Road.

(2:58)

David Benton, Benton Signs of Santa Barbara, present.

Motion: Final approval of the sign as submitted with the following conditions: 1) The letters shall be nine inches tall and centered between the awnings. 2) Staff is to check for a permit for the lights. If no permit exists, the lights are to be removed or the applicant is to return to seek approval for the lighting.

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

CONCEPT REVIEW - NEW

9. 931 STATE ST

C-2 Zone

Assessor's Parcel Number: 039-321-006
 Application Number: SGN2005-00113
 Owner: Three West Carrillo Partners
 Contractor: Benton Signs & Designs
 Business Name: LF Stores

(Proposal to construct an 8.3 square foot hanging sign from an existing bracket, two window signs at 1.4 square feet each, and two window signs at .28 square feet each for LF Stores in El Pueblo Viejo Landmark District. Exception findings are required for the 14" letter height of the hanging sign. 11.38 square feet of signage is being requested. The linear building frontage is 23.00 feet. The allowable signage is 11.50 square feet.)

(PROJECT REQUIRES EXCEPTION FINDINGS)

(3:16)

David Benton, Benton Signs of Santa Barbara, present.

Motion: Final approval of the signs as submitted with the condition that the sign board shall be no larger than 42" x 24". It is understood that the logo on the projecting sign does not read as text lettering and therefore does not require Exception Findings to the Sign Ordinance. It is also understood that the top of the sign will be 1" below the lowest point of the bracket.

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

**** MEETING ADJOURNED AT 3:35 P.M. ****