



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Wednesday, November 2, 2005

David Gebhard Public Meeting Room: 630 Garden Street

1:43 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, Present at 1:43, out at 1:58 p.m., returned at 3:48 p.m., left at 4:12 p.m.

STAFF:

JAIME LIMÓN, Design Review Supervisor, Present
SUZANNE JOHNSTON, Planning Technician II, 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 October 28, 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.

Public comment opened at 1:43 p.m.

Ken Sorgman, Signs by Ken, stated a complaint regarding the Aaron Brothers sign located at 601 State Street. The one-half inch acrylic letters have a shiny, glossy finish and are not permitted in El Pueblo Viejo Historic District and are against the Sign Ordinance.

Public comment closed at 1:44 p.m.

B. Approval of the minutes of the Sign Committee meeting of October 19, 2005.

Motion: Table the approval of the minutes of the Sign Committee meeting of October 19, 2005.

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

Motion: Untable the approval of the minutes of the Sign Committee meeting of October 19, 2005.

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

Motion: Approval of the minutes of the Sign Committee meeting of October 19, 2005 with no corrections.

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

C. Listing of Approved Conforming Signs.

Motion: Table the approved Conforming Sign Review.

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

Motion: Untable the approved Conforming Sign Review.

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

The signs approved on Conforming Sign Review from October 20, 2005 to November 2, 2005 are as follows:

1. 1727 State Street, Santa Barbara Real Estate Mortgage. Final approval as submitted.
2. 132 Harbor Way, Waterfront Administration/Harbor Patrol. Final approval as submitted.
3. 311 State Street, Santa Barbara Pony Baseball. Final approval as submitted with conditions.

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

1. Ms. Johnston announced the following:

- a) Item No. 13, Sharkeez, 416 State Street has requested a two week postponement. This is an enforcement case.

Motion: To postpone Item No. 13, Sharkeez, 416 State Street two weeks.
Action: Mudge/Cope, 3/0/0.

- b) There has been an appeal by Spectrum regarding Sign B at the 21 W. Carrillo location. The appeal has been scheduled for the November 9, 2005 Historic Landmarks Commission meeting. Ms. Johnston requested Sign Committee representation.
- c) The 2006 Sign Committee schedule is pending Staff review and will be distributed to the Committee at a future date.
- d) Natalie Cope will be absent from the December 7th and December 21st Sign Committee meetings.

E. Possible Ordinance Violations.

No Ordinance Violations were reported.

CONCEPT REVIEW – CONTINUED1. **1266 COAST VILLAGE RD**

C-1/SD-3 Zone

Assessor's Parcel Number: 009-230-035
Application Number: SGN2005-00136
Owner: Martin Foreman, Trustee
Contractor: Signs by Ken
Business Name: 1266-1280 Coast Village Road Business

(Proposal for a sign program for four tenants in a retail shopping complex located at 1266-1280 Coast Village Road. 25 square feet of signage is being requested. The linear building frontage is 104 feet. The allowable signage is 90 square feet.)

(1:48)

Ken Sorgman, Contractor; and Brian King, Agent, present.

Motion: Continued two weeks with the comment that the Sign Committee cannot support a sign program that involves signage above the tile roofs and suggested exploring another approach.
Action: Mudge/Cope, 3/0/0.

CONCEPT REVIEW – CONTINUED2. **1272 COAST VILLAGE RD**

C-1/SD-3 Zone

Assessor's Parcel Number: 009-230-035
Application Number: SGN2005-00109
Owner: Martin Foreman, Trustee
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. 12.88 square feet of signage is being requested. The linear building frontage is 40 feet. The allowable signage is 40 square feet. An exception is requested for 16" letter height. An exception is required for the proposed signage above the roof.)

(PROJECT REQUIRES EXCEPTION FINDINGS FOR OVERHEIGHT LETTERS AND A ROOF SIGN.)**(2:07)**

Ken Sorgman, Contractor; and Brian King, Agent, present.

Motion: Continued two weeks pending consideration of an alternate sign program proposal.
 Action: Cope/Mudge, 3/0/0.

CONCEPT REVIEW – CONTINUED**3. 2009 DE LA VINA ST C-2 Zone**

Assessor's Parcel Number: 025-301-023
 Application Number: SGN2005-00152
 Owner: Kathryn and Susan Miratti
 Business Name: Los Gallos
 Contractor: Signs by Ken

(Proposal to install pin mounted letters for a wall sign 15 square feet in size. Exception requested to allow the sign above the roof element. Two existing signs totaling 33.5 square feet on the side elevations of the two-tenant building will be removed. 15 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 TO ALLOW THE SIGN ABOVE A ROOF ELEMENT.)**(2:07)**

Ken Sorgman, Contractor, present.

Motion: Final approval as submitted with the condition that the attachment for Sign B shall have solid stock 5/16" rod hangers that shall be painted to match the brown beam color.
 Action: Cope/Mudge, 3/0/0.

CONCEPT REVIEW – CONTINUED**4. 2009 DE LA VINA ST C-2 Zone**

Assessor's Parcel Number: 025-301-023
 Application Number: SGN2005-00146
 Owner: Kathryn and Susan Miratti
 Business Name: Ted's Used Books and Collectibles
 Applicant: Sonya Tafejian

(Proposal to install a 12 square foot window sign and a 3 1/2 square foot vertical sign on the post of the covered entry way to the building. 15.50 square feet of signage is being requested. The linear building frontage is 30 feet. The allowable signage is 30 square feet.)

(2:15)

Sonya Tafejian, Applicant, present.

Motion: Final approval as submitted with the following conditions: 1) Change the "and collectibles" text to be the same as the yellow. 2) Sign B attachment hardware be a solid stock 5/16" rod hangers and shall be painted to matching that approved at the Los Gallos location. 3) Any changes to the sign design shall return to the Conforming Sign Review. 4) It would be acceptable to outline the letters in the window sign with a small black outline.
 Action: Mudge/Cope, 3/0/0.

CONCEPT REVIEW – NEW**5. 1269 COAST VILLAGE RD**

C-1/SD-3 Zone

Assessor's Parcel Number: 009-293-001
Application Number: SGN2005-00156
Owner: Teresina Cantello
Applicant: Laura Allen
Business Name: Serafina

(Proposal for two 3 square foot painted wall signs and two 1.25 square foot painted wall signs for Serafina. 8.50 square feet of signage is being requested. The linear building frontage is 78 feet. The allowable signage is 65 square feet.)

(2:32)

Laura Allen, Applicant, present.

Staff comment: Suzanne Johnston, Planning Technician, II, stated that she was informed by the Fire Department that the numerals of an address must be placed on the same street as the physical, recorded address and that the Ordinance does not specify an actual letter height for letters; however, the letters must be readable and should be on a contrasting background.

Motion: Continued two weeks with the following comments: 1) Location of the signage as proposed does not relate well enough to the architectural elements of the facade or to the entrance. 2) Strengthen the relationship and return with an alternate proposal.

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

CONCEPT REVIEW – CONTINUED**6. 2936 DE LA VINA ST**

C-2/SD-2 Zone

Assessor's Parcel Number: 051-180-025
Application Number: SGN2005-00148
Owner: Katherine Guerra
Applicant: Betsy Harris
Business Name: McDermott Crocket

(Proposal for one new double-sided 26.4 square foot monument sign. The proposal will reuse the existing base from a ground sign of a previous tenant. 26.40 square feet of signage is being requested. The linear building frontage is 47 feet. The allowable signage is 47 square feet.)

(2:53)

Dan Morris, Freedom Signs, present.

Motion: Continued one week to the Conforming Sign Review with the following comments: 1) Restudy the lighting to reduce the wattage and to be more energy efficient. 2) Provide construction details or samples and close up photographs of an installed project of this type of construction. 3) With these conditions satisfied, the Committee can support the height of the sign.

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

CONCEPT REVIEW – NEW**7. 313 PASEO NUEVO**

C-2 Zone

Assessor's Parcel Number: 037-400-015
Application Number: SGN2005-00160
Owner: Redevelopment Agency/Santa Barbara
Agent: Glen Morris
Business Name: Lady Footlocker

(Proposal to install a 2.5 square foot hanging sign and a 5 square foot awing sign in the Paseo Nuevo Mall. 7.50 square feet of signage is being requested on a building located in El Pueblo Viejo Landmark District. The linear building frontage is 20 feet. The allowable signage is 10 square feet.)

(3:10)

Glen Morris, Agent for Paseo Nuevo, present.

Motion: Final approval as submitted with the condition that the “registered trademark” symbol is to be eliminated.

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

CONCEPT REVIEW – NEW**8. 321 PASEO NUEVO**

C-2 Zone

Assessor's Parcel Number: 037-400-002
Application Number: SGN2005-00161
Owner: Redevelopment Agency/Santa Barbara
Agent: Glen Morris
Business Name: Aldo

(Proposal to install a 26.4 square foot pin mounted wall individual letter sign in the Paseo Nuevo Mall located in El Pueblo Viejo Landmark District. This project does meet the criteria as specified as outlined in the Paseo Nuevo Design Criteria. 28.40 square feet of signage is being requested in addition to 56 square feet of existing signage. The linear building frontage is 53 feet. The allowable signage is 26.50 square feet.)

(PROJECT CONFORMS TO THE SIGN PROGRAM.)**(3:14)**

Glen Morris, Agent, present.

Motion: Continued two weeks with the following comments: 1) Restudy the size of the blade sign and the type of bracket. 2) The second blade sign on the non-entry facade is redundant. 3) Consider eliminating or relocating the blade sign. 4) Revisit the sconce design for appropriateness to El Pueblo Viejo Landmark District.

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

CONCEPT REVIEW – CONTINUED**9. 101 W CARRILLO ST**

C-2 Zone

Assessor's Parcel Number: 039-313-006
 Application Number: SGN2005-00147
 Owner: Lorraine Price
 Business Name: Shell/ Sea Side Market
 Architect: Lenvik & Minor

(Proposal to repaint the two existing ground signs totaling 30.2 square feet, to repaint the "Sea Side Market" wall sign totaling 18 square feet, to install 4 gas pump faces totaling 27.2 square feet and 4 gas pump toppers totaling 29.3 square feet. Additionally, there is .5 square foot sign for an ATM machine which will require Historic Landmarks Commission Review for the architectural feature prior to approval of the sign. An exception is requested to allow 40.2 square feet of signage in excess of the allowable for a Shell gas station located in El Pueblo Viejo Landmark District. Proposal to install pump toppers. Install ATM sign. Refacing all other existing signs for Shell Food Mart/SeaSide Market. 56.50 square feet of signage is being requested in addition to 48.68 square feet of existing signage. The linear building frontage is 86.80 feet. The allowable signage is 65 square feet.)

(The architectural features including lighting, pumps, and ATM were approved under MST2005-00706 on October 26, 2005.)

(PROJECT REQUIRES EXCEPTION FINDINGS FOR SIGNAGE IN EXCESS OF THE ALLOWABLE.)

(3:32)

Motion: Postponed two-weeks at the applicant's request.
 Action: Hausz/Mudge, 3/0/0.

CONCEPT REVIEW – CONTINUED**10. 3908 STATE ST**

C-2/R-O/SD-2 Zone

Assessor's Parcel Number: 057-233-030
 Application Number: SGN2005-00142
 Owner: Navigo Capital Group, LP
 Contractor: Santa Barbara Signs & Graphics
 Business Name: Spectrum
 Applicant: Courtland-Dane Management Group
 Applicant: Santa Barbara Signs & Graphics

(Proposal to replace the face on an existing 49 square foot double-sided monument sign, replace face on a 45 square foot wall sign, replace face on a 35.24 square foot wall sign, and replace face on an existing 6 square foot monument sign at the rear of the property. Exceptions are requested to exceed the maximum allowable size of the signs at the property and to exceed the maximum height of a monument sign. 135.24 square feet of signage is being requested in addition to 124.20 square feet of existing signage. The linear building frontage is 101.30 feet. The allowable signage is 90 square feet.)

(AN EXCEPTION IS REQUESTED FOR SIGNAGE IS EXCESS OF THE ALLOWABLE.)

(3:33)

Fred Barbaria, Applicant; and Jack Stafford, Representative for the Owner, present.

Staff comment: Jaime Limón, Senior Planner/Design Review Supervisor, stated discussions with the City of Santa Barbara Attorney found that the Sign Ordinance is not exact in specifying as to when a Sign Program should be implemented for an existing building and that there should be a clear nexus between at which point in time a sign program is required, whether it be at the time of new development or after occupancy; and what is specifically being proposed. One example of a nexus requirement is if a building is a multi-tenant occupancy, then there would be multiple signs and the Sign Committee would need to evaluate the future creation of additional signs. Mr. Limón

added the City Attorney was hesitant to require an existing building to establish a sign program that has a history of various sign approvals dating back to 1994, in which the City of Santa Barbara did not previously require a sign program. The City Attorney advised Staff that a sign program is dependent on the type of sign proposed and in this case, there is only a tenant change advocating face changes only to existing locations as opposed to new tenant occupancy with several new sign location proposals. The City Attorney advised the Sign Committee to focus on the appropriateness of the signs themselves and the compatibility with the rest of the existing signs versus having the property owner or property management attempt to develop and create sign standards that already exist for the entire site. Additionally, there is nothing that would prohibit the Sign Committee from directing the applicant to provide signage in the direction deemed appropriate for a future sign program and in keeping with the Sign Ordinance.

Mr. Limón also explained that consistent direction from the City Attorney is such that the Sign Committee does have the ability to deny a sign based on the compatibility and appropriateness of the sign to the building and/or location. Mr. Limón added that both Staff and the Sign Committee has consistently tried to direct corporate entities to try and adapt to Santa Barbara standards for materials and colors, especially in El Pueblo Viejo Historical Landmark District, and to be consistent with the existing building architecture. Mr. Limón added that precedence does exist for requesting changes and the applicant can pursue the issue if there is a feeling that the City is infringing on trademark or business identity, but those type of appeals can be difficult to win if the applicant has not shown they are willing to adapt to be more compatible with the location.

Das Williams, City Council liaison, stated that Spectrum is requesting an exception and because of that request, the Committee has the ability to ask Spectrum for further concessions such as change in colors or materials.

Mr. Hausz read an exception request letter into the record written on the behalf of Spectrum.

Motion: Continued two weeks with the following comments: 1) Signage proposed is not acceptable because it is not consistent with the character or nature of the existing signage of other tenants in the complex. 2) The Committee can support the request for the exception for the height of the monument Sign A and can support some amount of excess area which will be determined. 3) Regarding the materials and colors of the sign, the Committee can accept a proposal that matches the approved signs for the 21 W. Carrillo Street location. 4) Sign E: The Committee finds the sign acceptable as long as the Spectrum sign on the monument matches the letter color of the other signs. 5) Sign D: Redundant and should be eliminated. 6) Any unpermitted signs installed for the business are to be removed prior to the next review, specifically the two fabric signs.

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

CONCEPT REVIEW – NEW

11. 3820 STATE ST

R-O/SD-2 Zone

Assessor's Parcel Number: 057-240-052
 Application Number: SGN2005-00157
 Owner: Hitchcock State Street Real Estate,
 Business Name: Select Personnel Service
 Contractor: Vogue Sign Company*

(Proposal to install a 3 monument signs, 2 halo-lit and internally illuminated channel letters, and 5 non-illuminated individual brass letter wall signs. Exceptions are requested for three signs with 15.25 inch letters, two signs with 16 inch letters and 61 square feet over the allowable sign area. 112.59 square feet of signage is being requested. The linear building frontage is 151 feet. The allowable signage is 90 square feet.)

(PROJECT REQUIRES EXCEPTION FINDINGS FOR SIGNAGE IN EXCESS OF THE ALLOWABLE AND OVERHEIGHT LETTERS.)

(4:12)

Lori Maxwell, Steve Sorensen, and Lori Weathers, Select Personnel Services; and Christian Muldoone, Vogue Signs, present.

Motion: Continued two weeks with the following comments: 1) The Committee will conduct a site visit to become familiar with the property, neighborhood context, and traffic conditions. 2) The Committee cannot support letter height over twelve inches. 3) Reduce the amount of signage. 4) Signs A & B: Restudy the raceways applied over the concrete. Research an alternative lighting method. 5) Signs C & H: The Committee is concerned with the white background and internal illumination and suggests exploring alternatives such as a dark background or halo lit letters. Eliminate Sign H and move sign C closer to the street. The relocation is subject to review by the Supervising Transportation Engineer. 6) Determine whether the mirrored brass finish is going to meet visibility requirements. The Committee suggested a brushed brass finish. 7) Eliminate Sign F at the direction of the Fire Department Staff because the address does not relate to the street that it is facing.

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

CONCEPT REVIEW – NEW

12. 15 W FIGUEROA ST

C-2 Zone

Assessor's Parcel Number: 039-281-007
 Application Number: SGN2005-00162
 Owner: Santa Barbara Bank & Trust
 Contractor: Benton Signs
 Business Name: Santa Barbara Bridal

(Proposal to install on 9.9 square foot wall sign, one 10.2 square foot projecting sign and one 1 square foot letters each on four existing awnings for a total of 4 square feet on the awning signs located in El Pueblo Viejo Landmark District. 24.10 square feet of signage is being requested. The linear building frontage is 33 feet. The allowable signage is 32 square feet.)

(4:52)

Dave Benton, Benton Signs of Santa Barbara, present.

Motion: Final approval as submitted with the following conditions: 1) Sign A: The applicant shall either cut out the shape of the chandelier or cut out a square, oval, or another shape around the chandelier. 2) Signs C through F awning signs: The Committee approves one awning sign to be located as the applicant chooses. 3) Sign B is acceptable as presented.

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

CONCEPT REVIEW - CONTINUED

13. 416 STATE ST

C-M Zone

Assessor's Parcel Number: 037-212-023
 Application Number: SGN2005-00143
 Owner: Kim and Cynthia Hughes
 Contractor: Benton Signs & Designs
 Business Name: Sharkeez

(Proposal to abate sign violations by removing the existing signs and proposal for a new 21 square foot wall sign and a new 4.7 square foot wood projecting sign on a building located in El Pueblo Viejo Landmark District. 25.70 square feet of signage is being requested. The linear building frontage is 40 feet. The allowable signage is 40 square feet.)

Continued two weeks at the applicant's request.

**** MEETING ADJOURNED AT 5:07 P.M. ****