



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

**Wednesday, March 15, 2006 David Gebhard Public Meeting Room: 630 Garden Street 9:00 A.M.**

**COMMITTEE MEMBERS:** DAWN ZIEMER, Chair – Present, left at 10:43 a.m.  
NATALIE COPE, Vice Chair – Present  
STEVE HAUSZ – Present  
RANDY MUDGE – Present at 9:07 a.m.

**ALTERNATES:** SUZETTE NAYLOR – Absent  
CHRISTOPHER MANSON-HING – Absent

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

**STAFF:** JAIME LIMÓN, Design Review Supervisor – Present at 9:06 a.m., left at 9:30 a.m., returned at 9:51 a.m., left at 9:56 a.m.  
TONY BOUGHMAN, Planning Technician I – Present  
GABRIELA FELICIANO, Commission Secretary – Present

*Website: [www.SantaBarbaraCa.gov](http://www.SantaBarbaraCa.gov)*

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### **\*\* 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 4:00 P.M. The day before the meeting. Call Tony Boughman, Planning Technician I, at the City of Santa Barbara Planning Division, at 564-5470.

No application will be reviewed by the Sign Committee until any illegal signs are removed or brought into compliance with the Sign Ordinance.

**PLEASE BE ADVISED**

- 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.
- **AMERICANS WITH DISABILITIES ACT:** 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.
- **AGENDAS, MINUTES and REPORTS:** Copies of all documents relating to agenda items are available for review at 630 Garden St. and agendas and minutes are posted online at [www.SantaBarbaraCa.gov](http://www.SantaBarbaraCa.gov) If you have any questions or wish to review the plans, please contact the Planning Technician at (805) 564-5470 between the hours of 8:30 a.m. to noon and 1:00 p.m. to 4:00 p.m., Monday through Friday.

**NOTICE:**

That on March 10, 2006, at 4:00 P.M., this agenda was duly posted on the indoor and outdoor bulletin boards at the Community Development Department, 630 Garden Street, and online at [www.SantaBarbaraCa.gov](http://www.SantaBarbaraCa.gov).

**GENERAL BUSINESS (9:00):****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 comments.

**B. Approval of the minutes of the Sign Committee meeting of March 1, 2006.**

Motion: Approval of the minutes of the Sign Committee meeting of March 1, 2006, with corrections.

Action: Hausz/Cope, 4/0/0.

**C. Listing of approved Conforming Signs.**

The signs approved on Conforming Sign Review from March 8 to March 15, 2006, are listed below:

1. 114 E. Gutierrez Street, Lang Motors. Final approval as submitted.
2. 3902 State Street, Equity Title. Final approval as submitted.
3. 321 Paseo Nuevo, Aldo Shoe Store. Final approval of lighting revisions as submitted.
4. 1011 State Street, Sprint. Final approval as submitted.
5. 601 Chapala Street, Enterprise Rent-A-Car. Final approval as submitted.

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

- 1) Mr Mudge informed the Committee that currently at the Architectural Board of Review meetings the Loreto Plaza façade upgrade project is being reviewed. The applicant's intent is to use many of the existing cabinet signs and was asked to return before the Board with clearer representations of the signage shown on the elevation. If the signs need to be removed in the upgrading process and/or replaced with new signage, it would open the door for Sign Committee Review.
- 2) Mr. Limón informed the Committee of the public hearing regarding the appeal before City Council filed by Select Personnel Services that is scheduled for April 4, 2006, at 2:00 p.m. The building located at 3820 State Street has approximately 150 feet of frontage. The maximum signage for offices is 20 square feet; yet, the applicant is requesting 190 square feet of signage.

The history of the signage at this building was recently researched. Originally IBM was granted an exception to allow 25 square feet for a ground sign. In the 1980s Tenet Healthcare was allowed 50 square feet without requesting an exception.

A copy of a draft report will be provided to the Committee that explains the Planning Division's position on Select's appeal.

- 3) Mr. Hausz commented that is important to inform applicants that they must provide scaled drawings of signs and building elevations to avoid delays in review and approval of signage. Mr. Limón agreed to schedule this subject as a discussion item in two weeks.
- 4) Ms. Ziemer announced she will be leaving at 10:45 a.m.
- 5) Mr. Boughman informed the Committee that Sea-Spa Day Spa withdrew their application for signage at 1102 Coast Village Circle.

E. Possible Ordinance Violations.

The Committee was reminded of the signage violation at 1315 State Street where there is a wedding store. Mr. Limón explained that he and Mr. Boughman went to the place of business to inform them of their illegal sign. The sales clerk manager expressed that they knew the business would eventually be cited. The owner has called and is being directed as to the process of applying for signage.

Mr. Mudge mentioned there is a new Allstate sign at the La Cumbre Plaza Galleria not reviewed by this Committee.

Ms. Ziemer reported that there are several portable Laguna Court signs that are up most days and can be seen along Micheltorena Street. Ms. Ziemer also reported a Nextel banner sign on State Street.

**CONCEPT REVIEW – NEW****1. 512 E GUTIERREZ ST** M-1 Zone

(9:30) Assessor's Parcel Number: 031-351-001  
 Application Number: SGN2006-00037  
 Owner: Lou Rider  
 Business Name: Value Click Media  
 Contractor: Benton Sign Company

*(Proposal to construct two wall signs at 10.67 square feet each, totaling 21.3 square feet of signage. The linear building frontage is 85 feet. The allowable signage is 65 square feet.)*

Present: David Benton, Benton Sign Company

Motion: Final approval of the signage as submitted.

Action: Hausz/Ziemer, 4/0/0.

**CONCEPT REVIEW – NEW****2. 3888 STATE ST** C-2/SD-2 Zone

(9:32) Assessor's Parcel Number: 057-240-046  
 Application Number: SGN2006-00038  
 Owner: Sumida Family Limited Partnership  
 Business Name: Stewart Title of California  
 Contractor: Benton Sign Company

*(Proposal to construct two 10 square foot wall signs and one double-sided 30 square foot ground sign. The linear building frontage is 130 feet. The allowable signage is 65 square feet.)*

Present: David Benton, Benton Sign Company

Motion: Final approval as submitted with the comment that all finishes are to be satin sheen.

Action: Hausz/Cope, 4/0/0.

**CONCEPT REVIEW – CONTINUED****3. 205 E CARRILLO ST** C-2 Zone

(9:46) Assessor's Parcel Number: 029-212-028  
 Application Number: SGN2006-00025  
 Owner: Rinconada Partners  
 Business Name: Radius Group Commercial Real Estate  
 Contractor: Benton Sign Company

*(Proposal to construct a 10 square foot wall sign for Radius Group. The linear building frontage is 121 feet. The allowable signage is 90 square feet. The project is located in El Pueblo Viejo Landmark District.)*

Present: David Benton, Benton Sign Company

Motion: Final approval with the following conditions: 1) Letters are to be 8 inches tall and the logo is to be reduced proportionally. 2) Sign is to be mounted below the stringcourse of the building. 3) Applicant is to provide Staff with documentation of the location and sizes of signs.

Action: Mudge/Cope, 3/1/0. Hausz opposed.

#### **CONCEPT REVIEW – NEW**

##### **4. 1305 CHAPALA ST**

C-2 Zone

(9:56) Assessor's Parcel Number: 039-122-007  
Application Number: SGN2006-00034  
Owner: Ezzelino B. Pozatto  
Business Name: Sabrina Full Service Salon & Boutique  
Contractor: Signs By Ken

*(Proposal for a 9 square foot wall sign. This sign was previously approved at a different location. The linear building frontage is 25 feet. The allowable signage is 25 square feet. The project is located in El Pueblo Viejo Landmark District.)*

Present: Ken Sorgman, Signs By Ken; and Sabrina Bernardi, Sabrina Full Service Salon

Motion: Continued one week to the Conforming Sign Review with the following comments:  
1) Sign board is acceptable as proposed. 2) Applicant is to restudy the mounting of the sign. 3) Applicant is to provide details of any proposed lighting.

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

#### **CONCEPT REVIEW – CONTINUED**

##### **5. 803 STATE ST**

C-2 Zone

(10:08) Assessor's Parcel Number: 037-400-012  
Application Number: SGN2006-00005  
Owner: ESJ Centers  
Business Name: Juicy Couture  
Applicant: Christine Pierron

*(Proposal to construct a 3 square foot wall sign, a 15.5 square foot window sign, a 4 square foot window sign, and a 12 square foot blade sign. 34.5 square feet of signage is being requested. The linear building frontage is 34 feet. The allowable signage is 34 square feet. The project is located in El Pueblo Viejo Landmark District.)*

Present: Christine Pierron, Agent for Owner; and Michelle Christian, Agent for Liz Claiborne

Motion: Final approval of the signage as submitted with the comment that a sample of the glass with its logo shall be provided to Staff.

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

**CONCEPT REVIEW – NEW****6. 735 N MILPAS ST**

C-2 Zone

(10:14) Assessor's Parcel Number: 031-121-018  
Application Number: SGN2006-00035  
Owner: Paradise Management  
Business Name: Milpas Motors  
Contractor: Freedom Signs  
Applicant: Betsy Harris

*(Proposal to install a 20.4 square foot as-built ground sign. The linear building frontage is 42 feet. The allowable signage is 42 square feet.)*

Present: Dan Morris, Freedom Signs

Motion: Final approval of the sign and one week continuance to the Conforming Sign Review with the following conditions and comments: 1) Monument sign posts are to be repainted to match the off-black color. 2) Post tops are to remain red with an addition of a gold line at the base of those caps. 3) "Consignments Welcome" sign is not approved and shall be removed. 4) Address numbers shall be removed from the post. 5) Project is to be reviewed by the Transportation Division. 6) Project is to return to Conforming Sign Review for review of the landscape plan.

Action: Hausz/Cope, 4/0/0.

**CONCEPT REVIEW – CONTINUED****7. 11 W CARRILLO ST**

C-2 Zone

(10:20) Assessor's Parcel Number: 039-321-006  
Application Number: SGN2006-00032  
Owner: Three West Carrillo Partners  
Applicant: Vogue Sign Company  
Business Name: Unique Tan

*(Proposal for a double-faced, sandblasted redwood, blade sign. 11.32 square feet of signage is being requested. The linear building frontage is 17 feet. The allowable signage is 17 square feet. The project is located in El Pueblo Viejo Landmark District.)*

Present: Christian Muldoon, Vogue Sign Company

Motion: Continued two weeks with the following comments: 1) Option A is the preferred option, but the shape of the sign needs to be reconsidered to read properly on both faces. 2) The sun on the sign is to be narrower and made to fit the space between the chains. 3) Chain is to extend down to the main body of the sign board. 4) Width of the border shall be increased.

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

**CONCEPT REVIEW – NEW**

**8. 436 N MILPAS ST**

C-2 Zone

(10:28) Assessor's Parcel Number: 031-311-032  
Application Number: SGN2006-00036  
Owner: Mary Lou Sherwin, Trustee  
Business Name: Kragen Auto Parts  
Applicant: Vogue Sign Company

*(Proposal to install two sets of reverse-pan halo-lit channel letters with maximum logo and letter height of 12 inches, totaling 37.6 square feet. The linear building frontage is 101 feet. The allowable signage is 75 square feet.)*

Present: Christian Muldoon, Vogue Sign Company

Motion: Continued two weeks with the following comments: 1) This Committee cannot support two identical signs on either side of the corner of the building. The suggestion was given to relocate Sign A to the middle of the building frontage facing Milpas Street and reduce the letter size to 10 inches. 2) Neon should be a warmer shade of white.

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

**CONCEPT REVIEW – CONTINUED**

**9. 432 STATE ST**

C-M Zone

(10:43) Assessor's Parcel Number: 037-212-027  
Application Number: SGN2005-00171  
Owner: Ray Mahboob  
Business Name: Beca Christian  
Architect: DesignARC  
Contractor: Young Construction  
Contractor: Sign-A-Rama

*(Proposal to install one 6 square foot projecting blade sign for "Beca Christian". The linear building frontage is 20 feet. The allowable signage is 20 square feet. The project is located in El Pueblo Viejo Landmark District.)*

Present: Leslie Becker, Agent for Owner; and Mark Stieneker, Sign-A-Rama

Motion: Final approval of the sign as submitted with the comment that it should be understood that the attachment of the sign to the bracket shall be heavy chain lengths; the color is to match the bracket and it will be attached to the top of the sign board.

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

**CONCEPT REVIEW – CONTINUED****10. 906 GARDEN ST**

C-2 Zone

(10:50) Assessor's Parcel Number: 029-301-037  
Application Number: SGN2006-00029  
Owner: Environmental Defense Center, Inc.  
Business Name: Environmental Defense Center, Inc.

*(Proposal to replace canvas on three existing window awnings and one rear door awning in same color and add signage on the three window awnings facing Garden Street, located in El Pueblo Viejo Landmark District. Six inch letter height and total signage of 7.5 square feet is requested. The linear building frontage is 30 feet and allowable signage is 30 square feet. A City Historic Landmark is located on the property.)*

Present: Cameron Benson, Director of the Environmental Defense Center; and  
Dan Morris, Freedom Signs

Motion: Continued two weeks with the following comments: [Previous Comment #1 and #2 carried forward with no further elaboration.] 1) This Committee cannot support the awning signage as proposed. 2) The awning itself is approvable, but the problem is the contrast between the white letters and green awnings.

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

**\*\* MEETING ADJOURNED AT 11:29 A.M. \*\***