



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Wednesday, June 21, 2006 **David Gebhard Public Meeting Room: 630 Garden Street** **9:00 A.M.**

COMMITTEE MEMBERS: DAWN ZIEMER, Chair – Present
 NATALIE COPE, Vice Chair – Present
 STEVE HAUSZ – Present at 9:05 a.m.
 RANDY MUDGE – Present at 9:03 a.m., left 9:45 a.m. to 9:47 a.m., left at 10:03 a.m.

ALTERNATES: LOUISE BOUCHER (HLC) – Absent
 CHRISTOPHER MANSON-HING (ABR) – Absent

CITY COUNCIL LIAISON: GRANT HOUSE – Absent

STAFF: JAIME LIMÓN, Design Review Supervisor – Present 9:49 a.m. to 9:51 a.m.
 Suzanne Johnston, Planning Technician II – Present 9:37 a.m. to 9:56 a.m.
 TONY BOUGHMAN, Planning Technician I – Present
 GABRIELA FELICIANO, Commission Secretary – Present

Website: www.SantaBarbaraCa.gov

**** 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. 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 June 16, 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.

GENERAL BUSINESS (9:06):**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 7, 2006.

Motion: Approval of the minutes of the Sign Committee meeting of June 7, 2006, with corrections.

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

C. Listing of approved Conforming Signs.

The signs approved on Conforming Sign Review from June 7 to June 21, 2006, are listed below:

1. 2611 De La Vina Street, Simple Meals. Final approval as submitted.
2. 728 State Street, Java Jones. Final approval with conditions.
3. 37 West Calle Laureles, DCM Graphics. Final approval with condition.
4. 1026 Coast Village Road, River Blue Salon. Final approval as submitted.
5. 2609 De La Vina Street, Renga Brothers Upholstery. Final approval with condition.

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

1. Mr. Mudge announced he will be leaving today's meeting at 10:00 a.m.
2. Mr. Boughman informed the Committee that Sansum-Santa Barbara Medical Foundation Clinic will be applying to have the signage at all of their sites changed to "Sansum".
3. Mr. Hausz recommended contacting State Representatives to make them aware of the Committee's concerns and dismay regarding the proposals by Caltrans and Earl Warren Showgrounds for computerized message board signage.

E. Possible Ordinance Violations.

No possible ordinance violations reported.

CONCEPT REVIEW – NEW**1. 625 STATE ST**

C-M Zone

(9:14) Assessor's Parcel Number: 037-131-023
 Application Number: SGN2006-00074
 Owner: Fithian, LLC
 Contractor: Benton Sign Company
 Business Name: Volcom

(Proposal for a 13.3 square foot projecting sign and a 6 square foot hanging sign. This location is a Structure of Merit: Fithian Building. 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: David Benton, Benton Sign Company

Motion: Final approval of signs with the following conditions: 1) The blade sign is to be a maximum of 2 ½ inches thick. 2) The height of the hanging sign board shall be no greater than the signs for Payless Shoe Store at 627 State St. or Gossip at 629 State St. 3) The clearance above the sign board shall be the same as the Payless Shoe Store and Gossip signs. 4) The black shall be off-black color and the white shall be the building color.

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

CONCEPT REVIEW – CONTINUED**2. 120 S HOPE AVE F-27**

C-2/SD-2 Zone

(9:34) Assessor's Parcel Number: 051-010-014
 Application Number: SGN2006-00065
 Owner: Macerich La Cumbre, LLC
 Applicant: The Conceptual Motion Company
 Architect: WD Partners
 Business Name: Lane Bryant

(Proposal for two 9.75 square foot channel letter wall signs and one 6 square foot blade sign. Signage is subject to the La Cumbre Plaza sign program. A total of 25.5 square feet of signage is proposed. The linear building frontage is 50 feet. The allowable signage is 25 square feet.)

Present: Ryan Mills, The Conceptual Motion Company

Motion: Final approval of the sign with the condition that signage illumination on the frontage be on a timer to be turned off upon closing time.

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

Motion failed.

Substitute Motion: Final approval of the sign with the condition that the wall sign facing Hope Avenue is to be non-illuminated.

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

CONCEPT REVIEW – CONTINUED**3. 3905 STATE ST**

C-P/SD-2 Zone

(10:03) Assessor's Parcel Number: 051-021-005
 Application Number: SGN2006-00063
 Owner: SPI La Cumbre, LP
 Applicant: Dave's Signs
 Business Name: Medi Zone

(Proposal for one 9.3 square foot halo lit channel letter wall sign and one 3 square foot blade sign. Signage is subject to the State & La Cumbre Retail Center sign program. The linear building frontage is 40 feet. The allowable signage is 40 square feet.)

Present: Dave Tilsner, Dave's Signs
 Shawn Miller, Medi Zone

Motion: Final approval with the following conditions and comment: 1) Reduce depth of the channel letters to two inches deep. 2) Extend the track full width, column to column, and the track is to match the beam color. 3) The blade sign is approved as submitted and shall be located on the right side of entry.

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

CONCEPT REVIEW – CONTINUED**4. 607 STATE ST**

C-M Zone

(10:14) Assessor's Parcel Number: 037-131-021
 Application Number: SGN2006-00064
 Owner: Pierce Partners
 Contractor: Vogue Sign Company
 Business Name: Design Within Reach

(Proposal for a 2 square foot blade sign. This location, Pierce Block, is on the City's List of Potential Historic Resources. The linear building frontage is 30 feet. The allowable signage is 30 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Christian Muldoon, Vogue Sign Company

Motion: Final approval of sign as submitted.

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

CONCEPT REVIEW – NEW

5. 901 E CABRILLO BLVD

HRC-1/SD-3 Zone

(10:17) Assessor's Parcel Number: 017-313-018
Application Number: SGN2006-00075
Owner: Richard V. Gunner
Applicant: Vogue Sign Company
Business Name: Fresco at the Beach

(Proposal for a 7 square foot wall sign and 3.3 square feet of lettering on an existing monument sign. The project is located in El Pueblo Viejo Landmark District.)

Present: Christian Muldoon, Vogue Sign Company

Motion: Final approval of sign as submitted.

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

CONCEPT REVIEW – NEW

6. 716 STATE ST

C-2 Zone

(10:22) Assessor's Parcel Number: 037-092-020
Application Number: SGN2006-00071
Owner: 710 State Street Partners
Applicant: Douglas Keep
Business Name: M.A.C.

(Proposal for a 3.75 square foot projecting sign and a 1.1 square foot wall sign. The linear building frontage is 24 feet. The allowable signage is 24 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Douglas Keep, Architect

Motion: Continued two weeks with the following comments: 1) The proposal needs to move in the direction of being compatible with El Pueblo Viejo District. 2) It was suggested that the backboard be deeply sandblasted wood, and either the proportions of the sign board need to be changed or the bracket needs to be changed. 3) Wall sign letters shall be no deeper than the architectural detail above the letters on the fascia. 4) Staff to determine whether or not the existing bracket was previously approved.

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

CONCEPT REVIEW – CONTINUED**7. 631 W CARRILLO ST**

C-P Zone

(10:33) Assessor's Parcel Number: 039-291-036
 Application Number: SGN2006-00069
 Owner: Kathe Schilling Trustee
 Applicant: DCM Graphics
 Business Name: Los Amigos Dollar & Up Store

(Proposal for a 16 square foot wall sign. The linear building frontage is 40 feet. The allowable signage is 40 square feet.)

Present: Franco Rizzo, DCM Graphics
 Daniel Kiyoi, Designer, DCM Graphics

Motion: Continued two weeks with the following comments: 1) The proposal is not acceptable yet. 2) Signage cannot appear to cover up or interfere with architectural elements. 3) An alternate sign location should be explored.

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

CONCEPT REVIEW - NEW**8. 1721 STATE ST**

C-2/R-4 Zone

(10:46) Assessor's Parcel Number: 027-101-011
 Application Number: SGN2006-00072
 Owner: Edith Ziliotto Trustee
 Applicant: Sign-A-Rama
 Business Name: Cielo Spa Boutique

(Proposal for a 12 square foot ground sign. The linear building frontage is 37 feet. The allowable signage is 37 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Mark Stieneker and Dave Lemons, Sign-A-Rama

Motion: Continued two weeks with the following comments: 1) Staff shall check with the Transportation Division to find out if the location of the sign is acceptable. 2) Staff needs to determine if alterations to the landscaping need Historic Landmarks Commission review. 3) Provide a more accurate site plan, at larger scale, of the area of the proposed sign. 4) The design and structure of the sign need to be more appropriate to El Pueblo Viejo District with regard to the termination of the posts, the material, and texture of the sign board. 5) There should be a more traditional approach to the directional arrow. 6) Applicant should study using a dark background and light letters on the sign. 7) The list of services offered needs to be removed.

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

**** MEETING ADJOURNED AT 11:01 A.M. ****