



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

**Wednesday, September 12, 2007**    **David Gebhard Public Meeting Room: 630 Garden Street**    **9:00 A.M.**

**COMMITTEE MEMBERS:**    NATALIE COPE, *Chair* – Present  
   BOB CUNNINGHAM, *Vice-Chair* – Present  
   STEVE HAUSZ (HLC) – Present at 9:05 a.m.  
   JENNIFER ROSE – Present  
   PAUL ZINK (ABR) – Present 9:05 a.m. to 11:38 a.m.

**ALTERNATES:**    LOUISE BOUCHER (HLC) – Absent  
   CLAY AURELL (ABR) – Absent

**CITY COUNCIL LIAISON:**    GRANT HOUSE – Absent

**STAFF:**    JAIME LIMÓN, Design Review Supervisor – Present until 9:31 a.m.  
   MICHELLE BEDARD, 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 the scheduled meeting, notification must be communicated to Staff the day before the meeting prior to 4:00 P.M. Contact Michelle Bedard at 564-5470 – City of Santa Barbara Planning Division.

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 4:00 p.m., Monday through Thursday, and every other Friday.

**NOTICE:**

That on September 6, 2007, 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/sign](http://www.SantaBarbaraCa.gov/sign).

**GENERAL BUSINESS (9:04):****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 August 29, 2007.**

**Motion:** Approval of the minutes of the Sign Committee meeting of August 29, 2007.

**Action:** Cunningham/Rose, 3/0/0. (Hausz/Zink absent.) Motion carried.

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

The signs approved on Conforming Sign Review from September 5 to September 12 are listed below:

1. 1324 State Street, Flora Boutique. Final approval as submitted.
2. 2735 De La Vina Street, De La Vina Liquor. Final approval as submitted.
3. 1332 Santa Barbara Street, The University Club. Final approval as submitted.

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

1. Ms. Bedard announced that the applicant for Item # 2, 819 Chapala Street, may be late due to a traffic accident he encountered on his way to Santa Barbara from Los Angeles.
2. Mr. Zink announced that he would be leaving between at 11:45 a.m.

E. Possible Ordinance Violations.

- 1. Mr. Cunningham reported that KRUZ Radio is setting up a canopy over the sidewalk in front of the corner store public-right-of-way at Santa Barbara and Carrillo Streets.
- 2. Ms. Cope reported that First United Methodist Church has a big banner at the corner of Garden and Anapamu Streets.
- 3. Ms. Rose reported that International Furnishings located at 1117 State Street has two big yellow banners.

**CONCEPT REVIEW – NEW**

1. **730 N MILPAS ST** C-2 Zone

**(9:08)** Assessor's Parcel Number: 031-122-031  
 Application Number: SGN2007-00103  
 Owner: J. R. and Jamie S. Miller  
 Business Name: Chili Town

*(Concept review of as-built mural/sign for Chili Town, to determine whether or not it could be permitted either as a sign or as a mural. The linear building frontage is 60 feet. The allowable signage is 60 square feet.)*

Present: Mark Abrishami

Straw vote: How many Committee members could approve the signage as proposed? 0/5. (All opposed.)

**Motion:** **Continued indefinitely to the Architectural Board of Review with the following comments:** **1)** The mural is out of the Committee’s purview and should be reviewed by the Architectural Board of Review. **2)** The “Chili Town” signage exceeds the maximum letter size allowed of 12 inches and is not supportable. **3)** The applicant should return with a different proposal.

Action: Hausz/Zink, 5/0/0. Motion carried.

Committee comments: The Committee cannot support the mural as a sign. The size of the letters is not acceptable and the font is illegible in its current size.

**CONCEPT REVIEW – CONTINUED****2. 819 CHAPALA ST**

C-2 Zone

**(9:32)** Assessor's Parcel Number: 037-042-029  
 Application Number: SGN2007-00098  
 Owner: Pacific Telephone and Telegraph Company  
 Applicant: Dennis Stout  
 Contractor: Steve Stalone  
 Business Name: AT&T

*(Proposal for one non-illuminated 4.87 square foot wall logo sign with acrylic letters to replace an existing sign. The linear building frontage is 55 feet. The allowable signage is 55 square feet. The project is located in El Pueblo Viejo Landmark District.)*

Present: Steve Stalone

**Motion:** **Final approval of sign with the following conditions:** 1) The background color within the rectangle shall precisely match the color of the building. 2) The paint chip sample shall be submitted to Staff.

Action: Cunningham/Hausz, 5/0/0. Motion carried.

**CONCEPT REVIEW – NEW****3. 1811 STATE ST**

C-2/R-4 Zone

**(9:39)** Assessor's Parcel Number: 027-031-012  
 Application Number: SGN2007-00110  
 Owner: 1811 State Street, LLC  
 Agent: Signs by Ken  
 Business Name: Senior Planning Services

*(Proposal for two new signs: one wall sign and one blade sign. The wall sign is 17.25 square feet. The blade sign is 5 square feet. Total proposed signage for the site is 22.25 square feet. The linear building frontage is 47 feet. The allowable signage is 47 square feet. The project is located in El Pueblo Viejo Landmark District.)*

Present: Ken Sorgman, Signs by Ken

**Motion:** **Continued one week to Conforming Review with the following comments:** 1) The blade sign is acceptable as proposed. 2) The wall sign should have the same composition as the blade sign in terms of the tree and text. 3) The letters on the wall sign should be seven inches.

Action: Hausz/Cunningham, 5/0/0. Motion carried.

**CONCEPT REVIEW – NEW**4. **1315 ANACAPA ST**

C-2 Zone

**(9:46)**

Assessor's Parcel Number: 039-133-005  
 Application Number: SGN2007-00109  
 Owner: Avery Family Revocable Trust  
 Applicant: Signs by Ken  
 Business Name: Crushcakes Cupcakery

*(Proposal for three new signs: one wall sign and two window signs. The proposed wall sign is 5 square feet, the two window signs are 1.15 square feet and total 2.30 square feet. The window signs will be cup cake logos. Total proposed signage is 7.30 square feet. The linear building frontage is 39 feet. The allowable signage is 39 square feet. The project is located in El Pueblo Viejo Landmark District.)*

Present: Ken Sorgman, Signs by Ken

**Motion:** Continued two weeks with the comment that the applicant needs to pursue techniques to make the letters more appropriate to El Pueblo Landmark District owing to the fact that they are sans-serif letters.

Action: Hausz/Cunningham, 5/0/0. Motion carried.

**CONCEPT REVIEW – NEW**5. **2030 CLIFF DR**

C-P/R-2 Zone

**(9:52)**

Assessor's Parcel Number: 035-141-009  
 Application Number: SGN2007-00108  
 Owner: Levon Investments, LLC  
 Agent: Signs by Ken  
 Business Name: Super Cuca's

*(Proposal for two new signs: one wall sign and one blade sign, to conform to the existing sign program. The wall sign is proposed to be 7 square feet and the blade sign 3.5 square feet. Total proposed signage is 10.5 square feet. The linear building frontage is 21 feet. The allowable signage is 11 square feet.)*

**(Sign Program.)**

Present: Ken Sorgman, Signs by Ken

**Motion:** Continued two weeks with the following comments: 1) The font for both the wall and blade signs should have a more stylistic character. 2) Staff should provide the Mesa Center Sign Program (SGN2006-00116) for the Committee to review.

Action: Zink/Hausz, 4/0/0. (Cunningham stepped down.) Motion carried.

**CONCEPT REVIEW – NEW**

**6. 25 EL PASEO**

C-2 Zone

**(9:59)** Assessor's Parcel Number: 037-052-033  
Application Number: SGN2007-00104  
Owner: SIMA El Paseo, LP  
Agent: Benton Signs  
Business Name: Wells Fargo Mortgage Banking

*(Proposal for 2 new signs in El Paseo including a 4.5 square foot projecting wood sign and a 1.85 square foot wall painted sign. The linear building frontage is 15 feet. The allowable signage is 8 square feet. The project is located in El Pueblo Viejo Landmark District.)*

**(Sign Program.)**

Present: David Benton, Benton Signs

**Motion:** Final approval of the wall sign as submitted. Final Approval of the blade sign with the following conditions: 1) Reduce the width to either 20 or 21 inches and reduce the height to 24 inches. 2) The terracotta border color should be changed to a green-black.

Action: Cunningham/Hausz, 5/0/0. Motion carried.

**CONCEPT REVIEW – NEW**

**7. 1-A W CANON PERDIDO ST**

C-2 Zone

**(10:07)** Assessor's Parcel Number: 037-400-007  
Application Number: SGN2007-00112  
Owner: Rametto Company, LLC  
Contractor: David Benton  
Business Name: Michele Wilder, LLC

*(Proposal for four new signs: one awning, one projecting, and two directory signs. The awning sign is proposed to be 1.80 square feet, the projecting sign is proposed to be 4.88 and the two directory signs are proposed at .90 square feet each. The total proposed signage is 8.48 square feet. The linear building frontage is 23 feet. The allowable signage is 12 square feet. The project is located in El Pueblo Viejo Landmark District.)*

Present: David Benton, Benton Signs

**Motion:** Final approval of signs as submitted.

Action: Hausz/Rose, 5/0/0. Motion carried.

**CONCEPT REVIEW – NEW**

**8. 1155-C COAST VILLAGE ROAD**

C-1/SD-3 Zone

**(10:11)** Assessor's Parcel Number: 009-291-006  
Application Number: SGN2007-00113  
Owner: Costa Villa Associates, LP  
Contractor: David Benton  
Business Name: Circa

*(Proposal to add one new wall sign to total 8.4 square feet. The linear building frontage is 26 feet. The allowable signage is 13 square feet.)*

Present: David Benton, Benton Signs

**Motion: Final approval of sign as submitted.**

Action: Cunningham/Hausz, 5/0/0. Motion carried.

**CONCEPT REVIEW – NEW**

**9. 931 ANACAPA ST**

C-2 Zone

**(10:15)** Assessor's Parcel Number: 039-322-047  
Application Number: SGN2007-00102  
Owner: Santa Barbara Bank & Trust  
Architect: Gil García  
Business Name: Santa Barbara Bank & Trust

*(Proposal to remove an existing 25 square foot monument sign and install new 27 square foot monument sign. The linear building frontage is 138 feet. The allowable signage is 90 square feet. The project is located in El Pueblo Viejo Landmark District.)*

Present: Gil García

**Motion: Continued two weeks with the following comments:** 1) The letters crowd the rest of the sign structure and should be reduced. 2) Provide an exception request letter for the finials to exceed the six foot height. 3) It was suggested to simplify the edge detail of the back plate on at least one ledge. Return with details of the square column if that change is to be made.

Action: Hausz/Cunningham, 4/0/0. (Cunningham stepped down.) Motion carried.

Committee comment: The applicant is proposing ten inches for all text. Staff is to research the letter size that was approved by the Sign Committee for the Rabobank signage located at 33 E. Carrillo Street (SGN2007-00070).

(Items 13 and 14 were reviewed/discussed out of order after Item 9.)

**\*\* THE COMMITTEE RECESSED FROM 10:40 A.M. TO 10:44 A.M. \*\***

**CONCEPT REVIEW – NEW****10. 120 S HOPE E-144**

C-2/SD-2 Zone

**(10:44)**

Assessor's Parcel Number: 051-010-014

Application Number: SGN2007-00106

Owner: Patricia S. Nettleship, Trustee

Applicant: Conceptual Motion Company

*(Proposal to revise an existing sign program at La Cumbre Plaza Mall.)***(Review of new sign program.)**

This item was reviewed out of order.

Present: Angela Westfall, Conceptual Motion

**Motion: Continued two weeks with the following condition and changes:**

- 1) The revised document is to be submitted with the changes clouded or highlighted in some way to distinguish the revisions from what was already reviewed by the Committee.
- 2) Clarify whether the reference to a plaque sign is actually a wall sign.
- 3) Provide a glossary of definitions for each type of sign.
- 4) **Page 39**, fourth paragraph: **a)** First sentence, change the word *signing* to "signage." **b)** Conclude the paragraph "mounting location, color schemes, *and lighting*."
- 5) **Page 40: a)** # 2, add the wording "to be submitted to both the Landlord *and the City* for final approval." **b)** #3, add the wording "merchandise sold, services rendered, *or phone numbers*." **c)** # 3, change the wording to "and provided they are part of the Tenant's *registered trademark*" instead of "name." **d)** #8, add the wording "or one sign on *the corner in addition to signage that is allowed to be facing the interior of the mall*." **e)** #8, add the sentence: "The maximum number of wall signs allowed for any tenant is three signs." **f)** # 10, add the wording "storefront mounted *wall signs*."
- 6) **Page 41: a)** #14, remove the words "banners" and "pennants." **b)** #14, add the sentence: "Letter height shall not exceed two inches." **c)** #15, add the wording "raceways, conduit, *cabinets*, and other mechanisms." **d)** Research with the City's Building Permit Department as to the accuracy of the statement made at the end of #15. The manufacturer's name may be legally required to be discreetly shown **e)** #18, make the correction to read "Light sources" instead of "sourced." **f)** #18, inquire with the Landlord as to what is the intention of the language used and reword accordingly. **g) Under Temporary Signs**, add the sentence "Banners and pennants are prohibited."
- 7) **Page 42, under Window Signs: a)** Change the third bullet to read: "letters within the *accessory window signage* shall not exceed 2" in height." **b)** Inquire with the Landlord as to the intent of bullet 4, whether vinyl lettering is not allowed. **c)** Inquire with the Landlord as to whether bullet 6 is the mall's requirement because the City does not require matching letters on both sides of storefront glass.
- 8) **Page 42, under Illuminated Signs: a)** #1, remove the prefix "Non-" and it should read "Externally-illuminated Individual Letter Sign." **b)** Bullet one, clarify that a mirrored finish would not be appropriate.

- 9) **Page 43**, #3, bullet 10: **a)** First sentence should read: "If needed, illumination of the blade sign must be from an external source" and remove "is required." **b)** Third sentence should read: "must be substantially concealed from view *and must be detailed on the plans.*"
- 10) **Page 43**: **a)** #4, bullet 2, change the word "background" to "*mounting.*" **d)** #5, bullet 1 should be incorporated into bullet 2. **e)** #5, bullet 1, define "Design Control Area" as "Interior of the Mall."
- 11) **Page 44, under Construction**, third sentence should read "a 'mounting surface'" instead of "mounted."
- 12) **Page 44, under Prohibited Signage**: **a)** Bullet 5, the wording should read: "Any and all types of *face lit* channel letter signs." **b)** Bullet 9, remove the wording "'Carnival' style signage." **c)** Add a bullet for "banners and pennants."
- 13) **Page 45, under Macerich Design Review Submittal**, the wording should be "Prior to each submission to the Santa Barbara Architectural Board of Review *or the Sign Committee.*"
- 14) **Page 47, under Exceptions**, the wording "and proceed straight to the building permit process without presenting to Sign Committee" should be replaced with the wording "*and must be reviewed at least at the Conforming Review level by the Santa Barbara Sign Committee before proceeding with the building permit process.*"

Action: Hausz/Cunningham, 5/0/0. Motion carried.

### **REFERRED FROM CONFORMING SIGN REVIEW**

11. **3815 STATE G-131**

C-2/SD-2 Zone

**(11:38)** Assessor's Parcel Number: 051-010-014  
 Application Number: SGN2007-00046  
 Owner: Patricia S. Nettleship, Trustee  
 Applicant: Dave's Signs  
 Applicant: Conceptual Motion Company  
 Business Name: Ruth's Chris Steak House

*(Three new aluminum wall signs, halo lit channel letters: one 29.62 square foot wall sign on the front entrance north elevation, one 24.16 square foot wall sign on the east elevation, one 24.16 square foot wall sign on the north elevation. The linear building frontage is 122 feet. The allowable signage is 90 square feet.)*

**(Review of Sign "B" which was denied in the Conforming Review of August 29, 2007, due to its redundancy at the corner and potential exterior visibility issue. Exception requested to exceed the maximum letter height of 12 inches.)**

Present: Neil Dipaoli

Straw vote: How many Committee members could support the wall signs at all three proposed locations? 2/2. (Cope/Rose opposed.)

How many Committee members could support the "US PRIME" logo if the applicant was to propose the sign in an acceptable material? 3/1. (Hausz opposed.)

**Motion:** Denial of the sign application at the request of the applicant with the following comments and findings: 1) The overall projection of the signage is not consistent with the mall's guidelines. 2) The Committee could not support the use of the "US PRIME" logo as proposed because: a) It is not consistent with the image of the mall in that exposed neon is not acceptable and the paint on clear acrylic is not consistent with the intended quality standards of the mall's guidelines. b) It has been demonstrated by Ruth's Chris Steak House's web site that the franchise does not always insist with the use of the logo as proposed. 3) The applicant is informed of the ten day appeal period.

**Action:** Hausz/ , 0/0/0. Motion withdrawn.

### **Substitute**

**Motion:** **Continued two weeks with the following comments:** 1) Applicant is to return with an alternate proposal for the "US PRIME" logo that, in all respects, conforms to the La Cumbre Plaza Mall sign program. 2) The Committee could support the proposed three locations for the signs.

**Action:** Hausz/Cunningham, 4/0/0. (Zink absent.)

Committee comments: The applicant requested that a new submittal for all three proposed signs be reviewed by the Committee in spite of the fact that two of the three signs had already been given final approval with conditions on Conforming (Signs A and C). The applicant originally asked for a denial by the Committee, but it was clarified that the Committee was not opposed to the "US PRIME" logo, rather that the proposed materials were unacceptable because they do not meet the La Cumbre Plaza's sign program guidelines.

## **CONCEPT REVIEW – NEW**

### 12. **3815 STATE STREET G-139**

C-2/SD-2 Zone

**(11:56)** Assessor's Parcel Number: 051-010-014  
 Application Number: SGN2007-00111  
 Owner: Patricia S. Nettleship, Trustee  
 Agent: R&R Custom Signs  
 Business Name: Solstice

*(Proposal for one new internal illuminated wall sign totaling 5.85 square feet. The lighting proposed will be LED and 24 voltage. The linear building frontage is 15 feet. The allowable signage is 15 square feet.)*

**Present:** Angela Westfall, Conceptual Motion

**Motion:** **Final approval of the wall sign with the following conditions:** 1) The location of the window sign shall return to Conforming Review. 2) Staff is to verify that the existing sign that is now being relocated was approved at 12 inch letters by the Sign Committee.

**Action:** Hausz/Cunningham, 4/0/0. (Zink absent.) Motion carried.

(Items 13 and 14 were reviewed/discussed out of order after Item 9.)

**CONCEPT REVIEW – CONTINUED**

13. **803 PASEO NUEVO**

C-2 Zone

**(10:29)**

Assessor's Parcel Number: 037-400-002  
 Application Number: SGN2007-00100  
 Owner: Santa Barbara Redevelopment Agency  
 Owner: Madison Marquette  
 Applicant: Vogue Sign Company  
 Business Name: Gamestop

*(Proposal to replace one non-illuminated wall sign of 4.17 square feet and one set of 1.25 inch directory letters at .1 square feet for a retail store in Paseo Nuevo. The linear building frontage is 25 feet. The allowable signage is 25 square feet. The project is located in El Pueblo Viejo Landmark District.)*

Motion: To review this item out of order.  
 Action: Hausz/Cope, 5/0/0. Motion carried.

Present: Christian Muldoon, Vogue Sign Company

**Motion: Continued two weeks for applicant to further study a more appropriate proposal for signage.**  
 Action: Rose/Cunningham, 5/0/0. Motion carried.

**CONCEPT REVIEW – CONTINUED**

14. **1137 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-231-037  
 Application Number: SGN2007-00099  
 Owner: 1129 State Street  
 Applicant: Vogue Sign Company  
 Business Name: Old Navy

*(Proposal for two wall signs and one blade sign for a retail business. The two wall signs total 4.16 square feet and the blade sign is 3 square feet in size. The linear building frontage is 80 feet. The allowable signage is 65 square feet. The project is located in El Pueblo Viejo Landmark District.)*

**Motion: Postponed two weeks at the request of the applicant.**  
 Action: Hausz/Cunningham, 5/0/0. Motion carried.

Committee comment: Any illegal signs should be removed before the proposed signage can be reviewed by the Committee.

**\*\* MEETING ADJOURNED AT 12:04 P.M. \*\***