

PLEASE BE ADVISED

- Additional tenancies or alternate sign configurations may necessitate the reduction of previously approved signage.
- Approximate time the project was reviewed is listed to the left of each item. It was suggested that applicants arrive a few minutes early. Agenda schedule was subject to change as cancellations occur.
- **AMERICANS WITH DISABILITIES ACT:** In compliance with the Americans with Disabilities Act, if someone needs special assistance to participate in the Sign Committee meetings, 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/sign. 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. and 4:00 p.m., Monday through Thursday, and every other Friday. Please check our website under City Calendar to verify closure dates.

APPEALS:

Decisions of the Sign Committee may be appealed to the Architectural Board of Review or the Historic Landmarks Commission depending on the appropriate jurisdiction. For further information on appeals, contact the Planning Staff. Appeals must be in writing and must be filed at the Planning/Zoning Counter within ten (10) calendar days of the meeting at which the Sign Committee took action or rendered its decision.

NOTICE:

That on Thursday, March 20, 2008, 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.

GENERAL BUSINESS (9:44):

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 March 12, 2008.

Motion: To table the approval of the previous meeting minutes to the end of the meeting.

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

(11:13)

Motion: Approval of the minutes of the Sign Committee meeting of March 12, 2008, with corrections.

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

C. Listing of approved Conforming Signs.

The signs approved on Conforming Sign Review from March 19th are listed below:

1. 3337 State Street, Danny's. Final approval as submitted.
2. 9 W. Figueroa Street, Express Personnel Services. Final approval as submitted.
3. 3660 State Street, Wachovia. Final approval as submitted.
4. 1165-A Coast Village Road, Wachovia Securities. Final approval as submitted.

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

1. Danny Kato, Senior Planner, introduced Maggi Walker as the new Sign Committee Staff member.
2. Mr. Kato reported that enforcement case backlog is down to 22 from around 150. The following sign sweeps have been conducted as requested by various members of boards and commissions: Almost the entire length of outer State Street and the industrial area at Haley, Gutierrez, Olive and Laguna Streets. Sign sweeps are scheduled to be done on State and Milpas Streets, and of gas station price signs.

Mr. Zink suggested doing a sweep at night when the neon signs are more noticeable.

An enforcement report was distributed to the Committee members with sign complaints indicating the actions taken by Staff. A more formal report will be presented to the Committee in two weeks.

3. Ms. Walker announced that Item 1, 138 E Cañón Perdido Street, has been withdrawn and the applicant for Item 5, 939 State Street, has requested a postponement until the next meeting.

E. Possible Ordinance Violations.

Mr. Zink reported the following violations:

1. Neon beer signs at Kyoto Japanese Restaurant, 3232 State Street, next to Gigi's Flower Garden.
2. A green neon ATM sign at the gas station located at the corner of La Cumbre Road and State Street.

CONCEPT REVIEW – NEW

1. **138 E CANON PERDIDO ST**

C-2 Zone

Assessor's Parcel Number: 031-011-004
 Application Number: SGN2008-00032
 Owner: Pueblo Viejo Properties, Ltd.
 Applicant: Signs By Ken
 Business Name: Burritos Perdidos

(Proposal for one 3.39 square foot wall sign and one 3.39 square foot awning sign. The linear building frontage is 20 feet. The allowable signage is 20 square feet.)

The application for this item was withdrawn.

CONCEPT REVIEW – NEW**2. 1910 DE LA VINA ST**

C-2 Zone

(9:50)

Assessor's Parcel Number: 025-363-015
 Application Number: SGN2008-00030
 Owner: William H. and Karen Ingalls
 Applicant: Santa Barbara Signs & Graphics
 Business Name: Mission Audio/Video

(Proposal for face change; replace two previously permitted signs, same size and thickness. One 20 square foot monument sign face, one 6.75 square foot wall sign. NOTE: As-Built/see ENF2002-00743. Previously installed signage was approved. The linear building frontage is 88 feet. The allowable signage is 65 square feet.)

Present: Fred Barbaria, Santa Barbara Signs and Graphics

Motion: **Continued two weeks with the following comments:** **1)** The **wall sign** is acceptable, but it is requested that the lower part of the sign with the address be removed because it is redundant with the larger numerals directly below the sign. **2)** The **monument sign** needs to respond to the aesthetics of the residential neighborhood and Santa Barbara in general. **3)** It was suggested that the same sign board for the monument sign be used, but it should have the posts relocated to either side of the sign board with some decorative termination at the tops of the posts. **4)** It was suggested that perhaps the posts for the monument sign be a larger size.

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

CONCEPT REVIEW – CONTINUED**3. 1114 STATE ST**

C-2 Zone

(10:12)

Assessor's Parcel Number: 039-232-009
 Application Number: SGN2008-00021
 Owner: La Arcada Investment Corporation
 Applicant: John Woodward
 Business Name: Stateside Restaurant & Lounge

(Proposal to legalize an as-built wall sign over entrance to Stateside Restaurant in existing building. The linear building frontage is 240 feet. The allowable signage is 90 square feet. The project is located in El Pueblo Viejo Landmark District.)

This item was reviewed out of order.

Present: John Woodward, Applicant

Public comment closed at 10:16 a.m.

Kellam de Forest, local resident, commented that the restaurant is deviating from the La Arcada lettering. He would prefer that the signage be softened to reflect the design intent of Myron Hunt and La Arcada.

Public comment closed at 10:17 a.m.

Motion: **Continued two weeks with the following comments:** 1) This is an enforcement case and due diligence is necessary. 2) The applicant should either pin mount the letters off the building or paint-out the backboard (that the letters are currently mounted on) to match the building color. The Committee would prefer pin mounted letters. The applicant should provide a letter from the building owner substantiating why the letters cannot be pin mounted before the Committee can allow the backboard. 3) The red color should be toned down to a muddier red. 4) The "STATESIDE" lettering should be remanufactured to more closely resemble the font that is on the restaurant's corporate logo. 5) Any and all electrical service to the sign should be concealed. 6) The backboard height should be reduced accordingly with the reduction in space between the two lines of text.

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

CONCEPT REVIEW – NEW

4. **636 STATE ST**

C-M Zone

(9:55) Assessor's Parcel Number: 037-132-001
 Application Number: SGN2007-00075
 Owner: Gallina Family Trust
 Applicant: Derrick Prudigalidad
 Architect: Kenneth Gruskin
 Business Name: Verizon Wireless

(Proposal to remove existing Greek Deli signage and replace with two new 4.58 square foot internally illuminated signs, one 15 square foot blade sign and two decal window signs. The linear building frontage is 25 feet. The allowable signage is 25 square feet. The project is located in El Pueblo Viejo Landmark District.)

This item was reviewed out of order.

Present: Roy Hasson, Permit Place, Inc.

Public comment opened at 9:59 a.m.

Kellam de Forest, local resident, commented that the proposed sign does not fit into the historic area of the City (namely, El Pueblo Viejo Landmark District). Mr. De Forest mentioned that the site is at a prominent area on State Street and he would like to see the sign be more in conformity to Santa Barbara.

Public comment closed at 10:00 a.m.

Motion: **Continued two weeks with the following comments:** 1) The two wall signs are generally acceptable. 2) Tone down the colors and finish of the wall signs. 3) Use only white LED lighting. 4) The location proposed for the blade sign is not acceptable. 5) If a different blade sign over the entry is proposed, the applicant should provide cross-section drawings of the storefront showing architectural elements and the awning.

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

REFERRED FROM CONFORMING SIGN REVIEW**5. 939 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-321-006
 Application Number: SGN2008-00026
 Owner: Three West Carrillo Partners
 Applicant: Blake Lopiccolo
 Business Name: Betsey Johnson

(Proposal for two four square foot sandblasted wood blade signs. Proposal is subject to the Carrillo Building sign program. The linear building frontage is 32 feet. The allowable signage is 16 square feet. The project is located in El Pueblo Viejo Landmark District.)

This item was postponed two weeks at the applicant's request.

CONCEPT REVIEW – NEW**6. 401 S HOPE AVE**

E-3/P-D/SP-4/SD-2 Zone

(10:34)

Assessor's Parcel Number: 051-240-018
 Application Number: SGN2008-00037
 Owner: Cutter Properties, Ltd.
 Applicant: Steve Lennard
 Business Name: Infiniti

(Proposal to remove and replace two 8.78 square feet internally illuminated backlit channel letter signs, and remove and replace existing 29.65 square feet monument sign in new location approximately 40 feet to the west. The linear building frontage is 90 feet. The allowable signage is 90 square feet.)

(An exception is being requested for more signage than allowed.)

Present: Steve Lennard, Applicant

Motion: **Continued one week to Conforming Review with the following comments:** **1)** Provide additional documentation showing that the height of Sign A, monument sign, should not exceed six feet to the top from the sidewalk. **2)** The documentation should indicate that the halo lit letter depth should not exceed three inches. **3)** The request of an exception for more signage than allowed is acceptable because it is appropriate to the scale of the architecture and due to the nature of the site with multiple car dealerships on one parcel.

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

CONCEPT REVIEW – CONTINUED**7. 128 S SALINAS ST**

C-P Zone

(10:49) Assessor's Parcel Number: 017-232-001
Application Number: SGN2008-00001
Owner: Winters Family Corporation
Applicant: Sign-A-Rama, Goleta
Business Name: Fairway Market

(Proposal for replacement of existing signage with one 13.3 square foot light box sign. Letters being changed from Fairway Market to Fairway Liquor & Market. The linear building frontage is 24.5 feet. The allowable signage is 24.5 square feet.)

Present: Wasantha Mohottige and Mike Roberts, Sign-A-Rama

Motion: **Final approval of the sandblasted wall sign and the lighting with the following conditions:** 1) The lighting shall be the four foot long fixture, Option 2, in the flat bronze finish. 2) The lamp shall be 3000K to 3500K color temperature.

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

CONCEPT REVIEW – NEW**8. 128 CASTILLO ST**

HRC-1/SD-3 Zone

(10:56) Assessor's Parcel Number: 033-061-001
Application Number: SGN2008-00031
Owner: Epic Hospitality, LLC
Applicant: Sign-A-Rama, Goleta
Business Name: Avania Inn

(Proposal to install two 28.5 square foot monument signs on either side of the driveway entrance. These two monument signs will replace the existing Country Inn signs. The linear building frontage is 49 feet. The allowable signage is 49 square feet. The project is located in El Pueblo Viejo Landmark District.)

(An exception is being requested to exceed the allowable square footage.)

Present: Wasantha Mohottige and Mike Roberts, Sign-A-Rama

Motion: **Final approval and continued one week to Conforming Review with the following comment and conditions:** 1) The exception request is acceptable because there are two driveway entrances and the rear portion of the building and the overall property are much wider than the 49 foot frontage. 2) The letters should not exceed three inches on the "NO VACANCY" portions. 3) Only one "NO VACANCY" sign is allowed per monument sign; the signs shall face away from each other. 4) The background of the signs shall be opaque. 5) The white color on the letters and the logo shall be off-white.

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

CONCEPT REVIEW – NEW9. **3120 STATE ST**

C-2/SD-2 Zone

(11:09) Assessor's Parcel Number: 053-332-017
Application Number: SGN2008-00029
Owner: Paul Uyesaka
Applicant: Sign-A-Rama, Goleta
Business Name: Fuzion

(Proposal to replace as-built, existing, previously approved sign. Repaint old letters (acrylic). The linear building frontage is 21 feet.)

Present: Wasantha Mohottige and Mike Roberts, Sign-A-Rama

Motion: Final approval as submitted.

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

F. **ADJOURNMENT**

Motion: To adjourn the meeting.

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

**** MEETING ADJOURNED AT 11:15 A.M. ****