



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

Wednesday, April 9, 2008     David Gebhard Public Meeting Room: 630 Garden Street     9:00 A.M.

**COMMITTEE MEMBERS:**     NATALIE COPE, Chair – Present  
   JENNIFER ROSE, Vice-Chair – Present  
   BOB CUNNINGHAM – Absent  
   STEVE HAUSZ (HLC) – Present  
   PAUL ZINK (ABR) – Present

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

**CITY COUNCIL LIAISON:**     GRANT HOUSE – Absent  
**ALTERNATE:**                 DALE FRANCISCO – Absent

**STAFF:**             DANNY KATO, Senior Planner/Signs Design Review Supervisor – Present until 9:55 a.m.  
                                 MAGGI WALKER, Planning Technician – 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 the scheduled meeting. **If the applicant is unable to attend the scheduled meeting, notification must be communicated by 4:00 P.M. on the day before the meeting to Maggi Walker, Planning Technician I, at the City of Santa Barbara Planning Division, (805) 564-5470; otherwise a postponement/rescheduling fee will be charged.**

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 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 occurred.
- **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](http://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, April 3, 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](http://www.SantaBarbaraCa.gov/sign).

**GENERAL BUSINESS (9:13):**

A. Public Comments:

Public comment was reopened at 11:01 a.m.

Kathianne Brown, local resident, expressed concern with the following: 1) Although neon signs are not prohibited by the Sign Ordinance, but the Guidelines say they are unacceptable. She stated this is an inconsistency. 2) Snipe signs on neon colored paper announcing garage sales are left posted and are not removed after the garage sale is over. She stated that the addresses are on them for possible enforcement 3) Ms. Brown has spoken to realtors regarding signs being displayed that are not allowed, but she has not been successful. She provided a copy of the letter she sent to the Executive Officer of the Santa Barbara Association of Realtors and she received a response stating that the Association has no authority or jurisdiction over realtors with regard to their sign placement for sales or open houses.

Public comment was closed at 11:13 a.m.

B. Approval of the minutes of the Sign Committee meeting of March 26, 2008.

**Motion:** Approval of the minutes of the Sign Committee meeting of March 26, 2008.  
**Action:** Hausz/Zink, 3/0/1. (Rose abstained. Cunningham absent.) Motion carried.

C. Listing of approved Conforming Signs.

The signs approved on Conforming Sign Review on April 2<sup>nd</sup> are listed below:

1. 1230 State Street, Saigon. Final Approval as submitted.
2. 128 Castillo Street, Avania Inn. Final approval as submitted.
3. 401 S. Hope Avenue, Infinity. Final Approval as submitted.
4. 1 N. Calle César Chávez #100, Santa Barbara Dance Arts. Final Approval as submitted.
5. 727 State Street, Tom Curren's Rip Curl. Final Approval as submitted.
6. 2908 De la Vina Street, Chubbie's. Final Approval with a condition.

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

1. Ms. Walker made the following announcements:
  - a) Committee member Bob Cunningham would be absent from the meeting.
  - b) The applicants for the following items on the agenda requested a postponement to the April 23<sup>rd</sup> meeting: Item 4, Stateside Restaurant at 1114 State Street; and Item 8, Verizon at 636 State Street.

E. Possible Ordinance Violations.

1. Committee member Rose reported the following violations:
  - a. Bikram's Yoga College located on the 2<sup>nd</sup> floor of The Galleria, 3891 State Street, has a large banner.
  - b. There is a nail place across the street from The Galleria that has a "grand opening" banner.
  - c. The Canary Hotel, 31 W. Carrillo Street, still has temporary signs on both sides of the driveway entrance although new approved signage has been installed.
  - d. Esteem Surf Company, 907 State Street, has a big poster sign inside the window with excessive letter height.
2. Committee member Hausz reported that, at 209 Paseo Nuevo, where the Discovery Store was previously located, there is now a sports store with shiny hardware and sports ads on the windows.

**DISCUSSION ITEM:**

1. UPDATE ON SIGN ENFORCEMENT

**(9:18)**

Danny Kato, Senior Planner/Signs Design Review Supervisor, provided the Committee an update on the progress made in Sign enforcement over the past year. He introduced new enforcement Staff members: Planning Technicians Jim Rumbley, Betsy Teeter, and Elva de la Torre; as well as Maggi Walker as the current Sign Committee Staff member.

Mr. Kato noted that between January and September 2007 only 218 enforcement cases had been closed. In comparison, between October 2007 and April 8, 2008, 446 enforcement cases have been closed. Of those 446 closed cases, 274 were sign and vending machine complaints (61%). The increased efficiency was due to the addition of new enforcement staff.

Mr. Kato reviewed the order of priority in the enforcement caseload and the different sign sweeps that have been done in the City. Mr. Kato also explained the steps that are taken when a violation complaint is received.

Committee member Zink requested a list of all pending sign enforcement cases along with a brief description of the complaint. Committee member Hausz suggested that the Committee have a future discussion with Staff as to possible updates to the Sign Ordinance.

### **CONCEPT REVIEW – CONTINUED**

#### 2. **1910 DE LA VINA ST** C-2 Zone

**(9:55)** Assessor's Parcel Number: 025-363-015  
 Application Number: SGN2008-00030  
 Owner: Karen and William H. Ingalls  
 Applicant: Santa Barbara Signs & Graphics  
 Business Name: Mission Audio/Video

(Proposal for face changes; replace two previously permitted signs, same size and thickness: One 20 square foot monument sign face and one 6.75 square foot wall sign. This is to abate ENF2002-00743 for unpermitted face changes to the previously approved signage. The linear building frontage is 88 feet. The allowable signage is 65 square feet.)

Present: Fred Barbaria, Santa Barbara Signs and Graphics

**Motion:** **Final Approval with the condition that the back side of the ground sign shall have the same graphics as the front.**

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

### **CONCEPT REVIEW – NEW**

#### 3. **225 S MILPAS ST** C-2/SD-3 Zone

**(10:02)** Assessor's Parcel Number: 017-251-010  
 Application Number: SGN2008-00046  
 Owner: Anthony V/Judi A. and Anthony V. Marinelli  
 Applicant: Signs By Ken  
 Business Name: McDonald Animal Hospital

(Proposal for an as-built wall sign to be relocated from current location to abate ENF2008-00082. The linear building frontage is 54 feet. The allowable signage is 54 square feet.)

Present: Ken Sorgman, Signs By Ken

- Motion:** **Continued one week to Conforming Sign Review with the following comments:**  
**1)** The wall sign above the roof is acceptable with the doctor's name removed. **2)** Correct the elevations on the wall sign drawings and provide additional dimensions for verification by the building inspector. **3)** It was suggested that the letters on the wall sign be centered over the entry door. **4)** The information sign on the wall next to the entry door is acceptable. **5)** Close up the spacing between the words on the wall sign.
- Action:** Hausz/Rose, 4/0/0. (Cunningham absent.) Motion carried.

### **CONCEPT REVIEW - CONTINUED**

4. **1114 STATE ST** C-2 Zone  
 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 to abate ENF2007-01084. 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 postponed two weeks at applicant's request.**

### **CONCEPT REVIEW – NEW**

5. **1909 CLIFF DR** C-P/R-2/SD-3 Zone  
**(10:13)** Assessor's Parcel Number: 045-015-011  
 Application Number: SGN2008-00042  
 Owner: The Southland Corporation  
 (Proposal to permit an as-built water vending machine for Santa Barbara Water Vendors located at the 7-11 Convenient store to abate ENF2004-00442. The linear building frontage is 80 feet. The allowable signage is 65 square feet.)

**(Project requires compliance with the Outdoor Vending Machine Guidelines.)**

**Present:** Kevin Speier, Santa Barbara Water Vendors

**Motion:** **Final Approval as submitted.**

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

**CONCEPT REVIEW – NEW****6. 324 W MONTECITO ST**

C-2 Zone

**(10:22)** Assessor's Parcel Number: 037-232-018  
 Application Number: SGN2008-00043  
 Owner: Jonathan Modugno  
 Applicant: Kevin Speier  
 Business Name: Santa Barbara Water Vendors  
 Business Name: Santa Cruz Market

(Proposal to permit an as-built water vending machine for Santa Barbara Water Vendors at Santa Cruz Market to abate ENF2004-00443. The linear building frontage is 100 feet. The allowable signage is 75 square feet.)

**(Project requires compliance with the Outdoor Vending Machine Guidelines.)**

Present: Kevin Speier, Santa Barbara Water Vendors

**Motion: Final Approval as submitted.**

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

**CONCEPT REVIEW – NEW****7. 12 W DE LA GUERRA ST**

C-2 Zone

**(10:28)** Assessor's Parcel Number: 037-400-012  
 Application Number: SGN2008-00038  
 Owner: ESJ Centers  
 Applicant: Ron Brett  
 Business Name: Kahuna Grill

(Proposal for one 7.5 square foot blade sign for Kahuna Grill. 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: Ron Brett, Applicant

**Motion: Continued one week to Conforming Sign Review with the following comments:**  
**1)** The blade sign design is generally acceptable. **2)** The blade sign should be modified to have more space between the logo and the text. **3)** The blade sign bracket should either be modified to remove the lower straight bar or the sign board should be flipped with a straight horizontal edge on top. **4)** The bracket to the right of the store should be removed and the holes patched to match the surrounding finish.

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

**CONCEPT REVIEW – CONTINUED****8. 636 STATE ST**

C-M Zone

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 postponed two weeks at applicant's request.**

**REFERRED FROM CONFORMING SIGN REVIEW****9. 939 STATE ST**

C-2 Zone

**(10:35)**

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 to abate ENF2007-00733. 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.)

Present: Blake Lopiccolo, Applicant

**Motion:** **Continued one week to Conforming Sign Review with the following comments:**  
**1)** The colors are not acceptable as installed. The colors furnished, Frazee black metal and white shadow, would be acceptable. **2)** The relationship of the sign to the bracket is not acceptable. The sign board should be more integrated into the bracket. **3)** Staff is to research the Carrillo Building Sign Program for guidance on the bracket issue.

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

**CONCEPT REVIEW – NEW**

10. **730 N MILPAS ST**

C-2 Zone

**(10:48)** Assessor's Parcel Number: 031-122-031  
Application Number: SGN2007-00148  
Owner: J.R. and Jamie S. Miller  
Applicant: Sign-A-Rama Goleta  
Business Name: Chili Town

(Wall mounted sign proposal to abate ENF2007-00821. All illegal signage has been removed. The linear building frontage is 55 feet. The allowable signage is 55 square feet.)

Present: Wasantha Mohottige, Sign-A-Rama

**Motion:** **Continued two weeks with the following comments:** **1) Sign A, street side wall sign:**  
**a)** The 12 inch height of the “Chili Town” wording is not acceptable because of its proximity to the sidewalk and pedestrian scale. It was recommended to reduce the height to 10 inches or less. **b)** The “burger” text is not acceptable unless it is either part of the registered business name or reduced to 2 inches in height. **2) Sign B, sign over the arch:**  
**a)** The text should be in a straight line instead of following the arch. **b)** The text should be reduced in height to 7 inches or less so that it does not crowd the architectural elements.  
**3)** Provide more complete photo documentation of the current condition of the site.  
**4)** Staff should research as to whether the current graphics on the awning has a permit. Signage on the awning should be removed completely or a new proposal should be included with the application.

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

F. **ADJOURNMENT**

**Motion:** **To adjourn the meeting.**

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

**\*\* MEETING ADJOURNED AT 11:13 A.M. \*\***