



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

Wednesday, April 23, 2008    David Gebhard Public Meeting Room: 630 Garden Street    9:00 A.M.

**COMMITTEE MEMBERS:**    NATALIE COPE, Chair – Present  
   JENNIFER ROSE, Vice-Chair – Absent  
   BOB CUNNINGHAM – Present until 11:25 a.m.  
   STEVE HAUSZ (HLC) – Present  
   PAUL ZINK (ABR) – Present

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

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

**STAFF:**    DANNY KATO, Senior Planner/Signs Design Review Supervisor – Present until 9:32 a.m.  
   Bettie Weiss, City Planner – Present until 9:32 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 17, 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 (9:07):****A. Public Comments:**

David Benton, local resident, commented about as-built signs that are being referred to the Committee for review out of enforcement cases. Contractors are not getting building permits although they know it is required by the City. Mr. Benton expressed concern that the signs are being given final approval in spite of not meeting the necessary requirements. He stated that it is counter-productive and against the intent of the Sign Ordinance.

**B. Approval of the minutes of the Sign Committee meeting of April 9, 2008.**

**Motion: Approval of the minutes of the Sign Committee meeting of April 9, 2008, with corrections.**

**Action: Hausz/Cunningham, 3/0/1. (Cunningham abstained. Rose absent.)**

C. Listing of approved Conforming Signs.

The signs approved on Conforming Sign Review from April 9 to April 16 are listed below:

1. 1775 State St, Acupuncture Clinic. Final approval as submitted.
2. 1333 De la Vina, Sewing Parlor. Final approval as submitted.
3. 225 S. Milpas Street, Final approval as submitted.
4. 900 Chapala Street, Charles Schwab. Final approval as submitted.

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

Ms. Walker announced that Committee member Rose would not be present during the meeting.

E. Possible Ordinance Violations and enforcement updates.

Ms. Walker reported that proactive enforcement has been made a priority. The Committee members were given samples of letters that have been sent to commercial lease and real estate companies. Churches will also be contacted regarding banners and other illegal signage. Staff is drafting a letter that will be sent to new business license holders. There are plans to work with the Chamber of Commerce and also post the sign regulations on The Biz web site.

Committee member Hausz requested that schools be contacted, although the City does not have purview over them, to inform them that, since they are part of the community, it would be appreciated if banners are not plastered on hedges and to not use blue tape to place signs on walls. Committee member Cunningham added that several schools are "character counts" schools, which means being part of the community and applying the City's regulations. Committee member Zink requested that video store owners be contacted to address the large graphics on windows that are not necessarily temporary signs.

Bettie Weiss, City Planner, stated that, in coordination with the Building and Safety Division, a sign information flyer is being drafted that would be included with the issuance of building permits. Construction companies with multiple signs at construction sites, that are out of scale with the allowed temporary signage, are being contacted as part of the sign enforcement efforts.

**DISCUSSION ITEM**

**(9:22)**

Bettie Weiss, City Planner, addressed the Committee regarding Proposed 2009 Budget and staff resources.

Discussion held.

**REVIEW AFTER FINAL****1. 1501 SAN ANDRES ST**

C-P/R-2 Zone

**(9:32)** Assessor's Parcel Number: 043-244-015  
 Application Number: SGN2003-00084  
 Owner: Krieg Family Trust  
 Applicant: Glacier Water Services, Inc.  
 Business Name: Foodland Market

(Proposal to install two water vending machines on the side of the Foodland Market adjacent to the entry. The linear building frontage is 156 feet. The allowable signage is 90 square feet.)

**(Discuss vending machine location due to addition of handicap accessibility to vending machines. Final Approval of vending machine installations was given on September 10, 2003.)**

Present: Jerry Richman, Glacier  
 Walter Krieg, Owner

Committee member Hausz disclosed that he met with the applicant and the owner at the site.

**Motion: Continued four weeks for applicant to return with drawings to scale, dimension, elevation and plan view.**

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

**REVIEW AFTER FINAL****2. 2006 STATE ST**

R-2/R-O Zone

**(9:44)** Assessor's Parcel Number: 025-312-012  
 Application Number: SGN2007-00016  
 Owner: Thomas and Patricia Foley  
 Applicant: DCM Graphics  
 Business Name: Goodwin & Thyne Properties

(Proposal for a 23.7 square foot ground sign and a 6.25 square foot ground sign. The linear building frontage is 60 feet. The allowable signage is 60 square feet. The project is located in El Pueblo Viejo Landmark District.)

**(Resubmittal for lighting approval. The original signage proposal was approved on February 28, 2007.)**

Present: Kevin Goodwin, Goodwin & Thyne Properties

**Motion:**        **The Review After Final is denied with the following comments:** 1) The applicant’s proposal to switch the lighting is not acceptable as presented. 2) The applicant was instructed to either return to the light fixture that was previously approved by the Committee or propose a different solution. 3) Forward the conditions of approval from the July 17, 2007, meeting as follows: a) A time clock shall be installed for the sign's lighting per previous meeting minutes (on May 23, 2007). b) The sign housing shall be painted white. c) The wattage shall not exceed 26 watts as stated in previous meeting minutes. d) The length of the light fixture is per the field conditions; it can span from outside of post to outside of post, but shall not exceed 48 inches.

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

**CONCEPT REVIEW – NEW**

3.        **235 W MONTECITO ST** C-2/SD-3 Zone

**(10:05)**        Assessor's Parcel Number:    033-032-001  
                          Application Number:            SGN2008-00047  
                          Owner:                                George R. Alexiades  
                          Applicant:                          Benton Sign Company  
                          Business Name:                  The Neighborhood Corner Bar & Grill

(Proposal for two new wall signs with dimensional painted letters and peg mounted off of the building. One proposed sign is 14 square feet and the second is 22.64 square feet. The linear building frontage is 70 feet. The allowable signage is 65 square feet.)

Present:            David Benton, Benton Sign Company

**Motion:**        **Continued one week to Conforming Sign Review with the following comments:**  
                          1) The proposed signs are acceptable. 2) The signs should be lowered in height. The top of the 14 square foot sign would then be located between the round window and the door.  
                          3) Both signs should have eight inch letters for “The Neighborhood” and four inches for “Corner Bar and Grill.”

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

**CONCEPT REVIEW – NEW**

4.        **1273 COAST VILLAGE RD** C-1/SD-3 Zone

**(10:19)**        Assessor's Parcel Number:    009-293-001  
                          Application Number:            SGN2008-00048  
                          Owner:                                Cantello Teresina  
                          Applicant:                          Benton Sign Company  
                          Business Name:                  Carroll and Company

(Proposal for one 5.6 square foot wall sign with cut-out letters to be peg mounted on the building; and two 1.5 square foot window signs with gold leaf lettering. The linear building frontage is 23.5 feet. The allowable signage is 23.5 square feet.)

Present:            David Benton, Benton Sign Company

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

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

**CONCEPT REVIEW – NEW**

**5. 620 STATE ST**

C-M Zone

**(10:21)** Assessor's Parcel Number: 037-132-031  
 Application Number: SGN2007-00133  
 Owner: Metro 4 Theater Property, LLC  
 Owner: Bruce Corwin  
 Applicant: Christopher Kim  
 Business Name: Rockin' Yogurt

(Proposal for one 7.5 square foot awning sign and one 6 square foot blade sign. The linear building frontage is 15 feet. The allowable signage is 15 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Christopher Kim, Designer  
 Bruce Corwin, Business Owner

**Motion:** **Continued two weeks with the following comments:** **1)** On the awning, ten inch letters are not acceptable and need to be smaller. It was suggested that they be no larger than six inches. **2)** The awning's text should match the off-white color of the building. **3)** The awning fabric should be entirely replaced. **4)** As to the blade sign, it may be acceptable as far as the location above the awning. The applicant should explore alternate locations that would be more pedestrian scaled (i.e., lower in height). **5)** The proposed bracket for the blade sign, the mounting hardware, and the sign board materials are not acceptable for El Pueblo Viejo Landmark District (EPV). **6)** The letters seem crowded for the size of the sign board. The letter height should be reduced to approximately four inches. **7)** It was suggested that a more natural material be used for the blade sign per the EPV Guidelines, such as painted or sandblasted wood.

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

**CONCEPT REVIEW – CONTINUED**

**6. 1114 STATE ST**

C-2 Zone

**(10:34)** 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.)

Present: John Woodward, Applicant

**Motion:** **Continued two weeks with the following comments:** 1) The Committee will take action only if the applicant provides a presentation in accordance with the submittal requirements. If substantial changes to the presentation are not provided by the next review, it would be the basis for a denial of the application. 2) Provide a scaled color drawing indicating the following: a) The back board should match the building color. b) The remanufactured "STATESIDE" large letters should match the logo and should be painted the dark color that has been proposed. c) The smaller letters should be changed to the darker red. 3) Forward the comments from the March 26, 2008, meeting's motion as follows: a) This is an enforcement case and due diligence is necessary. b) 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. c) 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. d) The red color should be toned down to a muddier red. e) The "STATESIDE" lettering should be remanufactured to more closely resemble the font that is on the restaurant's corporate logo. f) Any and all electrical service to the sign should be concealed. g) The backboard height should be reduced accordingly with the reduction in space between the two lines of text. 4) The two blade signs proposed should conform to the new colors and font proposed by the applicant. 5) Staff is to assure that the two proposed blade signs conform to the site's sign program.

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

Committee comments: Staff shall research if there is a sign program for this site. The applicant was reminded that page 1 of every Sign Committee Agenda has a Submittal Checklist stating that "The Sign Committee will take action when the following are submitted."

## **CONCEPT REVIEW – NEW**

### **7. 1921 DE LA VINA ST A**

C-2 Zone

**(10:48)** Assessor's Parcel Number: 025-362-018  
 Application Number: SGN2008-00050  
 Owner: Linn Family Residual Trust  
 Business Name: Nutres

(Proposal for one new 1.89 square foot blade sign to replace previous tenant's approved blade sign and one new 1.77 square foot window sign to abate ENF2002-00712. The linear building frontage is 10 feet. The allowable signage is 5 square feet.)

**(A request for an exception is not required.)**

**Motion:** **Continued two weeks due to the applicant's absence.**  
**Action:** Hausz/Cope, 4/0/0. (Rose absent.)

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

C-M Zone

**(10:49)** 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.)

Present: Roy Hasson, Permit Place, Inc.

**Motion:** **Continued two weeks with the following comments:** 1) The Committee finds the two wall signs and their proposed colors acceptable as proposed with all lighting to be white LED. 2) The blade sign is not acceptable in the proposed location or in terms of conforming to El Pueblo Viejo Landmark District (EPV) Guidelines. 3) It was suggested that the applicant return with a new design for the blade sign that is compatible with EPV and located adjacent/relating to an entry.

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

**CONCEPT REVIEW – NEW****9. 500 FOWLER RD**

A-F/SD-3 Zone

**(11:04)** Assessor's Parcel Number: 073-450-003  
 Application Number: SGN2008-00052  
 Owner: Santa Barbara Airport  
 Architect: Fred Sweeney, Phillips-Metsch-Sweeney-Moore  
 Architects: Joseph Grogan and Kristin Byrd, HNTB Architecture, Inc.

(Sign Program for Airline Terminal Improvement Project.)

**(Comments only.)**

Present: Fred Sweeney, PMSM Architect  
 Joseph Grogan and Kristin Byrd, HNTB Architects

**The Committee, either individually or collectively, had the following comments:** 1) Considering the scale of the building, 14 inch letters are supportable. The applicant should provide a letter requesting an exception for 14 inch letters that exceed the maximum allowed of 12 inches. 2) The font proposed should be more traditional with a 1920s feel to it that does not look so generic. 3) It was suggested that the letters be an off-white or cream color so that they appear to be designed for the airport. 4) The copper plate is supportable. 5) A metallic powder coat would not be appropriate.



**CONCEPT REVIEW – NEW****10. 150 S LA CUMBRE RD**

C-2/SD-2 Zone

**(11:36)** Assessor's Parcel Number: 051-032-002  
 Application Number: SGN2008-00040  
 Agent: Insignia Sign Corporation  
 Owner: John Moller  
 Business Name: Conserv Fuel

(Proposal to reface existing, unpermitted signs that were previously reviewed, but never approved, under SGN2007-00015. The linear building frontage is 80 feet. The allowable signage is 65 square feet.)

Present: Joseph Arkeder, Insignia Sign Corporation  
 Kristopher Moller, Owner Representative

**Motion:** **Continued one week to Conforming Sign Review with the following comments:**  
**1)** Signs A, B, C, and D are acceptable as proposed. **2)** As to signs E through H, the recommendation is that, on the topper, the background be entirely green and the yellow eliminated. **3)** The pump numerals should be seven inches tall in white color. **4)** The logo should be reduced in size and located off center without the text "Conserv Fuel."  
**5)** The color for the vinyl on the pumps should be 3M Apple Green. **6)** As to the monument sign, provide a vinyl sample that most closely matches the Apple Green color of the pumps.

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

**CONCEPT REVIEW – NEW****11. 1221 CHAPALA ST**

C-2 Zone

**(11:56)** Assessor's Parcel Number: 039-172-002  
 Application Number: SGN2008-00053  
 Owner: Montgomery Revocable Family Trust  
 Applicant: Dave's Signs  
 Business Name: Equity Title

(Proposal for a new non-illuminated wall sign. The linear building frontage is 31 feet. The allowable signage is 31 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Tom Carr and Brenda Compton, Dave's Signs

**Motion:** **Continued two weeks with the following comments:** **1)** The Committee encourages the reuse of the existing sign; however, the proposals are not acceptable as the letters are over-scaled for the architectural elements and it is difficult to find a location that coexists well with other signage on the building. **2)** Provide more information regarding the space that the tenant occupies and the entrance for both tenants. **3)** It is suggested that the applicant explore other options, such as smaller letters or installing a monument sign.

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

**CONCEPT REVIEW – CONTINUED****12. 404 WILLIAM MOFFETT PL**

A-F/SD-3 Zone

**(12:11)** Assessor's Parcel Number: 073-450-003  
 Application Number: SGN2008-00012  
 Owner: City of Santa Barbara  
 Applicant: Sign-A-Rama, Goleta  
 Business Name: Atlantic Air

(Proposal for one 27.9 square foot wall sign and one 27 square foot monument sign. An exception is requested for 16" letters instead of 12" for the wall sign. The linear building frontage is 123 feet. The allowable signage is 90 square feet.)

**(Referred from Conforming Review: The owner proposes the monument sign to be 100 inches wide and 42 inches high with the full street address on the sign.)**

Present: Wasantha Mohottige, Sign-A-Rama

**Motion: Final Approval of the wall and monument signs with the conditions that the blue color shall be opaqued and the light shall go through the text only.**

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

**REVIEW AFTER FINAL****13. 436 N MILPAS ST**

C-2 Zone

**(12:18)** Assessor's Parcel Number: 031-311-032  
 Application Number: SGN2006-00036  
 Owner: Mary Lou Sherwin, Trustee  
 Applicant: Vogue Sign Company  
 Business Name: Kragen Auto Parts

(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.)

**(Proposal to remove lighting and move sign to new location on building. This is to abate ENF2008-00172 because the lighting and sign were not installed as approved.)**

The applicant was not present. The proposal was presented by Staff.

**Motion: Final Approval of the Review After Final as submitted with the comment that lighting is not part of this application.**

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

**\*\* MEETING ADJOURNED AT 12:20 P.M. \*\***