



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

PLEASE NOTE: THE NEW MEETING DAY AND TIME OF TUESDAYS AT 8:30 A.M.

**Tuesday, October 28, 2008**      **David Gebhard Public Meeting Room: 630 Garden Street**      **8:38 A.M.**

**COMMITTEE MEMBERS:**  
NATALIE COPE, Chair - PRESENT  
(VACANT), Vice-Chair  
BOB CUNNINGHAM - PRESENT  
STEVE HAUSZ (HLC) - PRESENT  
PAUL ZINK (ABR) - PRESENT

**ALTERNATES:**                      ALEX PUJO (HLC) - ABSENT      CLAY AURELL (ABR) - ABSENT  
**CITY COUNCIL LIAISON:**      GRANT HOUSE - ABSENT      DALE FRANCISCO (ALTERNATE) - ABSENT

**STAFF:**                      RENEE BROOKE, Senior Planner - PRESENT  
ELVA de la TORRE, Planning Technician - PRESENT  
KATHLEEN GOO, 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 Elva de la Torre, Planning Technician, 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 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 gain access to, comment at, or participate in this meeting, please contact the Planning Division at 805-564-5470. If possible, notification at least 48 hours prior to the meeting will enable the City to make reasonable arrangements in most cases.

**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). Materials related to an item on this agenda submitted to the Sign Committee after distribution of the agenda packet are available for public inspection in the Community Development Department located at 630 Garden St., during normal business hours. 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.

**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.

**POSTING:** That on Thursday, October 23, 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 (8:30):****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 comments.

**B. Approval of the minutes of the Sign Committee meeting of October 16, 2008.**

Motion: **Approval of the minutes of the Sign Committee meeting of October 16, 2008, with no corrections.**

Action: Hause/Cunningham, 3/0/1. (Zink abstained.)

**C. Listing of Approved Conforming Signs.**

The signs approved on Conforming Sign Review from October 2 to October 9, 2008 are listed below:

1. SFA, 3888 State Street – Final approval as submitted.
2. Sports Zone, 209 Paseo Nuevo – Final approval as submitted.
3. Renaud's Patisserie, 3315 State Street – Final approval with conditions.
4. Advanced Scientific Concepts, 135 E. Ortega Street – Final approval with conditions.

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

Ms. De La Torre announced that Agenda Items #7, 791 Chapala Street, and Item #8, 534 N. Milpas Street were postponed at the applicant's request meeting.

Committee member Hausz reminded staff that Ms. Brooke will be present for Item #4, 32 N Calle Cesar Chavez, and reported that a new sign lighting section and a check-list for the Street Lighting and Design Guidelines will be distributed and agendaized for discussion at the next Sign Committee meeting.

E. Possible Ordinance Violations and enforcement updates.

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Committee member Zink reported the "Ford" windows banners and sign violations at Hitchcock Street and Calle Real, the old Mill Clayton Ford location.

**\*\* THE COMMITTEE BRIEFLY RECESSED AT 8:55 A.M. AND RECONVENED AT 9:02 A.M. \*\***

**\*\* THE FOLLOWING AGENDA ITEM WAS HEARD OUT OF AGENDA ORDER. \*\***

**CONCEPT REVIEW – NEW**

1. **135 S MILPAS ST**

C-2/SD-3 Zone

Assessor's Parcel Number: 017-251-017  
 Application Number: SGN2008-00157  
 Applicant: Casey Hurd  
 Business Name: Car Stereo Guys

(Proposal to reface two existing signs, add one new sign, and obtain a permit for existing lighting: reface a 22 square foot wooden ground sign, reface of a 15 square foot spray painted wall sign, and a proposal for a new 1.74 plastic wall sign, for a total of 38.74 square feet. The linear building frontage is 48 feet. The allowable signage is 48 square feet.)

**Motion: To table Item #1.**

Action: Zink/Cunningham, 4/0/0. Motion carried.

**Motion: To un-table Item #1.**

Action: Hausz/Zink, 4/0/0. Motion carried.

(9:24)

Present: Casey Hurd, Applicant.

**Motion: Continued two weeks to Full Committee with the following comments: 1) Applicant to return with scaled elevation of the building with signs and dimensions for the drawings and plans. 2) The black and white colors to be reversed on the monument sign. 3) Return with an acceptable lighting proposal.**

Action: Cunningham/Zink, 4/0/0. Motion carried.

Committee comments: The Committee suggested the applicant study if what is proposed is permitted, and to possibly return with two different signage proposals; one with 8-inch lettering, and one with 12-inch lettering.

**\*\* THE FOLLOWING AGENDA ITEM WAS HEARD OUT OF AGENDA ORDER. \*\***

**CONCEPT REVIEW – NEW**

2. **126 N MILPAS ST** C-2 Zone

Assessor's Parcel Number: 017-091-018  
 Application Number: SGN2008-00158  
 Applicant: Goodland Signs  
 Business Name: Lucy's Boutique

(Proposal for one new 9 square foot wooden wall sign with plastic letters. This application is to abate ENF2008-00365. The linear building frontage is 19 feet. The allowable signage is 19 square feet.)

(8:44)

Present: Paul Strickland, Goodland Signs.

**Motion:** **Continued one week to Conforming Signs Review with the following comments:**  
 1) Reduce the overall size of the sign to that it doesn't interfere with the architectural element. 2) Reduce the accessory lettering on the proposed sign to 2-inch dimensions to conform more to Sign Ordinance requirements, and document the size of the letters.

**Action:** Cunningham/Hausz, 4/0/0. Motion carried.

Committee comments: The Committee commented that they would not accept molded plastic letters on any signage. The Committee noted that the existing sign is not permitted, but has more character and charm, and suggested the applicant restudy and remodel the existing signage. Applicant to remove all other unnecessary window signage and banners.

**\*\* THE FOLLOWING AGENDA ITEM WAS HEARD OUT OF AGENDA ORDER. \*\***

**CONCEPT REVIEW – CONTINUED**

3. **113 W DE LA GUERRA ST** C-2 Zone

Assessor's Parcel Number: 037-082-027  
 Application Number: SGN2008-00154  
 Applicant: Robert Kilburn  
 Business Name: Saffron

(Revised description: add one 6 square foot projecting sign to the proposal of two new hand-painted window signs at 0.69 square feet (each), for a total of 7.38 square feet. The linear building frontage is 18 feet. The allowable signage is 18 square feet. The project is located in the El Pueblo Viejo Landmark District.)

**Motion:** **To table Item #3.**

**Action:** Zink/Cope, 4/0/0. Motion carried.

**Motion:** **Continued two weeks to Full Committee due to the applicant's absence.**

**Action:** Hausz/Zink, 4/0/0. Motion carried.

**\*\* THE FOLLOWING AGENDA ITEM WAS HEARD OUT OF AGENDA ORDER. \*\***

**CONCEPT REVIEW – CONTINUED**4. **32 N CALLE CESAR CHAVEZ** M-1/SD-3 Zone

Assessor's Parcel Number: 017-030-016  
Application Number: SGN2008-00151  
Applicant: Diana Kelly  
Business Name: Pat Scott Masonry

(Proposal for three "as built" pin mounted wall signs: two at 5 square feet (each) and one 3 square foot sign, for a total of 13 square feet. This application is to abate ENF2007-01240. The linear building frontage is 100 feet. The allowable signage is 65 square feet.)

(9:03)

Present: Diana Kelly, Applicant; and Kathleen Weinheimer, Attorney.

**Motion 1: Final Approval with conditions:** 1) Sign A is to be lowered in a location similar to the photo simulation reviewed during the meeting, and for the applicant to return to Conforming to provide the plans to reflect the new location. 2) Sign B is approved as proposed.

Action: Hausz/Zink, 4/0/0. Motion carried.

**Motion 2: Continued one week to Conforming Signs Review with the comment that the location of the address numerals are not acceptable, and the applicant is to return with a more acceptable location.**

Action: Hausz/Cope, 4/0/0. Motion carried.

Committee comment: The Committee suggested a possible new location for the address numerals to be above the front door peak of the arch.

**CONCEPT REVIEW – CONTINUED**5. **1213 STATE ST** C-2 Zone

Assessor's Parcel Number: 039-182-016  
Application Number: SGN2008-00171  
Applicant: C B & G Sign Solutions  
Business Name: Quiznos

(Proposal for a new 9.5 square foot wood sign with hand painted letters and logo. This application is to abate ENF2008-00797. There is a La Pazuela Sign Program in place. The linear building frontage is 19 feet. The allowable signage is 9.50 square feet. The project is located in the El Pueblo Viejo Landmark District.)

**Motion: To table Item #5.**

Action: Cope/Hausz, 4/0/0. Motion carried.

**Motion: Continue indefinitely due to the applicant's absence.**

Action: Hausz/Cunningham, 4/0/0. Motion carried.

**CONCEPT REVIEW – NEW****6. 401 W MONTECITO ST**

C-2/SD-3 Zone

Assessor's Parcel Number: 033-022-020  
Application Number: SGN2008-00159  
Owner: Macland Investments  
Applicant: Freedom Signs  
Business Name: Chevron Harbor Car Wash Food Mart

(Proposal for two new signs and one existing "as built" 38.8 internally illuminated ground sign; one new 4.7 square foot hand painted wall sign; one 13.33 square foot wooden panel wall sign, for a total of 56.83 square feet. This application is to abate ENF2008-01037. The linear building frontage is 65 feet. The allowable signage is 65 square feet. The project is located in the El Pueblo Viejo Landmark District.)

**Motion: To table Item #6.**

Action: Cope/Hausz, 4/0/0. Motion carried.

**Motion: To un-table Item #6.**

Action: Hausz/Zink, 4/0/0. Motion carried.

(9:55)

Present: Dan Morris, Freedom Signs; and Owner.

Staff clarified that the Transportation Division is still reviewing the application.

**Motion: Final Approval and continued one week to Conforming Signs Review with conditions:** 1) The existing ground sign lighting is to remain. 2) The monument sign plastic is to have a matte finish. 3) The painted wall sign is to have a more traditional looking arrow more in keeping with El Pueblo Viejo Landmark District. 4) Internal illumination of the ground sign is not acceptable in the El Pueblo Viejo Landmark District.

5) Sign approval is conditional upon Transportation Division review and approval.

Action: Cunningham/Hausz, 4/0/0. Motion carried.

Committee comments: The Committee directed that the applicant adhere to the El Pueblo Viejo Landmark District guideline requirements for signage, and to resolve all enforcement issues before a permit is issued.

**REFERRED FROM CONFORMING SIGN REVIEW****7. 791 CHAPALA ST** C-2 Zone

Assessor's Parcel Number: 037-082-006  
 Application Number: SGN2008-00120  
 Applicant: Signs by Ken  
 Business Name: Silver Greens

(Revised description: Proposal to approve Sign C an 11.08 square foot halo-lit dimensional lettered wall sign. Previously approved were Sign A and B wood signs 5 square foot each, Sign D a 2.48 square foot metal letter wall sign and Sign E a 0.66 square foot window sign, for a total of 24.22 square feet. An approval was granted for an exception of over height letters (12.25 inch letter height). The linear building frontage is 66 feet. The allowable signage is 25 square feet. The project is located in the El Pueblo Viejo Landmark District.)

Postponed indefinitely at the applicant's request.

**CONCEPT REVIEW – CONTINUED****8. 524 N MILPAS ST** C-P Zone

Assessor's Parcel Number: 031-241-040  
 Application Number: SGN2008-00147  
 Applicant: Signs by Ken  
 Business Name: Prestige Hand Car Wash

(Proposal for nine "as built" signs: four painted wall signs, one 5 square foot, one 12 square foot, one 9 square foot, one 18.6 square foot, one 12 square foot; and a 28 square foot ground sign; three wooden hanging signs all 24 square feet (each), for a total of 156 square feet. This application is to abate ENF2008-00471. The linear building frontage is 99 feet. The allowable signage is 90 square feet.)

**(An exception is requested and findings are required for an extra 66 square feet of signage over the 90 square feet allowable signage.)**

Postponed indefinitely at the applicant's request.

**CONCEPT REVIEW – CONTINUED****9. 3435 STATE ST** C-P/SD-2 Zone

Assessor's Parcel Number: 051-061-021  
 Application Number: SGN2008-00146  
 Applicant: DCM Graphics  
 Business Name: La Rumba Bar & Grill

(Proposal for one new internally illuminated (fluorescent) 25 square foot "box" sign. The linear building frontage is 68 feet. The allowable signage is 68 square feet.)  
 (9:36)

Present: Frank Rizzo, DCM Graphics, and Jerry Fair, Applicant.

**Motion: Final Approval as submitted.**

Action: Hausz/Zink, 4/0/0. Motion carried.

**CONCEPT REVIEW – NEW****10. 600 N MILPAS ST** C-2 Zone

Assessor's Parcel Number: 031-183-022  
Application Number: SGN2008-00156  
Applicant: DCM Graphics  
Business Name: Los Agaves

(Proposal for one new 8.3 square foot wall sign with pin-mounted individual letters. The linear building frontage is 49 feet. The allowable signage is 49 square feet.)

(9:38)

Present: Frank Rizzo, DCM Graphics, and Jerry Fair, Applicant.

**Motion:** **Final Approval and continued one week to Conforming Signs Review with the following conditions:** 1) The plastic is to have a painted finish and a matte sheen. 2) The green color is to be of a grey blue/green color, with the applicant to return with a color sample for Conforming Signs Review. 3) No lighting has been proposed or approved on this application. 4) The existing graphics on the awnings are to be removed.

Action: Hausz/Zink, 4/0/0. Motion carried.

**CONCEPT REVIEW – NEW****11. 217 N MILPAS ST** C-2 Zone

Assessor's Parcel Number: 017-044-001  
Application Number: SGN2008-00155  
Applicant: DCM Graphics  
Business Name: Taqueria La Colmena

(Proposal for two new signs: one 12 square foot wooden painted wall sign; one 7.5 square foot awning sign, for a total of 19.5 square feet. The linear building frontage is 38 feet. The allowable signage is 25 square feet.)

(9:46)

Present: Frank Rizzo, DCM Graphics, and Jerry Fair, Applicant.

**Motion:** **Continued two weeks to Full Committee with the comments:** 1) The awning sign is acceptable as submitted, with the critique that the awning sign text could be improved by being centered and lowered into the lower two-thirds of the sign, with the less space between the bottom line and the bottom of the awning than the top line and the top of the awning. 2) The applicant to return with an alternative for the wall sign with colors reversed with a possible drop shadow representation. Applicant to consider Committee suggestions.

Action: Cunningham/Hausz, 4/0/0. Motion carried.

Committee comments: The Committee suggested the applicant make the sign board the building color rather than a frame, with the lettering in the red color.



**CONCEPT REVIEW – CONTINUED****12. 732 STATE ST**

C-2 Zone

Assessor's Parcel Number: 037-092-027  
Application Number: SGN2008-00144  
Applicant: Sign-A-Rama  
Business Name: The Area

(Proposal for four new signs: one 2.48 square foot wall sign made of pin mounted individual metal letters; one 1.66 square foot projecting sandblasted wooden sign; two 0.78 square foot (each) vinyl window signs, for a total of 5.7 square feet. The linear building frontage is 48 feet. The allowable signage is 48 square feet. The project is located in the El Pueblo Viejo Landmark District.)

(10:14)

Present: Michael Reese, Sign-A-Rama.

**Motion:** **Final Approval with the following conditions:** 1) Option B for the font is acceptable as proposed. 2) The black color of the sign to be an off-black color similar to Frazee #CL3227N "panther" color. 3) The white color of the sign should be of a similar color to the building color. 4) It is noted that sign approval is subject to Historic Landmarks Commission's approval of the awning. 5) No lighting has been proposed or approved on this application.

Action: Hausz/Zink, 4/0/0. Motion carried.

**\*\* MEETING ADJOURNED AT 10:29 P.M. \*\***