



**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, November 6, 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 28, 2008.**

Motion: **Approval of the minutes of the Sign Committee meeting of October 28, 2008, with corrections.**

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

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

The signs approved on Conforming Sign Review from October 28, 2008 to November 4, 2008 are listed below:

1. 4400 Via Lucero, LLC, 4004 Via Lucero – Final approval as submitted.
2. Hall Hieatt & Connely Attorney at Law, 311 E. Carrillo Street – Final approval as submitted.

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

Ms. De La Torre made the following announcements:

1. Committee member Zink would be arriving late around 10:30 a.m. to today's meeting.
2. Committee member Hausz would be stepping down from Item #4, 1920 State Street. Staff requested the item be tabled to later in the meeting when Mr. Zink would be in attendance for quorum purposes.

Committee member Cunningham announced he would be stepping down from Agenda Items #12, 3305 State Street, and #14, 320 W. Pueblo Street.

Committee member Cope announced that she would not be in attendance for the December 9, 2008 meeting.

E. Possible Ordinance Violations and enforcement updates.

Committee member Hausz requested an enforcement update from staff election banner violations at various Unitarian Church locations. Mr. Limón stated that the standard memo could be issued to remind the public that these election banners need to be removed after the election is over. Committee member Hausz also requested staff send out notices to the local churches that all banners are violations against the City Ordinance and are not acceptable at any time.

Committee member Cunningham reported a local banner violation for a rummage sale sign at 1525 Santa Barbara Street.

## **DISCUSSION ITEM**

### **(8:47) OUTDOOR LIGHTING AND STREETLIGHTING DESIGN GUIDELINES**

Presentation: Steve Hausz, Outdoor Lighting and Streetlighting Design Guidelines Liaison.

#### **Discussion held.**

Mr. Limón commented that the language on the Guidelines will be referred to Steve Hausz for updating and editing to ensure that the Guidelines are comprehensive and inclusive to be the ultimate sole source of information for City staff and for all City Boards, Commissions and Committees.

**Motion:** To continued in two weeks further discussion of this item at the next Sign Committee meeting for Committee final review and comments on the Guidelines before presentation to City Council.

**Action:** Cunningham/Cope, 3/0/0. (Zink absent).

**CONCEPT REVIEW – CONTINUED****1. 217 N MILPAS ST**

C-2 Zone

Assessor's Parcel Number: 017-044-001  
Application Number: SGN2008-00155  
Applicant: DCM Graphics  
Owner: Clay Martin Brown  
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.)

(9:02)

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

**Motion:** **Final Approval with the following conditions:** 1) Dimensions are to be shown on the drawings. 2) The sign color is to match the building color. 3) All conditions requiring staff approval.

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

**CONCEPT REVIEW - NEW****2. 1014 STATE ST A**

C-2 Zone

Assessor's Parcel Number: 039-282-027  
Application Number: SGN2008-00165  
Applicant: John Milby  
Applicant: Tim Thompson  
Owner: Bailard Family, LLC  
Business Name: Del Sol

(Proposal for three new signs: one 10.5 square foot sandblasted wooden wall sign with painted letters; one 1.6 square foot sandblasted wooden wall sign with painted letters; one 4.4 projecting sign made of wood to hang on existing bracket, for a total of 16.5 square feet. The linear building frontage is 61 feet. The allowable signage is 61 square feet. The project is located in El Pueblo Viejo Landmark District.)

(9:07)

Present: Tim Thompson, Applicant.

**Motion:** **Final Approval to Conforming Review Calendar with the following conditions:** 1) The thoroughness of the applicant's presentation is appreciated. 2) Wall Sign A: The Committee feels that the 6-foot width is excessively tight to the architectural features and recommends the applicant reduce by 6 to 8 inches the overall length of the sign. 3) The blade sign to be also reduced similarly in length of the sign. 4) The finishes on the signs to be a matching, with the applicant to return with samples colors of a more muted red and blue, with a white color to match the building color. 5) Sign C is acceptable with the same comments about the finishes on signs to apply.

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

**CONCEPT REVIEW - CONTINUED****3. 826 N MILPAS ST**

C-P Zone

Assessor's Parcel Number: 031-051-024  
 Application Number: SGN2008-00134  
 Applicant: Sign-A-Rama, Goleta  
 Owner: Coyne Decedent's Trust  
 Business Name: Taqueria El Buen Gusto

(Proposal for three "as built" signs: one 21 square foot internally illuminated monument sign; one 10 square foot window sign and one 2 square foot awning sign, for a total of 33 square feet. This application is to abate ENF2008-00366. The linear building frontage is 48 feet. The allowable signage is 48 square feet.)

(9:22)

Present: Wasantha Mohottige, Sign-A-Rama.

Public comment opened at 9:25 p.m.

Judy Finch, Owner, commented that the sign was built with the building in 1970-72, and should make a difference as part of the building. The Committee replied that the cabinet of the sign is part the building and the Committee has jurisdiction over the change over a new face of the cabinet sign. Staff researched that there was no cabinet sign permit on record. The agent for the applicant confirmed that the owner has no problem removing the mesh.

Public comment closed at 9:26 p.m.

**Motion: Continued one week to Conforming Review Calendar with the following conditions:**

**1)** The white background of the ground sign to be changed to an ivory color or darker color and be opaque. **2)** Letter colors are acceptable as proposed by the applicant. **3)** Green or yellow colors could be an acceptable alternative. **4)** Plastic finishes are to matt finishes. **5)** Awning signs are acceptable. **6)** Applicant to return with sample of the plastic background color. **7)** Cabinet to be painted a color to match the background with the Applicant to return with a color sample.

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

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

**CONCEPT REVIEW - CONTINUED****4. 1920 STATE ST**

C-2/R-3 Zone

Assessor's Parcel Number: 025-372-015  
 Application Number: SGN2008-00135  
 Applicant: Sign-A-Rama Goleta  
 Owner: Richard T. Perry, Living Trust  
 Business Name: Orange Tree Inn

(Proposal for a new 23 square foot internally lit monument sign. The linear building frontage is 140 feet. The allowable signage is 90 square feet. The project is located in El Pueblo Viejo Landmark District.)

**An exception is requested and findings are required for an over height sign; the sign is 8 feet, 8 inches above finished grade.**

(9:31)

**Motion:** To table Item #4, 1920 State Street.  
**Action:** Cunningham/Zink, 3/0/0. (Zink absent) Motion carried.

(11:19)

**Motion:** To un-table Item #4, 1920 State Street.  
**Action:** Zink/Cunningham, 3/0/0. (Zink absent) Motion carried.

**Present:** Wasantha Mohottige, Sign-A-Rama.

**Motion:** Continued indefinitely to Full Committee with the following comments:  
 1) Return with different sign arrangement, to either include a blade sign or additional wall signage. The Committee strongly discourages a monument sign.  
 2) Applicant to return with photograph representation.  
**Action:** Cunningham/Zink, 3/0/0. (Hausz stepped down, Zink absent) Motion carried.

Committee comments: The Committee commented that signage doesn't have to be a monument sign to attract pedestrian interest, and should be located on the wall nearest to the office where it can be higher and more visible. It was suggested that the vacancy signage could possibly be something separate, and if the desire is for perpendicular signage to the street, then it should be a blade sign and placed on the wall for maximum visibility.

### **CONCEPT REVIEW - CONTINUED**

5. **113 W DE LA GUERRA ST** C-2 Zone

Assessor's Parcel Number: 037-082-027  
 Application Number: SGN2008-00154  
 Applicant: Robert Kilburn  
 Owner: John R. DeWilde  
 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 El Pueblo Viejo Landmark District.)

(9:37)

**Present:** Robert Kilburn, Applicant.

**Motion:** Final Approval as submitted with the following conditions: 1) Window signage to be the same font as the blade sign, as noted on the plans. 2) All exterior sandwich board signage violations against the Sign Ordinance are to be removed.  
**Action:** Hausz/Cunningham, 3/0/0. (Zink absent) Motion carried.

**CONCEPT REVIEW - NEW****6. 2917 DE LA VINA ST**

C-2/SD-2 Zone

Assessor's Parcel Number: 051-202-006  
Application Number: SGN2008-00160  
Applicant: Edgar Blas  
Owner: Bernard Friedman  
Business Name: Smart Marketing

(Proposal for a new 11.87 square foot wooden ground sign with vinyl letters, located in a planter box. The linear building frontage is 12 feet. The allowable signage is 12 square feet.)

(9:44)

Present: Edgar Blas, Applicant.

**Motion:** **Final Approval and continued one week to Conforming Review Calendar with the following conditions:** 1) Applicant to return with accurate scaled dimension drawings including the height of the proposed sign from sidewalk to top of sign, and also specifics on the (wood) edges to the signs. 2) All un-permitted signage to be removed from the window. 3) All signage enforcement violations are to be resolved before permit is issued.

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

**CONCEPT REVIEW - NEW****7. 929 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-321-007  
Application Number: SGN2008-00161  
Contractor: David Benton  
Owner: Marta J. Knapp-Alligood  
Business Name: Italian Pottery Outlet

(Proposal for two new signs: one 11.9 square foot wall sign peg-mounted, made out of metal letters; one 11.9 square foot double faced wooden sandblasted projecting sign, hanging on an existing bracket, for a total of 23.8 square feet. The linear building frontage is 26 feet. The allowable signage is 26 square feet. The project is located in El Pueblo Viejo Landmark District.)

(9:53)

Present: David Benton, Benton Sign Company.

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

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

**CONCEPT REVIEW - NEW****8. 111 E HALEY ST** C-M Zone

Assessor's Parcel Number: 031-201-018  
Application Number: SGN2008-00162  
Contractor: David Benton  
Owner: Stanley W. and Lynn E. Ashcraft  
Business Name: Pure Joy Catering

(Proposal for a new 14.1 square foot wall sign with pin-mounted dimensional letters. The linear building frontage is 40 feet. The allowable signage is 40 square feet.)

(9:56)

Present: David Benton, Benton Sign Company.

**Motion: Final Approval as submitted with the condition the applicant is to remove the second line of text or reduce that line of text to 2-inches. Applicant to return one week to Conforming Calendar to provide documentation.**

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

Mr. Benton made a statement on the lengthy sign review process and scheduling calendar. Staff explained that the backlog of new applications are presently on a waiting list of over 15 to-date, and are preceded by applications that are continued from meeting to meeting which must also be balanced with the limited 3-hour meeting length. Staff requested the Committee continue "indefinitely" applicants who fail to show up for their scheduled review or applicants who do not have complete applications ready for Committee review.

**CONCEPT REVIEW - NEW****9. 18 W ANAPAMU ST** C-2 Zone

Assessor's Parcel Number: 039-182-019  
Application Number: SGN2008-00164  
Applicant: Goodland Signs  
Owner: Ealand Charles Delaney II, Trustees  
Business Name: Kernohan's Toys

(Proposal for six new signs: one 4.86 square foot hand-painted wall sign; one 0.7 square foot hand-painted directional sign; two vinyl window signs at 0.45 square feet (each); one 3.9 square foot wooden sandblasted projecting sign hanging on an existing unpermitted bracket; one 0.65 square foot hanging sign to be located on an off-site directory, for a total of 11.01 square feet. The linear building frontage is 40 feet. The allowable signage is 20 square feet. The project is located in El Pueblo Viejo Landmark District.)

(10:12)

Present: Paul Strickland, Goodland Signs.



**Motion:** **Continued two weeks to Full Committee with the following comments:** 1) Signs A and B window lettering are acceptable as proposed. 2) The hanging Sign C is acceptable as proposed, with the applicant to provide additional drawing showing the bracket and the blade sign together with dimensions between the sign and the bracket and showing the mounting hardware. 3) Sign E as presented is not acceptable. 4) Sign D to be relocated to the location of Sign E at a height no greater than the doorways on that building façade, and to change the arrow to a “pointing hand” or some other similar graphic representation. 5) The capital lettering of Sign D is to be approximately 6-inches in height. 6) The directory Sign F is acceptable as proposed with Staff to verify signage as part of a Sign Program.

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

### **CONCEPT REVIEW - CONTINUED**

#### 10. **791 CHAPALA ST**

C-2 Zone

Assessor's Parcel Number: 037-082-006  
 Application Number: SGN2008-00120  
 Applicant: Signs By Ken  
 Owner: John DeWilde  
 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, wooden wall signs which are 5 square feet (each); Sign D, a 2.48 square foot metal letter wall sign; and Sign E, a 0.66 square foot window sign. An approval was granted for an exception of over height letters (12.25 inch letter height). Total approved signage is 13.14 square feet plus requested signage of 11.08, for a total 24.22 square feet. The linear building frontage is 66 feet. The allowable signage is 25 square feet. The project is located in El Pueblo Viejo Landmark District.)

(10:29)

Present: Brian Roche and Ken Sorgman, Signs by Ken.

Ms. Kathleen Goo, Secretary for the Paseo Chapala Home Owners Association (Paseo Chapala HOA), confirmed that a signed letter is pending from the Association that certifies the HOA's approval of the halo back-lit signage lighting, and also confirmed the previously submitted approval letter for the relocation of the Paseo Chapala signage to the center location on the Chapala Street frontage of the building.

**Motion:** **Final Approval with the following conditions:** 1) Approval is contingent upon revised exception changes to the Sign Program to allow halo-backlit signage only for the Paseo Chapala corner commercial restaurants. 2) The green color approved for signage to be #PMS369.

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

**CONCEPT REVIEW - NEW****11. 721 CHAPALA ST**

C-2 Zone

Assessor's Parcel Number: 037-082-006  
Application Number: SGN2008-00184  
Applicant: Signs By Ken  
Owner: BDC Paseo Chapala, LLC  
Business Name: Paseo Chapala

(Relocate existing approved Paseo Chapala building sign. The linear building frontage is 100 feet. The allowable signage is 90 square feet. The project is located in El Pueblo Viejo Landmark District.)

(10:29)

Present: Brian Roche and Ken Sorgman, Signs by Ken.

**Motion: Final Approval as submitted with the condition that the approval is contingent upon revised exception changes to the Sign Program to allow halo-backlit signage only for the Paseo Chapala corner commercial restaurants.**

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

**CONCEPT REVIEW - NEW****12. 3305 STATE ST**

C-L/C-P/SD-2 Zone

Assessor's Parcel Number: 051-100-001  
Application Number: SGN2008-00166  
Applicant: Signs By Ken  
Owner: James Deloreto  
Business Name: Loreto Plaza

(Proposal to amend the approved sign program for the Loreto Plaza, to include the following: addition of non-illuminated dimensional letters for the second line on the aluminum plate wall signs and to expand the color palette.)

(10:48)

Present: Ken Sorgman, Signs by Ken.

**Motion: Final approval of revisions to the Sign Program as proposed.**

Action: Hausz/Zink, 3/0/0. (Cunningham stepped down). Motion carried.

**CONCEPT REVIEW - NEW****13. 132 HARBOR WAY**

HC/SD-3 Zone

Assessor's Parcel Number: 045-250-011  
 Application Number: SGN2008-00170  
 Applicant: Goodland Signs  
 Owner: City of Santa Barbara, Waterfront/Harbor  
 Business Name: Harbor View Real Estate & Investment

(Proposal for two new 11 square foot (each) wall signs made of sandblasted redwood with painted letters and logo, for a total of 22 square feet. This project is in the Santa Barbara Harbor Chandlery Building. The linear building frontage is 44 feet. The allowable signage is 22 square feet.)

(10:53)

Present: Paul Strickland, Goodland Signs; and Adam Pirozzi, Owner of Harbor View Real Estate & Investment.

**Motion:** **Continued two weeks to Full Committee with the following comments:** 1) Applicant to submit an exception request letter to approve the requested location of the signs. 2) Applicant to return with scaled face elevations, not just perspectives, and dimensions of the building, doors, and assigned heights. 3) Applicant to return with photographs of entire sides of the building.

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

Committee/Staff notes: Committee to make site visit to location before item returns to Full Committee.

**\*\* THE COMMITTEE BRIEFLY RECESSED FROM 11:42 A.M. AND RECONVENED AT 12:22 P.M. IN THE FISHBOWL CONFERENCE ROOM.\*\***

**CONCEPT REVIEW - CONTINUED****14. 320 W PUEBLO ST**

C-O Zone

Assessor's Parcel Number: 025-102-001  
 Application Number: SGN2005-00044  
 Agent: Suzanne Elledge Planning and Permitting Services (SEPPS)  
 Owner: Santa Barbara Cottage Hospital  
 Business Name: Santa Barbara Cottage Hospital

(New revised description: Proposal for a Hospital Campus-wide sign program, which includes the following buildings and temporary construction signs: 1) Cottage Rehabilitation Hospital: eleven exterior signs; 2) Cottage Residential Care Center: five exterior signs; 3) Knapp Building: six exterior signs; 4) Campus: eleven exterior wayfinding signs; 5) Pueblo Parking Structure: six exterior wayfinding signs; and 6) Construction Zone Signs: six temporary directional signs.)

(11:31)

**Motion:** To table Item #14.  
**Action:** Hausz/Zink, 4/0/0. Motion carried.

(12:23)

**Motion:** To untable Item #14.  
**Action:** Zink/Hausz, 4/0/0. Motion carried.

**Present:** Joseph Stoddard (Designer), Karl Crooks, and Jenna Goodman, SKA Design; David Jones, Arcadia Studio; Brian Smith, Smith Engineering; and Afshin Fatholahi, Vice President of Cottage Hospital/Support Services.

**Motion:** Continued two weeks to Full Committee with the following comments:

- 1) Applicant to return with all signage over 6 feet in height from the sidewalk to the top of the sign to be noted on the plans.
- 2) An exception request letter will be required for signage requested with lettering over 12-inches in height or signage over 6 feet in height above the sidewalk.
- 3) Parking wall signage #DK106 (Eye Clinic and donor name) with donor's name to be reduced to a maximum 2-inch letter font height, with other lettering font to be at a maximum 3-inch height.
- 4) Overall signage on Sheet #ST-1 to show graphic height and width.
- 5) All signage illumination that is not to remain on all night is to be provided with a timer with the lighting "off-time" specified on the plans.
- 6) It was suggested that all signage be varied at need to be more responsive instead of all signage being a single wattage. All varied sign fixtures and illumination wattage to be detailed and noted on the plans.
- 7) Restudy the "2410 Fletcher Avenue" signage text and layout.
- 8) Restudy the deli signage for the text to be on the interior, and the back plate of the bracket that affixes to the corner needs to be more imaginative that relates to the architecture.
- 9) The main rock wall Signage #1-1-001 lighting is not part of this application proposal and approval.
- 10) Emergency Ambulance and Emergency Trauma Center signage (Page D-26) are not part of this approval and will be reviewed at a later date in context of the new architecture.
- 11) Sign #302 is a temporary sign during the course of construction and not meant for permanence.

**Action:** Zink/Hausz, 3/0/0. (Cunningham stepped down) Motion carried.

**\*\* MEETING ADJOURNED AT 1:38 P.M. \*\***