



**City of Santa Barbara
California**

**SIGN COMMITTEE
MINUTES**

February 12, 2003 **David Gebhard Public Meeting Room: 630 Garden Street** **1:30 P.M.**

COMMITTEE MEMBERS: STELLA LARSON, Chair, Present
 LORETTA REDD, Vice Chair, Present
 STANLEY BLOOM, Absent
 STEVE HAUSZ, Present
 DAWN ZIEMER, Present

ALTERNATES: CAROL GROSS, Absent
 ANTHONY SPANN, Absent

CITY COUNCIL LIAISON: DAN SECORD, Absent

STAFF: JAIME LIMÓN, Design Review Supervisor, Present at 1:38 P.M., left at 1:44 P.M.
 SUZANNE JOHNSTON, Planning Technician I, Present
 TURQUOISE TAYLOR GRANT, Recording Secretary, Present

**** 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.
- 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 scheduled meeting. If the applicant is unable to attend scheduled meeting, Staff must be notified by the applicant prior to eleven a.m. of the meeting day. Call Suzanne Johnston, Planning Technician I, at the City of Santa Barbara, Planning Division, 564-5470.

No application will be reviewed by the Sign Committee until any illegal signs are removed or brought into compliance with the Sign Ordinance.

* Please note: Additional tenancies or alternate sign configurations may necessitate the reduction of previously approved signage.

EPV = EL PUEBLO VIEJO, EX = EXCEPTION, ENF = ENFORCEMENT, C = CONTINUED

- ** 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.
- ** In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, 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.

NOTICE:

That on February 7, 2003, at 4:00 P.M., this agenda was duly posted on the Community Development bulletin board, in the office of the City Clerk, and on the bulletin board on the outside of City Hall.

GENERAL BUSINESS (1:30):**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 public comment.

B. Approval of the minutes of the Sign Committee meeting of January 29, 2003.

Motion: Approval of the minutes of the Sign Committee meeting of January 29, 2003, with corrections.
Action: Hausz/Redd, 4/0/0.

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from January 29 to February 5, 2003 are listed at the end.

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

1. Ms. Johnston made the following announcements:
 - a) Mr. Bloom would be absent from the meeting.
 - b) There were no changes to the agenda.
 - c) Signs informing the public of the recently passed Proposition 65 will be put up on buildings around town where toxic substances are present. The signs measure 12 x 12, and are mandated by law. Staff will look into the minimum dimensions that can legally be used per the State code.
2. Mr. Hausz announced that he had read the book *Saving Face*, and noted that the sign ordinance of Carmel-by-the-Sea regulates commercial window signs that are inside the building yet visible from the outside, to a depth of fifteen feet behind the windows. He also mentioned that the book lists the City of Claremont as having the longest-standing design review law (since 1958) in California, and noted that Santa Barbara has had design review laws far before that.
3. Ms. Ziemer presented a photo she had found, showing a streetscape crowded with commercial signs, as an example of the visual pollution that can proliferate when businesses are allowed to erect signs with no design review.
4. Ms. Larson made the following announcements:
 - a) She will be absent from the next meeting. Mr. Hausz will hear the Conforming Review, and Ms. Redd will chair the meeting in her absence.

- b) She asked for the Committee's assistance in keeping the meetings on schedule by being mindful of proper procedure and keeping comments and questions to a reasonable length.

5. Jaime Limón, Design Review Supervisor, reported on the meeting at the Historic Landmarks Commission meeting of February 5, 2003, at which a number of sign makers presented various examples of materials used in fabricating signs, and discussed which would be appropriate in El Pueblo Viejo District. The Commission, he stated, expressed concern about the durability of some of the materials, and doubted that several of the samples would weather well. He noted that the Commissioners appointed a subcommittee to meet with the sign makers and discuss the matter. Ms. Larson suggested that sign makers should be required to submit a sample of the proposed material each time they come in for review. Mr. Hausz suggested that perhaps there could be a list of approved materials that would not have to be reviewed. Ms. Ziemer volunteered to meet with the HLC subcommittee.

E. Possible Ordinance Violations.

Ms. Larson reported a possible ordinance violation at Salon Blais, 1111 E. Cabrillo Boulevard, where there may be an unpermitted pink neon sign.

CONCEPT REVIEW - CONTINUED

1. **232 NATOMA AVE** R-4/SD-3 Zone

Assessor's Parcel Number: 033-062-022
 Application Number: SGN2001-00194
 Owner: Alan Bullock
 Business Name: The Eagle Inn
 Architect: James LeCron

(This property is on the City's Potential Historic Resource list. Proposal to reinstate an approval that expired January 3, 2003. The proposal is for a new 9.0 square foot monument sign with a stone base and plaster main portion for the Eagle Inn. A neon "No Vacancy" sign and accessory "AAA" sign are to be incorporated into the monument sign with exterior lighting to be hidden in the landscaping. The building frontage is 100.00 feet. The allowable signage is 90.00 square feet.)

(1:44)

Alan Bullock, owner; and James LeCron, architect, present.

Motion: Final approval of the signs with the following conditions: 1) Note the light fixtures correctly on the plans. 2) Note the colors correctly on the plans.

Action: Larson/Hausz, 4/0/0.

CONCEPT REVIEW - CONTINUED

2. **1324 STATE ST** C-2 Zone

Assessor's Parcel Number: 039-132-015
 Application Number: SGN2003-00003
 Owner: Arlington Plaza, LLC
 Business Name: Arlington Plaza Sign Program
 Contractor: Signs by Ken

(Revised proposal for a sign program for Arlington Plaza, which has nine tenant spaces. The proposal includes two illuminated, nine square foot projecting identification signs for the Plaza. Individual tenants will be allowed a sign constructed from 3/4-inch individual MDO letters a maximum of eight inches high, suspended on two 3/4-inch metal rods and a 2.5 square foot pedestrian sign. Individual tenant signs will be reviewed under separate sign applications. The building frontage is 100.00 feet.)

(1:52)

Ken Sorgman, Signs by Ken, present.

Motion: Continued one week to the Conforming Review for the details of the mountings of the individual blade signs. This proposal does not include a review of the bench.

Action: Hausz/Redd, 4/0/0.

REVIEW AFTER FINAL

3. 53 S MILPAS ST

C-P Zone

Assessor's Parcel Number: 017-171-024
 Application Number: SGN2002-00149
 Owner: S & P Investments
 Business Name: Jack's Famous Bagels
 Architect: Paul Poirier
 Contractor: Signs by Ken

(Proposal for a 20 square foot, internally illuminated channel letter wall sign for Jack's Famous Bagels & Coffee. There is an existing sign program for the Santa Barbara Plaza. An exception is requested for letter height and total signage in excess of the allowable. 28.00 square feet of signage is being requested. The building frontage is 20.00 feet. The allowable signage is 20.00 square feet.)

(Review After Final change to allow red channel letters instead of the proposed black metal letters for the words "Jack's Famous.")

(1:59)

Ken Sorgman, Signs by Ken, present.

Motion: Continued two weeks to allow the Sign Committee members to visit the site at night and see the sign illuminated.

Action: Hausz/Ziemer, 4/0/0.

CONCEPT REVIEW - CONTINUED

4. 1306 SANTA BARBARA ST

C-2 Zone

Assessor's Parcel Number: 029-072-026
 Application Number: SGN2003-00008
 Owner: Abbe Allen Kingston
 Contractor: Anacapa Signs
 Business Name: America's Documents

(Proposal to install two, twelve square foot wall signs to be constructed from 3/4" Medium Density Overlay (MDO) for America's Documents, Inc. in El Pueblo Viejo District. The "as-built" directory sign is proposed to remain for the seven tenants at 1300 and 1306 Santa Barbara Street. A sign program must be submitted for any office complex that maintains a group identity, for all signs proposed within the complex. The building frontage is 55.00 feet. The allowable signage is 55.00 square feet.)

(2:38)

Ken Kirkpatrick, Anacapa Signs, present.

Motion: Continued one week to the Conforming Review with the following comments: 1) Return with a site plan drawn to scale. 2) The background color of the sign should be an off-white shade that matches the color of the building. 3) Consider painting the sign directly onto the building, or a sandblasted wood sign.

Action: Hausz/Ziemer, 4/0/0.

CONCEPT REVIEW - NEW**5. 1306 SANTA BARBARA ST**

C-2 Zone

Assessor's Parcel Number: 029-072-026
 Application Number: SGN2003-00018
 Contractor: Anacapa Signs
 Owner: Abbe Alan Kingston
 Business Name: Sign Program For 1300-1306 Santa Barbara

(Proposal for a sign program for 1300 and 1306 Santa Barbara Street, located in El Pueblo Viejo District. The proposal includes a ground floor directory sign for all tenants, locations for three potential projecting signs, and three wall signs.)

(2:08)

Ken Kirkpatrick, Anacapa Signs, present.

Ms. Larson read a letter from Lazy H Partners, describing the proposed sign program.

Motion: Continued two weeks with the following comments: 1) Return with drawings showing a more cohesive plan that indicates the placement of the signs and ties in the signs with the architecture of the building. 2) Use a simple, serif typeface for the business names. 3) Set the text in a uniform size. 4) Change the background of the directory sign to a single color that complements that of the building. 5) The letters should be off-white. 6) The directory entry for the downstairs suites is redundant. 7) Clarify the street numbering of the two addresses for the building.

Action: Redd/Hausz, 4/0/0.

REFERRED FROM CONFORMING SIGN REVIEW**6. 118 E ORTEGA ST**

C-M Zone

Assessor's Parcel Number: 031-151-002
 Application Number: SGN2003-00013
 Contractor: Cortan Construction
 Business Name: Cortan Construction Company
 Owner: Eldridge, Gary & Rebecca Family Trust

(Proposal to install two painted board signs to be flush-mounted to the wall for Cortan Construction Company, located in El Pueblo Viejo District. 31.00 square feet of signage is being requested. The building frontage is 31.00 feet. The allowable signage is 31.00 square feet.)

(2:50)

Michael Mullen, President, Cortan Construction, present.

Motion: Final approval of sign B as submitted. Sign A is not approvable, as it does not relate to a pedestrian entrance to the building.

Action: Hausz/Redd, 4/0/0.

CONCEPT REVIEW - NEW**7. 606 OLIVE ST**

C-M Zone

Assessor's Parcel Number: 031-171-007
 Application Number: SGN2003-00015
 Owner: Richard Doolittle
 Contractor: Freedom Signs
 Business Name: Hayward's Design Center

(Proposal for a three-dimensional sign located above the entrance, and a logo on the glass door of Hayward's Design Center. An exception is requested for 15 inch letters. 24.00 square feet of signage is being requested. The building frontage is 75.00 feet. The allowable signage is 75.00 square feet.)

(PROJECT REQUIRES EXCEPTION FINDINGS.)**(2:55)**

Betsy Harris, Freedom Signs, present.

Motion: Final approval of the exception for over-height letters above the entrance and the vinyl door letters, with the condition that the frosted vinyl shall not contain sparkles, and the findings that: a) There are exceptional or extraordinary circumstances or conditions applicable to the property involved; b) The sign is not detrimental to the neighborhood; and c) The proposed sign is in conformance with the stated purpose and intent of the Sign Ordinance.

Action: Hausz/Ziemer, 3/1/0. Redd opposed.

CONCEPT REVIEW - NEW**8. 201 N MILPAS ST**

M-1 Zone

Assessor's Parcel Number: 017-043-018
 Application Number: SGN2003-00010
 Owner: Jonathan E. & Elizabeth L. Wolff Family Trust
 Business Name: Stoneyard Building Materials
 Contractor: Freedom Signs

(Proposal to install 31.32 square feet of signs for Stoneyard Building Materials Showroom and Design Center. The maximum letter height is 12 inches. The individual plastic letters are approximately 3/4 inch to 1.5 inches thick. 31.32 square feet of signage is being requested. The building frontage is 48.00 feet. The allowable signage is 48.00 square feet.)

(3:04)

Betsy Harris, Freedom Signs, present.

Motion: Approval of the sign reading "Stoneyard Building Materials," with the following conditions: 1) The letters shall be pinned off 3/8 of an inch. 2) The letters shall have a V-face, for a more traditional appearance. 3) The proposed "Showroom" and "Design Center" signs shall be replaced with letters painted on the windows in letters no more than two inches high. 4) The details can return to the Conforming Review.

Action: Redd/Hausz, 4/0/0.

REFERRED FROM CONFORMING SIGN REVIEW9. **827 E MONTECITO**

M-1 Zone

Assessor's Parcel Number: 031-363-041
 Application Number: SGN2003-00011
 Owner: Percal Family Living Trust
 Business Name: Presto Pasta
 Applicant: Albert Baltieri
 Contractor: Freedom Signs

(This is an enforcement case. Proposal to install two wall signs totaling 26 square feet for Presto Pasta. The wall signs are to be constructed from individual plastic letters, with a maximum letter height of 12 inches. A previous application was reviewed and approved under SGN2001-00132, and has since expired. 26.00 square feet of signage is being requested. The building frontage is 63.00 feet. The allowable signage is 63.00 square feet.)

(3:12)

Betsy Harris, Freedom Signs, present.

Motion: Continued two weeks with the request that the applicant restudy the previously approved submission, which the Committee finds preferable to the current submission, and the following comments: 1) Center a single sign on the rotunda, facing the street. 2) Tone down the proposed shade of red. 3) The letters in the words "Presto" and "Pasta" should be tracked closer together, in the manner of those in the "Italian Restaurant" portion of the sign. 4) The overall height of the sign should not exceed two feet, six inches. 5) Consider an alternate typeface that is more sympathetic to the architecture. 6) The finish of the sign should be matte.

Action: Hausz/Redd, 3/1/0. Larson opposed.

CONSENT CALENDAR**January 29, 2003****REFERRED FROM CONFORMING SIGN REVIEW**A. **921 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-321-035
 Application Number: SGN2002-00150
 Business Name: Paper Star
 Owner: Raymond Leong
 Agent: Diane Leone

(Proposal to install a one square foot awning sign, a 7 square foot projecting sign, and a 7.6 square foot wall sign for Paper Star in El Pueblo Viejo District. This building is on the City's Potential Historic Resource List. 15.60 square feet of signage is being requested. The linear building frontage is 18.00 feet. The allowable signage is 18.00 square feet.)

Final approval of the project details with the condition that the sign bracket be moved from the previous location across the street.

CONCEPT REVIEW - NEW**B. 512 E GUTIERREZ ST**

M-1 Zone

Assessor's Parcel Number: 031-351-001
Application Number: SGN2003-00012
Contractor: Dave Benton

(Proposal to install two new wall signs for Fastclick. 11.52 square feet of signage is being requested. The linear building frontage is 100.00 feet. The allowable signage is 65.00 square feet.)

Final approval of the sign as submitted, with the suggestion that the applicant consider painting the sign directly on the building. If the applicant wishes to paint the sign on the building, revised drawings shall be submitted to Staff.

February 05, 2003**REFERRED FROM THE FULL COMMITTEE****C. 3631 STATE ST**

C-P/SD-2 Zone

Assessor's Parcel Number: 051-051-029
Application Number: SGN2002-00139
Business Name: Dragon King Chinese Restaurant
Contractor: Vogue Sign Company
Owner: David Ninier
Applicant: First Signs Co.

(Revised proposal to install a 12 square foot, internally illuminated roof sign on an exposed raceway above a horizontally projecting architectural feature, and a 5.3 square foot accessory sign on the fascia of the eave for Dragon King. An exception is requested to allow the roof sign and an accessory sign in excess of 25% of the total signage for the site. 17.30 square feet of signage is being requested. The linear building frontage is 24.60 feet. The allowable signage is 24.60 square feet.)

Continued one week with the following comments: 1) The proposed raceway is not acceptable. 2) The sign should be pin-mounted to the wall. 3) The acrylic faces and aluminum surfaces should be painted the same tone. 4) The surfaces should have a matte finish.

REFERRED FROM THE FULL COMMITTEE**D. 302 E HALEY ST**

C-M Zone

Assessor's Parcel Number: 031-281-001
Application Number: SGN2003-00009
Owner: David Back
Applicant: Alejandro Osornio
Business Name: Internet Cafe

(Proposed two 7.8 square foot painted wooden wall signs to be flush mounted. The maximum letter height is 8 inches. 15.60 square feet of signage is being requested. The linear building frontage is 51.00 feet. The allowable signage is 51.00 square feet.)

Final approval of the sign, with the condition that the signs shall be painted on the inside of the window.

CONCEPT REVIEW - NEW**E. 827 E MONTECITO**

M-1 Zone

Assessor's Parcel Number: 031-363-041
 Application Number: SGN2003-00011
 Owner: Percal Family Living Trust
 Business Name: Presto Pasta
 Applicant: Albert Baltieri
 Contractor: Freedom Signs

(This is an enforcement case. Proposal to install two wall signs totaling 26 square feet for Presto Pasta. The wall signs are to be constructed from individual plastic letters, with a maximum letter height of 12 inches. A previous application was reviewed and approved under SGN2001-00132, and has since expired. 26.00 square feet of signage is being requested. The linear building frontage is 63.00 feet. The allowable signage is 63.00 square feet.)

Referred to the full Committee with the request that the plans that were reviewed and approved by the Architectural Board of Review be brought to the meeting.

CONCEPT REVIEW - NEW**F. 118 E ORTEGA ST**

C-M Zone

Assessor's Parcel Number: 031-151-002
 Application Number: SGN2003-00013
 Contractor: Cortan Construction
 Business Name: Cortan Construction Company
 Owner: Eldridge, Gary & Rebecca Family Trust

(Proposal to install two painted board signs to be flush-mounted to the wall for Cortan Construction Company, located in El Pueblo Viejo District. 31.00 square feet of signage is being requested. The linear building frontage is 31.00 feet. The allowable signage is 31.00 square feet.)

Referred to the full Committee.

CONCEPT REVIEW - NEW**G. 919 CHAPALA ST**

C-2 Zone

Assessor's Parcel Number: 039-313-009
 Application Number: SGN2003-00014
 Owner: Nancy A. Diloreto
 Business Name: Salon Marceline
 Contractor: Dave Benton

(Proposal for a two new wooden signs for Salon Marceline located in El Pueblo Viejo District: one new 5.33 square foot wall sign, and one new 2.80 square foot projecting sign. 8.13 square feet of signage is being requested. The linear building frontage is 15.00 feet. The allowable signage is 15.00 square feet.)

Final approval of the signs as submitted.

CONCEPT REVIEW - NEW**H. 209 PASEO NUEVO**

C-2 Zone

Assessor's Parcel Number: 037-400-002
Application Number: SGN2003-00016
Owner: Santa Barbara Redevelopment Agency
Agent: Glen Morris

(Proposal to install two 6.9 square foot hanging signs for Solstice in El Pueblo Viejo District. 13.78 square feet of signage is being requested. The linear building frontage is 28.00 feet. The allowable signage is 14.33 square feet.)

Continued one week with the following comments: 1) The yellow color should be toned down. 2) Clearly document the material and application of material on the plans. 3) Clarify whether there are pin-mounted letters that cast shadows, or if the shadow is painted onto the sign.

CONCEPT REVIEW - NEW**I. 226 S MILPAS ST**

C-2/SD-3 Zone

Assessor's Parcel Number: 017-240-023
Application Number: SGN2003-00017
Owner: James V. Giuliani, Trustee

(Proposal to install two 12 square foot applied vinyl wall signs for Arturo's Taqueria and Juice Bar. 24.00 square feet of signage is being requested with 12.00 square feet of existing signage. The linear building frontage is 27.00 feet. The allowable signage is 27.00 square feet.)

Continued one week to the Conforming Review with the following comments: 1) Clearly note on the plans whether the sign will be applied to the stucco finish of the building or to a wall sign. 2) Study painting the sign directly onto the building rather than using applied vinyl. 3) The scale building elevations do not appear to reflect the same building shown in the picture; revise the drawings to accurately reflect the architecture, or submit proposed architectural revisions to the Architectural Board of Review.

****MEETING ADJOURNED AT 3:30 P.M.****