



# City of Santa Barbara California

## SIGN COMMITTEE MINUTES

**March 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, Present  
    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, Absent  
    SUZANNE JOHNSTON, Planning Technician I, Present  
    TURQUOISE TAYLOR GRANT, Recording Secretary, Present

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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.
- 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 11:00 A.M. of the meeting day. Call Suzanne Johnston, Planning Technician I, at the City of Santa Barbara, Planning Division, at 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.

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

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\*\* 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 March 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 February 26, 2003.

Motion: Approval of the minutes of the Sign Committee meeting of February 26, 2003, with corrections.  
Action: Hausz/Redd, 4/0/1. Larson abstained.

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from February 26 to March 5, 2003 are listed at the end.

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

1. Ms. Johnston announced the following changes to the agenda:

- a) Items No. 6 and No. 8 requested indefinite postponement.

Motion: To postpone Items No. 6 and No. 8 indefinitely, at the applicants' request.  
Action: Hausz/Ziemer, 5/0/0.

- b) Item No. 7 will be heard in place of No. 6.

- c) The Committee members are invited to attend a workshop on Parliamentary procedure, to be held on April 2, 2003 at the Cabrillo Pavilion Arts Center, from 4:30 to 6:30 P.M.

2. Ms. Larson thanked the members of the Sign Committee for taking care of business while she was absent.

E. Possible Ordinance Violations.

Ms. Ziemer questioned whether fast-food restaurants were allowed to post window signs. Ms. Larson responded, saying that many of the window signs are not permitted, and suggested that the members of the Committee provide photographs of the signs to submit when reporting violations, as it aids City Staff in the enforcement process.

**DISCUSSION ITEM**

**(1:40)** Discussion regarding the format of the Materials Subcommittee.

Ms. Johnston asked the Committee members what information they wanted Staff to provide, and what they would like to discuss at the Subcommittee meeting. Ms. Ziemer requested samples of various materials used to fabricate signs and letters. Ms. Johnston agreed to coordinate a meeting with the other members of the Subcommittee.

**CONCEPT REVIEW - CONTINUED****1. MTD BUS STOPS**

Zone

Assessor's Parcel Number: 099-MSC-OPD  
 Application Number: SGN2001-00154  
 Owner: MTD  
 Applicant: Paul Tumbleson

*(Proposed Metropolitan Transit District (MTD) sign face and sign pole upgrades at various bus stop locations in El Pueblo Viejo District.)*

**(This is a courtesy review of the final design for the MTD Bus Stop Signage.)**

**(1:40)**

Paul Tumbleson and David Damiano, MTD, present.

Motion: Final approval of the project, with the following conditions: 1) The upper scrollwork shall be eliminated, and the outer volute on the lower scroll be reduced in size. 2) The green color shall match RAL 6005.

Action: Hausz/Bloom, 5/0/0.

**REVIEW AFTER FINAL****2. 1816 STATE ST**

C-2/R-1 Zone

Assessor's Parcel Number: 027-032-021  
 Application Number: SGN2002-00107  
 Owner: Harris W. Seed & Crocker National Bank  
 Business Name: Rose Garden Inn  
 Business Name: Fiesta Inn & Suites  
 Contractor: Signs by Ken

*(This is an enforcement case of the "as-built" projecting sign for Rose Garden Inn & Suites. This is a Review After Final change to the design of the approved bracket design, and a proposed name change to Fiesta Inn & Suites, located in El Pueblo Viejo District. The 12 "as-built" flags were reviewed and approved by the Historic Landmarks Commission under MST2002-00653. 12.00 square feet of signage is being requested, in addition to 12.00 square feet of existing signage. The building frontage is 33.00 feet. The allowable signage is 33.00 square feet.)*

**(1:55)**

Ken Sorgman, Signs by Ken; and Michael Finucan, Applicant, present.

Motion: Continued one week to the Conforming Review with the following comments: 1) The letters should be a maximum of eight inches high. 2) The existing wood bracket should have steel strap supports per the revised drawing. 3) The lights should be painted off-black. 4) Consider changing the bracket to a more traditional design. 5) Conceal all electrical cords and conduits. 6) The lamps shall be incandescent, and a maximum of 50 watts.

Action: Hausz/Redd, 5/0/0.

**CONCEPT REVIEW - NEW****3. 915 N MILPAS ST** C-2 Zone

Assessor's Parcel Number: 029-313-013  
 Application Number: SGN2003-00027  
 Owner: Santa Barbara Neighborhood Clinics  
 Business Name: Eastside Neighborhood Clinic

*(Proposal for a 15 square foot sandblasted wood ground sign for the Eastside Neighborhood Clinic. There is no lighting associated with the sign. 15.00 square feet of signage is being requested. The building frontage is 40.00 feet. The allowable signage is 40.00 square feet.)*

**(PROJECT REQUIRES COMMENTS FROM THE TRANSPORTATION DIVISION.)**

**(2:17)**

Ken Sorgman, Signs by Ken, present.

Motion: Final approval of the sign, pending comments from the Transportation Division, with the condition that the lamp holders shall be sized for par 30, maximum.

Action: Hausz/Bloom, 5/0/0.

**CONCEPT REVIEW - NEW****4. 511 STATE ST** C-M Zone

Assessor's Parcel Number: 037-172-012  
 Application Number: SGN2003-00028  
 Owner: Yoshiko Nakashimo  
 Business Name: Taiko  
 Contractor: Signs by Ken

*(Proposal for two wall signs consisting of 6.25 square feet of halo-lit reverse pan channel letters on the State Street façade, and four square feet of individual, painted wood letters. 10.25 square feet of signage is being requested. The building frontage is 21.00 feet. The allowable signage is 25.00 square feet.)*

**(2:25)**

Ken Sorgman, Signs by Ken, present.

Motion: Final approval of the sign with the following conditions: 1) The letters shall be lowered to within the bottom third of the stuccoed area in which it sits. 2) The neon used shall be 13 mm in diameter. 3) The finish used shall be semi-gloss or matte.

Action: Hausz/Bloom, 5/0/0

**CONCEPT REVIEW - NEW****5. 3815 STATE ST G-34** C-2/SD-2 Zone

Assessor's Parcel Number: 051-010-014  
 Application Number: SGN2003-00026  
 Agent: Glen Morris  
 Owner: Madison La Cumbre LLC  
 Business Name: Gymboree

*(Proposal to relocate a sign for Gymboree within La Cumbre Plaza to a new storefront. The sign is individual halo-lit, reverse channel letters which are 16 inches in height. Project requires an exception for letters in excess of 12 inches. 8.00 square feet of signage is being requested. The building frontage is 20.00 feet. The allowable signage is 10.00 square feet.)*

**(PROJECT REQUIRES EXCEPTION FINDINGS.)**  
**(2:35)**

Glenn Morris, Agent, present.

Motion: Continued two weeks, with the following comments: 1) The Committee cannot grant exception findings because there are no exceptional or extraordinary circumstances or conditions applicable to the property involved, and the proposed sign is not in conformance with the stated purpose and intent of the Sign Ordinance. 2) The neon must be a single color.

Action: Hausz/Bloom, 5/0/0.

**CONCEPT REVIEW - CONTINUED**

6. **601 W MISSION ST** R-3 Zone

Assessor's Parcel Number: 043-131-008  
 Application Number: SGN2003-00022  
 Owner: Jonghoon & Sin Hee Kenney  
 Business Name: Mission Liquor & Deli  
 Business Name: Joyce Communications - Water Vending  
 Agent: Robert Joyce

*(Installation of one outdoor vending machine with a one square foot identification panel to be located outside of the Mission Liquor and Deli for Joyce Communications. One square foot of signage is being requested, in addition to 21.00 square feet of existing signage. The building frontage is 61.50 feet. The allowable signage is 61.50 square feet.)*

**(PROJECT REQUIRES COMPLIANCE WITH THE OUTDOOR VENDING MACHINE GUIDELINES.)**

Postponed indefinitely at the applicant's request.

**REVIEW AFTER FINAL**

7. **122 W CABRILLO BLVD** HRC-1/SD-3 Zone

Assessor's Parcel Number: 033-101-012  
 Application Number: SGN2002-00101  
 Owner: Gerald Heiner, Trustee  
 Business Name: Hotel Oceana  
 Agent: Isaac Romero

*(Proposal to relocate an existing projecting sign and install a 10.8 square foot wall sign for Hotel Oceana in El Pueblo Viejo District. 10.80 square feet of signage is being requested, in addition to 69.53 square feet of existing signage. The building frontage is 649.00 feet. The allowable signage is 90.00 square feet.)*

**(PROJECT REQUIRES EXCEPTION FINDINGS.)**

**(2:54)**

Isaac Romero, Agent; and Laurel Perez, Agent, present.

Motion: Continued indefinitely with the following comments: 1) The placement of the sign above the awning is unacceptable, as it would constitute a roof sign, which is specifically prohibited under the Sign Ordinance. 2) Consider adding the business name to the awning valance. 3) Enhance the entry architecturally.

Action: Bloom/Hausz, 5/0/0.

**CONCEPT REVIEW - CONTINUED****8. 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.)*

Postponed indefinitely at the applicant's request.

**CONFORMING CALENDAR****February 26, 2003****CONCEPT REVIEW - CONTINUED****A. 226 S MILPAS ST**

C-2/SD-3 Zone

Assessor's Parcel Number: 017-240-023  
Application Number: SGN2003-00017  
Owner: James 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.)*

Final approval of the sign with the following conditions: 1) Sign B shall be eliminated from the proposal. 2) Sign A shall be centered both horizontally and vertically under the arched architectural feature. 3) No lighting is approved as a part of this proposal.

**\*\*THE MEETING ADJOURNED AT 3:18 P.M. \*\***