



# City of Santa Barbara California

## SIGN COMMITTEE MINUTES

**April 23, 2003**

**David Gebhard Public Meeting Room: 630 Garden Street**

**1:36 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, 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 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.

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**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 April 18, 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 April 9, 2003.

Motion: Approval of the minutes of the Sign Committee meeting of April 9, 2003, with corrections.

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

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from April 9 to April 16, 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) There were no changes to the agenda.
- b) Mr. Bloom will not be present at the meeting today.
- c) There has been an influx of vending machine applications. The deadline for updating the front panel graphics is in the beginning of June, and so the applications will continue to be submitted in the near future.

2. Ms. Ziemer brought in a picture of a sign approved by the current committee, to show the way it looked after installation.

3. Ms. Larson expressed concern over the use of vinyl for signs in El Pueblo Viejo District, because of its tendency to crack and peel as it ages. She asked the Committee members to look at the condition of the vinyl letters in the window of the Silver Store in Paseo Nuevo as an example of deterioration.

E. Possible Ordinance Violations.

No possible ordinance violations.

**CONCEPT REVIEW - NEW****1. 605 MISSION RIDGE RD**

A-1 Zone

Assessor's Parcel Number: 021-120-011  
 Application Number: SGN2003-00048  
 Owner: City of Santa Barbara  
 Business Name: Sheffield Reservoir

*(Proposal for six bronze plaques with photos and text to be located at the Sheffield Reservoir. The total amount of signage requested is 2.46 square feet with a maximum letter height of .25 inches. Signage for the park facility will be reviewed under a separate application. 2.46 square feet of signage is being requested.)*

**(1:43)**

Pat Saley, Case Planner; Cathy Taylor, Staff Engineer; and Brian Rickling, designer, present.

Motion: Continued two weeks to the Conforming Review with the following comments: 1) The bronze informational plaques should have square corners. 2) Provide details of the manner in which the signs will be mounted. 3) Indicate which paths are ADA accessible. 4) Remove the word "new" from the text.

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

**CONCEPT REVIEW - CONTINUED****2. 301 E HALEY ST**

C-M Zone

Assessor's Parcel Number: 031-211-020  
 Application Number: SGN2003-00035  
 Owner: Debra L. Uyesaka  
 Business Name: CARE Hospital  
 Contractor: Ken Sorgman

*(This structure is listed on the City's Potential for Designation List. Proposal for a 12 square foot internally illuminated ground sign; a 3.2 square foot wall sign composed of individual flush-mounted, non-illuminated PVC letters; and a 4.5 square foot, internally illuminated, wall-mounted sign for the California Animal Referral & Emergency (CARE) Hospital. 19.70 square feet of signage is being requested. The building frontage is 40.00 feet. The allowable signage is 40.00 square feet.)*

**(PROJECT REQUIRES TRANSPORTATION DIVISION COMMENTS.)****(2:04)**

Deanna Purvis, tenant; and Ken Sorgman, Contractor, present.

Motion: Continued two weeks to the Conforming Review with the following comments: 1) Sign A shall have an ivory plastic face, and the light emitting from it shall be minimized. 2) Increase the width of the stroke on the letters appearing on Sign A. 3) Signs B and C shall be painted directly onto the wall. 4) The lighting for Sign C is referred to the ABR for review, but the Committee recommends a gooseneck lantern with a dark-green, smooth enamel finish. 5) The concrete base for the monument sign should be of a more traditional, less boxy, design.

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

**CONCEPT REVIEW - CONTINUED****3. 133 HARBOR WAY**

HC/P-R/SD-3 Zone

Assessor's Parcel Number: 033-120-018  
 Application Number: SGN2003-00038  
 Owner: City of Santa Barbara  
 Business Name: Santa Barbara Sailing Center

*(Proposal for a directory sign listing the services and corresponding locations for the Santa Barbara Sailing Center. This is a conceptual review of the sign which is proposed to match the detailing of the Waterfront Directory sign, located in front of the Waterfront Center. The sign will not exceed six feet in height. 18.00 square feet of signage is being requested, in addition to 32.00 square feet of existing signage. The building frontage is 46.80 feet. The allowable signage is 46.80 square feet.)*

**(2:20)**

Skip Abed, applicant, present.

Motion: Continued two weeks with the following comments: 1) Restudy the colors to be more subtle. 2) The computer print-out of the color samples must more accurately represent the proposed colors. 3) Simplify the graphics. 4) Use ivory or another color to coordinate with the architecture, for the background. 5) The brochure holders should have a metal frame painted the same as overall frame, to help integrate them into the signs.

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

**CONCEPT REVIEW - NEW****4. 3009 STATE ST**

C-2/SD-2 Zone

Assessor's Parcel Number: 051-121-005  
 Application Number: SGN2003-00040  
 Owner: David R. & Carolyn A. Scheeff  
 Business Name: Justo the Tailor & Cleaners

*(This is an enforcement case. Proposal for a 23.5 square foot, "as-built," internally illuminated ground sign with a seven-inch maximum letter height for Justo the Tailor & Cleaners. The proposal includes an 8.4 square foot vinyl window sign with a 22-inch logo and an 18-inch "J." 32.00 square feet of signage is being requested. The building frontage is 33.00 feet. The allowable signage is 33.00 square feet.)*

**(2:40)**

Raymond Appleton, agent, present.

Motion: Final approval of the sign as submitted.

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

**CONCEPT REVIEW - NEW****5. 1905 CLIFF DR**

C-P/R-2/SD-3 Zone

Assessor's Parcel Number: 045-015-007  
 Application Number: SGN2003-00041  
 Owner: Ted W. & Bernadine J. Brown, Trustees  
 Applicant: Robert Joyce

*(Installation of one outdoor vending machine with a one square foot identification panel to be located outside of JR's Gas for Joyce Communications. 1.50 square feet of signage is being requested, in addition to 35.00 square feet of existing signage. The building frontage is 44.00 feet. The allowable signage is 44.00 square feet.)*

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

**(2:43)**

Bob Joyce, Applicant, present.

Motion: Final approval of the sign with the condition that any exposed conduit or piping shall be covered with a chase and painted to match the building.

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

**CONCEPT REVIEW - NEW****6. 1700 SAN ANDRES ST**

R-3 Zone

Assessor's Parcel Number: 043-191-011  
 Application Number: SGN2003-00047  
 Business Name: Fernando's Market  
 Agent: Joyce Communications - Vending Machines  
 Owner: Ismael & Matilda Villalpando

*(Installation of one outdoor vending machine with a one square foot identification panel to be located outside of the Fernando's Market for Joyce Communications. 1.50 square feet of signage is being requested, in addition to 18.00 square feet of existing signage. The building frontage is 30.00 feet. The allowable signage is 30.00 square feet.)*

**(PROJECT REQUIRES COMPLIANCE WITH THE OUTDOOR VENDING MACHINE GUIDELINES AND A CITY VENDING MACHINE LICENSE AGREEMENT.)**

**(2:55)**

Bob Joyce, Applicant, present.

Motion: Continued two weeks to allow the applicant to provide photographs of the area immediately adjacent to the area proposed for the vending machine, and any changes proposed for the machine.

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

**CONFORMING CALENDAR****April 16, 2003****CONCEPT REVIEW - NEW****A. 3554 STATE ST**

C-2/SD-2 Zone

Assessor's Parcel Number: 053-313-016  
 Application Number: SGN2003-00036  
 Owner: Barbara Starle Nergaard  
 Business Name: Super Cellular

*(This is an enforcement case. Proposal to allow 4.5-inch white painted letters to remain on an existing awning valance. 3.00 square feet of signage is being requested with 16.00 square feet of existing signage. The linear building frontage is 32.00 feet. The allowable signage is 32.00 square feet.)*

Final approval of the "as built" awning sign as submitted.

**\*\*MEETING ADJOURNED AT 3:09 P.M.\*\***