



City of Santa Barbara California

SIGN COMMITTEE MINUTES

May 7, 2003

David Gebhard Public Meeting Room: 630 Garden Street

1:34 P.M.

COMMITTEE MEMBERS:

STELLA LARSON, Chair, Present
LORETTA REDD, Vice Chair, Present
STANLEY BLOOM, Present
STEVE HAUSZ, Present at 1:35 P.M.
DAWN ZIEMER, Present at 1:35 P.M.

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

**** 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 May 2, 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 23, 2003.

Motion: Approval of the minutes of the Sign Committee meeting of April 23, 2003, as submitted.
Action: Redd/Bloom, 2/0/1. Bloom abstained.

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from April 23 to April 30, 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:

Item No. 7 requested a two-week postponement.

Motion: Postpone Item No. 7 two weeks, at the applicant's request.
Action: Hausz/Redd, 5/0/0.

E. Possible Ordinance Violations.

No possible ordinance violations.

E. Subcommittee Reports

Ms. Ziemer, representing the El Pueblo Viejo District Materials Subcommittee, brought in a photograph of a vinyl sign in disrepair, as an example of the manner in which vinyl lettering deteriorates over time.

DISCUSSION ITEM

(1:45) Zoning enforcement update with Danny Kato, Zoning & Enforcement Supervisor.

Motion: To table the discussion item until later in the meeting.

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

(2:52) Motion To untable the discussion item.

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

Danny Kato, Zoning & Enforcement Supervisor, present.

Mr. Kato presented an overview of the way in which complaints received by the City are prioritized and handled. Related to complaints about signs, he explained that reports of prohibited signs are investigated first, followed by complaints about unpermitted signs; then those permitted but installed in a manner non-compliant with approval. Mr. Kato allowed that Enforcement Staff is faced with a significant backlog of complaints, but that they are working to remedy the situation. He referenced a few proposed ideas, including a system by which citizens could submit photographs of alleged violations.

Ms. Redd asked if there is any way the Sign Committee could assist with the enforcement process. Mr. Kato said that at times there will be a complaint for, e.g., a banner sign, and right across the street will be another, but unreported, banner sign. It would help if the Committee members could group the complaints together. He also mentioned the possibility of ticket books—a citation program—that is being discussed. He mentioned that the Enforcement officers would make an effort to take note of prohibited signs in the area of reported sign violations.

CONCEPT REVIEW - CONTINUED

1. **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.)

(2:25)

Motion: Postponed indefinitely due to the applicant's absence.

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

CONCEPT REVIEW - CONTINUED**2. 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.)

(2:21)

Skip Abed, applicant, present.

Motion: Final approval of the sign, and a one-week continuance to the Conforming Review with the following conditions: 1) Eliminate the city, state, and zip code from the sign. 2) Offset the esses on the sign. 3) The finish of the sign shall not be high-gloss. 4) Provide a layout of the sign, and the map to be displayed thereon. 5) Use a serif font for the text. 6) Return with a scale drawing of the brochure holder. 7) The Plexiglas face shall have a non-glare, matte finish. 8) The paint color of the sign border and brochure surround shall match "Lost Atlantis," as submitted.

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

CONCEPT REVIEW - CONTINUED**3. 1935 STATE ST**

C-2 Zone

Assessor's Parcel Number: 025-371-007
 Application Number: SGN2002-00126
 Business Name: ARCO
 Applicant: Donco & Sons
 Owner: Atlantic Richfield Co.

(Proposal to construct a 36 square foot ground sign which incorporates the required pricing sign and permit a total of 8 square feet of logos on the gasoline pumps, the 25 square foot am/pm mini-market sign, and two 16 square foot "Please pay inside" signs for an ARCO service station located in El Pueblo Viejo District. The proposal includes the removal of the existing 32 square foot ground sign and three 12 square foot metal price signs the proposed ground sign base is to be aluminum with a stucco finish, and the identification portion is to be sandblasted redwood with a painted finish. This site currently has 81 square feet of signage that would require permits and 85 square feet is proposed. The maximum proposed letter height is nine inches, with a 12-inch logo. An exception is requested to allow signage in excess of the allowable. 85.00 square feet of signage is being requested, in addition to 81.00 square feet of existing signage. The building frontage is 42.50 feet. The allowable signage is 42.50 square feet.)

(PROJECT REQUIRES EXCEPTION FINDINGS.)**(1:40)**

Eddie Vidales and Donavon Fink, Donco & Sons, present.

Chair Larson read a letter from Donavon Fink, Donco & Sons, requesting an exception for signs in excess of the allowable.

Motion: Continued two weeks with the following comments: 1) Increase the landscaping around the monument sign. 2) Paint the monument base to match the building. 3) Restudy the proportions of the base of the monument sign, creating at least an eight-inch base. 4) The signs must all have a satin,

i.e., not high-gloss, finish. 5) Tone down the proposed blue color. 6) The textured finish on the metal is not acceptable, and should be changed to resemble hand-troweled plaster. 7) Provide a detailed lighting plan. 8) Use lamps equivalent to GE SPX-35, not high-output. 9) Reduce the size of the "am/pm mini market" sign. 10) Return with a revised exception letter.

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

CONCEPT REVIEW - CONTINUED

4. 3618 STATE ST

C-2/SD-2 Zone

Assessor's Parcel Number: 053-311-045
 Application Number: SGN2002-00127
 Business Name: ARCO
 Applicant: Donco & Sons
 Owner: Atlantic Richfield Co.

(Proposal to demolish the existing 24 square foot (excluding post height) ground sign, remove a 12 square foot portable pricing sign from the planter, construct a new 36 square foot ground sign in the planter at the corner of State Street and Ontare Road for an ARCO service station and permit a total of 8 square feet of logo decals on the gasoline pumps. There are two 6 square foot wall informational accessory wall signs which are proposed to remain. The proposed ground sign base is to be aluminum with a stucco finish and the identification portion is to be sandblasted redwood with a painted finish. There is currently 68 square feet of signage on site which requires permits; 72 square feet is proposed. The proposed maximum letter height is nine inches, with a 12-inch logo. 36.00 square feet of signage is being requested, in addition to 68.00 square feet of existing signage. The building frontage is 60.00 feet. The allowable signage is 60.00 square feet.)

(2:10)

Eddie Vidales and Donavon Fink, Donco & Co., present.

Straw vote: How many committee members could support a double-faced sign? 4/1.

Motion: Continued two weeks with the following comments: 1) The external illumination shall be equivalent to GE SPX-35, not high-output. 2) Provide further documentation of the sign removal. 3) Provide photographs taken from off-site, of the proposed sign location.

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

CONCEPT REVIEW - NEW

5. 340 W CARRILLO ST

C-2 Zone

Assessor's Parcel Number: 039-262-027
 Application Number: SGN2001-00160
 Owner: Roger Clapp
 Applicant: Jerry Sharp
 Business Name: USA Gasoline

(This is an enforcement case. Proposal for a 10.3 square foot sign face (5.1 square feet is price signage) to an existing monument base for USA Gasoline station located at the corner of Carrillo and Castillo Streets in El Pueblo Viejo. The sign proposed is painted pressure treated wood. The sign is proposed to be externally illuminated with an existing fixture. 5.20 square feet of signage is being requested, in addition to 35.30 square feet of existing signage. The building frontage is 51.90 feet. The allowable signage is 51.90 square feet.)

(2:42)

Joe Arcatur, agent, present.

Staff Comment: Suzanne Johnston, Planning Technician I, responding to a question regarding a proposed application for a future redesign of the gas station at the same site, stated that the timeline for future development was not yet determined and interim signage will be considered permanent signage.

Motion: Approval of the sign, and an indefinite continuance to the Conforming Review for the details, with the following conditions: 1) The red and yellow colors proposed for the sign must be toned down. 2) Fill in any openings in the landscaping. 3) Remove all unpermitted signs.

Action: Hausz/Redd, 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: Kenney Jonghoon & Sin Hee Cho
 Agent: Robert Joyce
 Business Name: Mission Liquor & Deli
 Business Name: Joyce Communications - Water Vending

(Installation of one outdoor vending machine with a 1.0 square foot identification panel to be located outside of the Mission Liquor and Deli for Joyce Communications. 1.00 square feet 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.)

(3:18)

Bob Joyce, Joyce Communications; and Carol Gross, landscape architect, present.

Motion: Continued two weeks with the following comments: 1) Study establishing a planter in the parking lot. 2) Study rotating the machine 90 degrees and incorporating an L-shaped planter.

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

CONCEPT REVIEW - CONTINUED

7. **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 1.0 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 VENDING MACHINE LICENSE AGREEMENT WITH THE CITY.)

Postponed two weeks, at the applicant's request.

CONCEPT REVIEW - NEW**8. 1104 CACIQUE ST**

R-3 Zone

Assessor's Parcel Number: 017-260-021
 Application Number: SGN2003-00020
 Agent: Robert Joyce
 Owner: Lopez Art
 Business Name: Joyce Communications Water

(Installation of one outdoor vending machine with a one square foot identification panel to be located outside of the Art's Market for Joyce Communications. 1.00 square feet of signage is being requested, in addition to 30.75 square feet of existing signage. The building frontage is 24.00 feet. The allowable signage is 24.00 square feet.)

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

(3:37)

Bob Joyce, Joyce Communications; and Carol Gross, landscape architect, present.

Motion: Continued indefinitely with the following comments: 1) Return with drawings showing a solution involving moving a single machine around the corner of the building, with a lattice screen wall extending a foot greater than the depth of the machine. 2) Incorporate additional landscaping.

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

CONFORMING CALENDAR**April 23, 2003****CONCEPT REVIEW - NEW****A. 218 HELENA AVE**

HRC-2/SD-3 Zone

Assessor's Parcel Number: 033-052-012
 Application Number: SGN2003-00050
 Business Name: Living Green
 Contractor: Dave Benton
 Owner: Bernard J. MacElhenny, Jr.

(Proposal for an "as-built" painted wall sign and a new wood painted wall sign. 14.10 square feet of signage is being requested. The linear building frontage is 32.00 feet. The allowable signage is 32.00 square feet.)

Continued one week with the comment to study placing the sign on the awning valance. The sign appears to crowd the space between the top of the wall and the awning.

CONCEPT REVIEW - NEW**B. 222 HELENA AVE**

HRC-2/SD-3 Zone

Assessor's Parcel Number: 033-052-020
 Application Number: SGN2003-00051
 Business Name: Living Green
 Owner: Bernard J. MacElhenny, Jr.
 Contractor: David Benton

(Proposal for a new wall sign with logo lettering. 4.00 square feet of signage is being requested. The linear building frontage is 40.00 feet. The allowable signage is 40.00 square feet.)

Final approval of the signs as submitted.

CONCEPT REVIEW - NEW**C. 403 E MONTECITO ST**

M-1 Zone

Assessor's Parcel Number: 031-343-010
 Application Number: SGN2003-00052
 Business Name: Carpenter's Local No. 1062
 Contractor: Benton Signs & Designs
 Owner: Richard Spann

(Proposal for two 10.8 square foot wall signs for Carpenter's Local No. 1062. The signs are to be individual plastic letters painted duronodic Bronze, with a matte finish. The letters will be peg-mounted to stucco, and offset by 1/4 of an inch. 22.00 square feet of signage is being requested. The linear building frontage is 88.00 feet. The allowable signage is 65.00 square feet.)

Final approval of the signs as submitted.

CONCEPT REVIEW - NEW**D. 930 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-322-029
 Application Number: SGN2003-00053
 Owner: Morris & Gloria J. Sobhani
 Contractor: Frank Schipper Construction
 Designer: Paul White
 Business Name: Global Feet

(Proposal for two new signs totaling 15 square feet on an existing commercial building. 15.00 square feet of signage is being requested. The linear building frontage is 30.00 feet. The allowable signage is 15.00 square feet.)

Continued one week with comments: 1) Suggest using a black background with silver leaf border, and Navajo white letters. 2) Restudy the bracket detail to be more traditional. 3) The silver leafed finial is acceptable.

CONCEPT REVIEW - NEW**E. 1221 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-182-005
 Application Number: SGN2003-00054
 Owner: 1221 Victoria Court LP
 Contractor: Yarnell Construction
 Business Name: Firefly Imports

(Proposal for a 5.5 square foot wall sign for Firefly Imports. The sign is to be constructed from 1/2"-thick, individual painted wood letters. No lighting is proposed. 5.50 square feet of signage is being requested. The linear building frontage is 27.00 feet. The allowable signage is 27.00 square feet.)

Final approval of the sign as submitted.

April 30, 2003

CONCEPT REVIEW - CONTINUED**F. 218 HELENA AVE** HRC-2/SD-3 Zone

Assessor's Parcel Number: 033-052-012
 Application Number: SGN2003-00050
 Business Name: Living Green
 Contractor: Dave Benton
 Owner: Bernard J. MacElhenny, Jr.

(Proposal for an "as-built" painted wall sign and a new wood painted wall sign. 14.10 square feet of signage is being requested. The linear building frontage is 32.00 feet. The allowable signage is 32.00 square feet.)

Final approval of the sign with the condition that the sign shall have a minimum of six inches of clearance both above and below the sign on the wall.

CONCEPT REVIEW - CONTINUED**G. 930 STATE ST** C-2 Zone

Assessor's Parcel Number: 039-322-029
 Application Number: SGN2003-00053
 Owner: Morris & Gloria J. Sobhani
 Contractor: Frank Schipper Construction
 Designer: Paul White
 Business Name: Global Feet

(Proposal for two new signs totaling 15 square feet on an existing commercial building. 15.00 square feet of signage is being requested. The linear building frontage is 30.00 feet. The allowable signage is 15.00 square feet.)

Final approval of the projecting and wall signs as submitted.

CONCEPT REVIEW - NEW**H. 1102 STATE ST** C-2 Zone

Assessor's Parcel Number: 039-232-009
 Application Number: SGN2003-00055
 Contractor: Les Conrad
 Owner: La Arcada Investment Corporation
 Business Name: Andersen's Restaurant & Bakery

(Proposal to reface the two existing wooden projecting signs for Andersen's Restaurant and Bakery on the existing brackets. 12.00 square feet of signage is being requested with 12.00 square feet of existing signage. The linear building frontage is 30.00 feet. The allowable signage is 15.00 square feet.)

Final approval of the sign as submitted, with the suggestion to thicken the stroke width of the letters in the word "Andersen's."

**** THE MEETING ADJOURNED AT 3:50 P.M. ****