



# City of Santa Barbara California

## SIGN COMMITTEE MINUTES

**June 4, 2003** **David Gebhard Public Meeting Room: 630 Garden Street** **1:30 P.M.**

**COMMITTEE MEMBERS:** STELLA LARSON, Chair, Absent  
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, Present, 1:30 p.m., left at 1:55 p.m.  
SUZANNE JOHNSTON, Planning Technician I, Present  
BRENDA. SORACCO, TEMPORARY 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"

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 30, 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 May 21, 2003.

Motion: Approval of the Minutes of the Sign Committee Meeting of May 21, 2003 with corrections.

Action: Bloom/Ziemer, 2/0/1. Bloom abstained.

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from May 21 to June 3, 2003 are listed at the end.

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

Ms. Johnston announced that there were no changes to the agenda

E. Possible Ordinance Violations.

No possible ordinance violations.

**CONCEPT REVIEW - CONTINUED**

1. **120 W CANON PERDIDO ST**

C-2 Zone

Assessor's Parcel Number: 039-313-021

Application Number: SGN2003-00063

Owner: Charlotte M. Hendry

Business Name: Timbuktu Furniture

*(This is an enforcement case. Proposal to install one 12 square foot wooden projecting sign on an existing bracket. The "as-built" sign is proposed to be removed. 12.00 square feet of signage is being requested. The building frontage is 42.00 feet. The allowable signage is 42.00 square feet.)*

**(1:35)**

Timothy Julius, agent, present.

Motion: Continued one week to the Conforming Review with the following conditions: 1) Tone down the background color to an off-white to match the building. 2) The red shall match Frazee No. AC140N. 3) Provide scale drawings showing letter formatting proposed. 4) The Board noted that this approval does not include lighting. 5) The applicant shall return to the full Committee if he wishes to pursue lighting for the sign.

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

**(3:45)**

Timothy Julius, agent, present.

Motion: Motion to re-open case to review the colors.

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

Motion: Final approval of the sign with the following comments: 1) The blade sign shall match Frazee No. AC140N. 2) The background shall match Frazee No. 7820W. 3) The white shall match Frazee No. 181. 4) Lighting is not part of this proposal. 5) The applicant shall return to the full Committee if he wishes to pursue illumination of the sign.

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

### **CONCEPT REVIEW - CONTINUED**

#### **2. 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 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.)**

**(1:50)**

Robert Joyce, Applicant, present.

The Committee prefers to locate the planter on one side of the machine, and to leave the machine where it currently is.

Staff Comment: Jaime Limón, Design Review Supervisor, provided clarification of the Outdoor Vending Machine Guidelines, citing two sections: 1) "In all cases outdoor vending machines shall, if possible, be placed away from direct view of the residential units." 2) The Ordinance Committee had made a concession at one point to not require screening for one or two machine locations.

Mr. Limón explained that the final guideline states, "That outdoor vending machines, where no more than two machines are proposed for existing buildings, and with no proposed re-modeling, may not require screening." He asked the Committee to carefully consider the need for a screening requirement at these locations.

Motion: Continued two weeks with the following comments: 1) Submit a planning solution. 2) Provide a scaled site plan showing the location of the machine and screen element. 3) The Committee understands that a tree at the property line is not possible due to traffic visibility issues of the residential neighbor.

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

**CONCEPT REVIEW – CONTINUED****3. 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.)*

**(2:25)**

Robert Joyce, Applicant, present.

Motion: Approval of the location of the vending machine with a continuance to the Conforming Review, with the following comments: 1) Remove the exposed water piping and re-route horizontally from the top of the machine to the corner of the building, then up and back horizontally to the level of the tile eave and back into the building. 2) Remove the electrical conduit from the face of the building, and plaster and patch the area to match existing color and textures. 3) Consider a single-shielded flood replacement fixture.

Action: Hausz/Bloom 4/0/0.

**CONCEPT REVIEW - CONTINUED****4. 820 STATE ST**

C-2 Zone

Assessor's Parcel Number: 037-052-024  
Application Number: SGN2003-00068  
Business Name: El Paseo Building - Sign Program  
Owner: EPP Office Building, LLC  
Applicant: Trent Lyon

*(Proposal for a new sign program at the El Paseo Building. There are four proposed retail tenants in the building. 46.50 square feet of signage is being requested. The building frontage is 76.00 feet. The allowable signage is 76.00 square feet.)*

**(2:50)**

Trent Lyon, Applicant, present.

Motion: Final approval of the sign program with the condition that the letters on the Sunbrella shall be ivory rather than black.

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

**CONCEPT REVIEW - CONTINUED****5. 820 STATE ST**

C-2 Zone

Assessor's Parcel Number: 037-052-024  
Application Number: SGN2003-00069  
Business Name: Anchor Blue/Anchor Blue Kids  
Owner: EPP office Building, LLC  
Applicant: Trent Lyon

*(Proposal for a new sign for tenants A & B (Anchor Blue/Anchor Blue Kids). The proposal includes 24.5 square feet of signage consisting of backlit reverse pan channel letters and awning signs. A Sign program is proposed for the El Paseo Building. The sign is located in El Pueblo Viejo District. 24.50 square feet of signage is being requested. The building frontage is 76.00 feet. The allowable signage is 76.00 square feet.)*

**(3:10)**

Trent Lyon, Development Consultant, present

Motion: Final approval of the wall sign with the following conditions: 1) The blade signs and the awning signs shall be eliminated. 2) The applicant may return to conforming review with Review After Final changes to include a blade sign with the following comments: a) Study the length of the proposed chain on the bracket. b) Provide specific details of the finish and dimensions of the chain link detail and the upper scroll detail on the bracket. c) Enlarge the support plate and provide traditional details.

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

**CONCEPT REVIEW - CONTINUED****6. 821 STATE ST**

C-2 Zone

Assessor's Parcel Number: 037-400-009  
Application Number: SGN2003-00070  
Owner: Pilkington Limited Partnership  
Business Name: Sur La Table  
Applicant: Anchor Signs  
Agent: Benton Signs

*(Proposal for two 3.2 square foot, illuminated, reverse channel letter wall signs; a 11.4 square foot, internally illuminated, aluminum blade sign; and 5 vinyl window signs totaling 2.1 square feet of window vinyl for Sur La Table located in El Pueblo Viejo District. 19.90 square feet of signage is being requested. The building frontage is 35.00 feet. The allowable signage is 17.50 square feet.)*

**(3:30)**

Dave Benton, Anchor Signs, present.

Motion: Continued to the Conforming Review with the following comments: 1) Use a more traditional wrought iron bracket. 2) The back plate should be a black textured wrought iron. 3) Proposed signage at the rear of the building requires approval by the Paseo Nuevo Management.

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

**CONCEPT REVIEW - NEW****7. 801 GARDEN ST**

C-2 Zone

Assessor's Parcel Number: 031-012-029  
 Application Number: SGN2003-00071  
 Owner: FBK Investments LLC  
 Applicant: Ken Sorgman  
 Business Name: Radius Group Commercial Real Estate  
 Business Name: BB&H Benefit Designs Insurance Services  
 Business Name: Antioch University

*(Proposal for one wall sign 7.5 square foot wall sign for the Radius Group adjacent to the garage entry on De la Guerra Street. The proposal includes a 15.83 square foot, sandblasted wooden ground sign identifying the three commercial tenants to be located in the existing landscaped planter on Garden Street. 23.33 square feet of signage is being requested, in addition to 13.75 square feet of existing signage. The building frontage is 144.00 feet. The allowable signage is 90.00 square feet.)*

**(PROJECT REQUIRES TRANSPORTATION DIVISION COMMENTS FOR GROUND SIGN LOCATION.)**

**(2:35)**

Ken Sorgman, Applicant, present.

Motion: Final approval of the signs as submitted with the following conditions: 1) The ground sign shall have 6x6 posts. 2) There shall be a gap between the posts and sign boards. 3) The sign boards shall be affixed to the posts with decorative iron, black painted, mounting brackets. 4) The stain color of the sign shall be similar to the existing woodwork on the building. 5) The painted "Radius Group" sign on the building shall match the background color of the Antioch sign. 6) No lighting has been approved for this project.

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

**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.)*

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

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

**CONFORMING CALENDAR****May 21, 2003****REFERRED FROM CONFORMING SIGN REVIEW****A. 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 District. 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 with 35.30 square feet of existing signage. The linear building frontage is 51.90 feet. The allowable signage is 51.90 square feet.)*

Final approval of the sign details as noted on the plans.

**REVIEW AFTER FINAL****B. 511 STATE ST**

C-M Zone

Assessor's Parcel Number: 037-172-012  
Application Number: SGN2003-00028  
Owner: Nakashimo Yoshiko  
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 facade, and four square feet of individual, painted wood letters. 10.25 square feet of signage is being requested. The linear building frontage is 21.00 feet. The allowable signage is 25.00 square feet.)*

**(Review of the relocation of the rear wall sign.)**

Final approval of the Review After final change to relocate the wall sign as submitted.

May 28, 2003**REFERRED FROM CONFORMING SIGN REVIEW****C. 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 with 81.00 square feet of existing signage. The linear building frontage is 42.50 feet. The allowable signage is 42.50 square feet.)*

**(PROJECT REQUIRES EXCEPTION FINDINGS.)**

Continued one week with the following comments: 1) Specify the water source for the proposed landscaping. 2) Restudy the lighting and consider the ambient lighting. The lighting should not be of a high output variety. 3) Note on the plans that the stucco of the monument base shall have a smooth trowel finish to match the existing building.

**CONCEPT REVIEW - CONTINUED****D. 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 St. and Ontare Rd. 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 with 68.00 square feet of existing signage. The linear building frontage is 60.00 feet. The allowable signage is 60.00 square feet.)*

**(PROJECT REQUIRES EXCEPTION FINDINGS.)**

Continued one week with the following comments: 1) Specify the water source for the proposed landscaping. 2) Restudy the lighting and consider the ambient lighting. The lighting should not be of a high output variety. 3) Note on the plans that the stucco of the monument base shall have a smooth trowel finish to match the existing building.



**REVIEW AFTER FINAL****E. 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

*(Proposal for two 7.8 square foot painted window signs. 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 Review After Final change to the dimension to accurately reflect the sign proportions as drawn and noted on the plan.

**REVIEW AFTER FINAL****F. 511 STATE ST**

C-M Zone

Assessor's Parcel Number: 037-172-012  
Application Number: SGN2003-00028  
Owner: Nakashimo Yoshiko  
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 facade, and four square feet of individual, painted wood letters. 10.25 square feet of signage is being requested. The linear building frontage is 21.00 feet. The allowable signage is 25.00 square feet.)*

Final approval of the Review After Final change to relocate the wall sign which faces State Street allowing it to be centered vertically on the wall above the entry to avoid structural support beams.

**REFERRED FROM CONFORMING SIGN REVIEW****G. 800 MIRAMONTE DR**

A-1/C-X/E-1 Zone

Assessor's Parcel Number: 035-050-063  
Application Number: SGN2003-00062  
Contractor: Anacapa Signs  
Owner: Dreier Properties, LLC

*(Proposal for three new signs totaling 32.25 square feet for the Dreier Building. All existing signage is to be removed. 33.00 square feet of signage is being requested. The linear building frontage is 245.00 feet. The allowable signage is 90.00 square feet.)*

Continued one week due to the applicant's absence and no new submittal.

**\*\*THE MEETING ADJOURNED AT 4:10 P.M.\*\***