



City of Santa Barbara California

SIGN COMMITTEE MINUTES

July 16, 2003 David Gebhard Public Meeting Room: 630 Garden Street 1:30 P.M.

COMMITTEE MEMBERS: STELLA LARSON, Chair, Present
LORETTA REDD, Vice Chair, Present
TOM NILSEN, 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, arrived at 1:30 p.m., left at 1:50 p.m.
SUZANNE JOHNSTON, Planning Technician I, Present
BRENDA G. 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" 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 July 11, 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 July 2, 2003.

Motion: Approval of the Minutes of the Sign Committee Meeting of July 2, 2003, with Corrections.
Action: Hausz/Redd, 5/0/0.

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from July 2, 2003 to July 15, 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) Item No. 1 requested a two week postponement.
- b) Item No. 3 requested an indefinite postponement.

Motion: Postpone Item No. 1 for two weeks and Item No. 3 indefinitely.
Action: Hausz/Ziemer, 5/0/0.

2. Jaime Limón, Design Review Supervisor, requested feedback from the Committee regarding his presentation at the last meeting in which he outlined ways to streamline the application and approval process, in order to reducing the number of applications being handled by the Full Board. Mr. Limón indicated that he had a proposal to deal with the vending machine changes, however, he would like to hear from the Committee on how they feel about expanding the criteria for other applications to be handled in Conforming.

The Committee thanked Mr. Limón for his diligence and hard work and agreed that he should go forward with his plan to draft a proposal and outline the new process and guidelines.

Since the focus is to alleviate some of the workload of the committees, especially ABR, Mr. Limón announced that he was bringing on a new staff person to deal specifically with developing some new design standards and guidelines.

- 3 Mr. Limón announced that Suzanne Johnston has been appointed as staff liaison to ABR. Rain Longo, Planning Technician, will replace Suzanne on the Sign Committee in addition to assisting ABR. Kathleen Kennedy is moving to Development Review and Jackie Ellis will take her place at the Historic Landmarks Commission.
- 4 Chair Larson announced that she will be absent from Conforming Signs next week and the Sign Committee Board Meeting on July 30, 2003. Commissioner Hausz agreed to do Conforming and Commissioner Redd will Chair the Sign Committee Meeting.

E. Possible Ordinance Violations.

No possible ordinance violations.

CONCEPT REVIEW - CONTINUED

1. **3757 STATE ST** C-P/SD-2 Zone

Assessor's Parcel Number: 051-040-046
 Application Number: SGN2003-00089
 Owner: Hitchcock State Street Real Estate
 Applicant: Dennis Stout
 Business Name: Citibank

(Proposal to install a 10.15 square foot internally illuminated, channel letter, wall sign and a 28 square foot ground sign with 12" letter height. An exception is requested to allow the maximum letter height to be exceeded by 7 inches. All existing signage for Cal Fed Bank will be removed including the wall, ground, ATM and door vinyl. 38.00 square feet of signage is being requested. The building frontage is 66.00 feet. The allowable signage is 66.00 square feet.)

(PROJECT REQUIRES TRANSPORTATION DIVISION REVIEW AND EXCEPTION FINDINGS.)

Project postponed two weeks at the applicant's request.

CONCEPT REVIEW - CONTINUED

2. **223 CASTILLO ST** R-4/SD-3 Zone

Assessor's Parcel Number: 033-022-022
 Application Number: SGN2003-00091
 Contractor: Signs By Ken*
 Business Name: Brisas Del Mar In at the Beach
 Business Name: Tropicana Inn By the Beach
 Owner: Harborside Inns of Santa Barbara Inn
 Architect: Kirk Gradin

(Proposal for one 13.5 square foot, redwood sand blasted ground sign with a maximum 8" letter height for the Tropicana Inn by the Beach located in El Pueblo Viejo Landmark District. The sign is located within a planter that is elevated above the sidewalk grade approximately two feet and will be illuminated externally with two directional spot lights. The overall sign height will be five feet one inch. All existing signs for the Inn have been removed. 33.70 square feet of signage is being requested. The building frontage is 108.00 feet. The allowable signage is 27.00 square feet.)

(PROJECT REQUIRES TRANSPORTATION DIVISION COMMENTS.)

Postponed two weeks at the applicant's request.

CONCEPT REVIEW - NEW

3. **535 CHAPALA ST**

C-2 Zone

Assessor's Parcel Number: 037-163-003
 Application Number: SGN2003-00096
 Business Name: Brazilbaroque
 Agent: Andrea Fonseca Tappeneiner
 Owner: REH, LLC

(Proposal to install a 5.5 square foot wall sign, a 15.5 square foot wall sign, and a 18 square foot ground sign for an existing commercial building. The signs are to be constructed from hardwood. 38.50 square feet of signage is being requested. The building frontage is 94.50 feet. The allowable signage is 65.00 square feet.)

(PROJECT REQUIRES TRANSPORTATION DIVISION COMMENTS.)

(2:09)

Owner, present.

Postponed indefinitely at the applicant's request.

CONCEPT REVIEW - NEW

4. **214 STATE ST**

HRC-2/SD-3 Zone

Assessor's Parcel Number: 033-051-015
 Application Number: SGN2003-00103
 Agent: Signs By Ken
 Owner: Kim Hughes, Trustee
 Business Name: Giessenger Winery
 Contractor: Zumar Industries

(Proposal to install a 13.5 square foot, individual letter, wall sign and a 17.5 square foot, steel ground sign for Giessenger Winery located in El Pueblo Viejo Landmark District. 31.00 square feet of signage is being requested. The building frontage is 68.00 feet. The allowable signage is 65.00 square feet.)

(PROJECT REQUIRES TRANSPORTATION DIVISION COMMENTS.)

(1:49)

Adam Giessenger, Giessenger Winery, present.

Motion: Continued for two weeks with the following comments: 1) Sign looks too contemporary. 2) Provide a design that is more traditional. 3) Posts should be painted an off-black with some type of finial on top to look more like traditional ironwork. 4) The blue should be more muted. 5) Consider using a "pointing hand" in place of an arrow. 6) Restudy the composition of the sign. 7) Restudy the proportions and materials of the supports.

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

CONCEPT REVIEW - NEW5. **33 E CARRILLO ST**

C-2 Zone

Assessor's Parcel Number: 039-282-009
 Application Number: SGN2003-00104
 Contractor: Neal Mizuki
 Owner: City Commerce Bank
 Applicant: Neal Mizuki
 Business Name: Mid-State Bank & Trust

(Proposal to remove and existing 7.5 square foot wall sign and construct a new 12.00 square foot ground sign to be located in the planter in front of the wall. An exception is required to allow letters which exceed 10 inches in height in El Pueblo Viejo District. 12.00 square feet of signage is being requested, in addition to 15.00 square feet of existing signage. The building frontage is 78.00 feet. The allowable signage is 65.00 square feet.)

(PROJECT REQUIRES TRANSPORTATION DIVISION COMMENTS.)

(2:10)

Neal Mizuki, applicant, present.

Chair Larson read a "Requesting Exception" letter from the applicant, Neal Mizuki.

Staff comment: Ms. Johnston informed the Commission that the Transportation Ordinance does not allow signs over three and a half feet in areas where there is a visibility angle at all corners.

Straw vote for use of a diagonal sign: 1/4/0.

Motion: Continued two weeks with the following comments: 1)The Board does not support a diagonal sign. 2) Letters are larger than the ordinance allows. 3) Submit a plan drawn to scale to include landscaping, location of the sign, and location of the tree. 4) Submit an architectural section drawing of the sign. 5) Consider mounting the sign on one of the walls. 6) Consider moving the sign to the right side of the door. 7) Provide photos of a simulated or mock installation.

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

CONCEPT REVIEW - CONTINUED6. **136 E HALEY ST**

C-M Zone

Assessor's Parcel Number: 031-271-007
 Application Number: SGN2003-00075
 Owner: Storch Family Living Trust 4/25/02
 Agent: Dave Tilsner
 Business Name: Big O Tires

(Revised proposal to install a 77.9 square foot, internally illuminated, channel letter, wall sign on the Haley Street elevation for Big O Tires. The proposal requires an exception for letters which exceed 10 inches in height. The "O" is 37.5 inches tall and all other letters are 24 inches tall. 16.40 square feet of signage is being requested. The building frontage is 112.00 feet. The allowable signage is 90.00 square feet.)

(PROJECT REQUIRES EXCEPTION FINDINGS.)

(3:00)

Dave Tilsner, Agent, present.

Motion: Continued two weeks with the following comments: 1)The Commission would support a 12 inch maximum height for letters. 2) It is understood that the "O" may not exceed 12 inches. 3) Use Halo lit illumination in both the Haley and Santa Barbara Street elevations. 4) All pennants and advertising

signage is to be removed prior to any approval. 5) Submit accurate color samples with specifications of finish. 6) Provide accurate scale drawings showing the elevations. 7) Provide revised details of the sign and illumination.

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

CONCEPT REVIEW - CONTINUED

7. 31 W CARRILLO ST C-2 Zone

Assessor's Parcel Number: 039-321-001
 Application Number: SGN2003-00087
 Owner: Urban Pacific

(Proposed temporary construction sign for the Carrillo Hotel. The proposed sign is 144 square foot painted wood sign to be attached to the top of the existing eight foot construction fencing at corner of Carrillo and Chapala Streets. The top of the sign will be 20 feet above the sidewalk grade. The maximum letter height is 10 inches and the hotel rendering height is 44 inches. The sign exceeds the permit exemption criteria, which allows a 24 square foot construction sign in a non-residential zone. An exception is requested to allow a sign which exceeds the allowable sign area and height. 144.00 square feet of signage is being requested. The building frontage is 145.00 feet.)

The application has been withdrawn.

CONFORMING CALENDAR

July 2, 2003

CONCEPT REVIEW - NEW

A. 633 N MILPAS C-2 Zone

Assessor's Parcel Number: 031-181-009
 Application Number: SGN2003-00099
 Owner: Don Scott
 Agent: Laura Fernandez

(Proposal for a 2.4 square foot projecting sign and a 1 square foot vinyl window sign for Vera Salon. 3.50 square feet of signage is being requested. The linear building frontage is 20.00 feet.)

Final approval of the sign as submitted.

July 9, 2003

CONCEPT REVIEW - NEW

B. 122 W FIGUEROA ST C-2 Zone

Assessor's Parcel Number: 039-222-012
 Application Number: SGN2003-00098
 Owner: 124 W Figueroa Associates
 Business Name: The Santa Barbara Independent

(Proposal to install one 7 square foot projecting sign for the Santa Barbara Independent. The sign previously was installed in the 600 Block of State St. 7.00 square feet of signage is being requested. The linear building frontage is 76.00 feet. The allowable signage is 76.00 square feet.)

Final approval of the sign as submitted.

CONCEPT REVIEW - NEW

C. 431 STATE ST

C-M Zone

Assessor's Parcel Number: 037-211-008
 Application Number: SGN2003-00097
 Contractor: Freedom Signs
 Owner: Faulding, William M & Dolores M
 Business Name: El Pollo Rico Restaurant

(Proposal for a new stud mounted MDO letters on the building facade of an existing building. 16.00 square feet of signage is being requested. The linear building frontage is 25.00 feet. The allowable signage is 25.00 square feet.)

Final approval of the sign as submitted.

CONCEPT REVIEW - NEW

D. 607 PASEO NUEVO

C-2 Zone

Assessor's Parcel Number: 037-400-002
 Application Number: SGN2003-00105
 Owner: Redevelopment Agency/Santa Barbara
 Contractor: Signs By Ken*
 Business Name: Santa Barbara Roasting Co.

(Proposal for a 9.8 square foot wood project sign within Paseo Nuevo. The sign conforms to the existing Sign Program for Paseo Nuevo. The linear building frontage is 17.00 feet. The allowable signage is 17.00 square feet.)

Final approval of the sign as submitted.

CONCEPT REVIEW - NEW

E. 2840 DE LA VINA ST

C-P/SD-2 Zone

Assessor's Parcel Number: 051-220-023
 Application Number: SGN2003-00086
 Applicant: Glacier Water Services, Inc.
 Owner: Storch Family Living Trust 4/25/02
 Business Name: Ralphs

(Proposal for two bulk water vending machines in front of Ralph's. The proposal requires a outdoor vending machine program for the shopping center before this application may receive approval. 2.00 square feet of signage is being requested with 52.00 square feet of existing signage. The linear building frontage is 150.00 feet. The allowable signage is 90.00 square feet.)

Continued indefinitely with the comment that the application cannot proceed without a vending machine program for the shopping center which complies with the Outdoor Vending Machine Design Guidelines and the ordinance.

CONCEPT REVIEW - NEW

F. 1501 SAN ANDRES ST

C-P/R-2 Zone

Assessor's Parcel Number: 043-244-015
 Application Number: SGN2003-00084
 Applicant: Glacier Water Services, Inc.
 Business Name: Foodland Market
 Owner: Krieg Family Trust

(Proposal to install two water vending machines on the side of the Foodland Market adjacent to the entry. 2.00 square feet of signage is being requested with 64.00 square feet of existing signage. The linear building frontage is 156.00 feet. The allowable signage is 90.00 square feet.)

Continued one week with the comment to study relocating the machine.

CONCEPT REVIEW - NEW

G. 2636 DE LA VINA ST

C-2 Zone

Assessor's Parcel Number: 051-293-001
 Application Number: SGN2003-00044
 Applicant: Robert Joyce
 Owner: Decoster Roger E G & Kaarina Trustees

(Installation of one outdoor vending machine with a 1.0 square foot identification panel to be located outside of Launder Land Coin-Op Laundry for Joyce Communications. The linear building frontage is 78.00 feet. The allowable signage is 78.00 square feet.)

Continued one week with the following comments: 1) Consider relocating the machine between the two existing ficus trees to provide additional screening. 2) Provide additional photos of all elevations of the building.

CONCEPT REVIEW - NEW

H. 415 W ANAPAMU ST

R-4 Zone

Assessor's Parcel Number: 039-211-003
 Application Number: SGN2003-00057
 Contractor: Joyce Communications
 Owner: David Back
 Business Name: Davis Market

(Installation of one outdoor vending machine with a 1.0 square foot identification panel to be located outside of Davis Market for Joyce Communications. 1.00 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.)

Continued one week with the following comments: 1) The dominant linear building frontage is 32.5 feet and allows for one vending machine. 2) Show evidence that the existing lighting was permitted or apply for Architectural Board of Review. The lighting does not relate architecturally.

CONCEPT REVIEW - NEW

I. 2234 DE LA VINA ST

R-4 Zone

Assessor's Parcel Number: 025-183-001
 Application Number: SGN2003-00046
 Applicant: Robert Joyce
 Owner: Haddad Jack S/Nuha

(Proposal for one bulk water vending machine located on the side of the American Fuel Gas Station.. The proposal does not include other existing vending machines on the site.)

Continued indefinitely with the following comments: 1) Submit an application which explains how the number of existing vending machines will be reduced to a maximum of two vending machines as allowed by the ordinance. 2) Provide accurate sign area information, which clearly indicates that the site is not over signed and does not require an exception to allow the additional sign area. 3) Clearly indicate how any unpermitted signs or violations on the site will be abated in order to proceed with this application. 4) Gasoline stations are limited to a maximum of two vending machines per site and each machine requires a minimum of 30 linear feet per machine of dominant building frontage.

CONCEPT REVIEW - NEW

J. 1422 SAN ANDRES ST

C-P Zone

Assessor's Parcel Number: 039-041-016
 Application Number: SGN2003-00043
 Applicant: Robert Joyce
 Owner: Gusman Raymond F
 Business Name: Ray's Liquor

(Installation of one outdoor vending machine with a 1.0 square foot identification panel to be located outside of Ray's Liquor for Joyce Communications. The linear building frontage is 22.00 feet. The allowable signage is 22.00 square feet.)

Continued one week with the comment to relocate the machine to the left of the pay phones between the two existing windows. The machine in the relocated position would not block the window and will further conceal the existing conduit on the wall.

CONCEPT REVIEW - NEW

K. 2840 DE LA VINA ST

C-P/SD-2 Zone

Assessor's Parcel Number: 051-220-023
 Application Number: SGN2003-00034
 Business Name: Plaza Liquors
 Owner: Storch Family Living Trust 4/25/02
 Agent: Robert Joyce

(Installation of one outdoor vending machine with a 1.0 square foot identification panel to be located outside of Plaza Liquor for Joyce Communications. The linear building frontage is 40.00 feet.)

Continued indefinitely with the following comments: 1) The proposal requires that an outdoor vending machine program be submitted prior to reviewing this application. 2) Each machine requires a minimum dominant building frontage of 30 feet. For businesses, which have, 100 or more three to four machines may be allowed. 3) The center appears to have a number of small store frontages. The applicant should place the machines in front of one or two stores with larger frontages or inside the stores.

CONCEPT REVIEW - NEW

L. 34 W VICTORIA ST

C-2 Zone

Assessor's Parcel Number: 039-131-016
 Application Number: SGN2003-00106
 Applicant: Glacier Water Services, Inc.
 Owner: Vons Companies, Inc

(Discussion of the acceptability of proposing a screening solution for four Outdoor Vending machines located on the side of an existing Vons grocery store located in El Pueblo Viejo. The machines are currently located in front of a sandstone wall on the northwest elevation of the building adjacent to the Arlington Theatre. The linear building frontage is 129.00 feet. The allowable signage is 90.00 square feet.)

Referred to the Historic Landmarks Commission with the comment that the machine has been determined to be readily visible from an area accessible to public as defined by Section 22.707.095 of the Santa Barbara Municipal Code.

July 10, 2003CONCEPT REVIEW - NEW

M. 200 S MILPAS ST

C-2/SD-3 Zone

Assessor's Parcel Number: 017-240-014
 Application Number: SGN2003-00102
 Owner: Circle K Stores Inc
 Applicant: Glacier Water Services, Inc.

(Proposal to install one outdoor water vending machine in front of Circle K for Glacier Water. 1.00 square feet of signage is being requested with 0.00 square feet of existing signage. The linear building frontage is 48.00 feet. The allowable signage is 48.00 square feet.)

Continued one week with the following comments: 1) The propane cart may be considered a vending machine if it is coin operated or a portable sign if it is rolled in and out nightly. 2) The gasoline station appears to have existing sign area which exceeds the allowable for the site. An exception is required to allow for the 1.0 square foot of sign area created by the addition of the bulk water vending machine.

CONCEPT REVIEW - NEW

N. 528 ANACAPA ST

C-M Zone

Assessor's Parcel Number: 031-201-029
 Application Number: SGN2003-00101
 Owner: Security Pacific National Bank Et al Trustees
 Applicant: Glacier Water Services, Inc.
 Business Name: IBC-Milbrook

(Proposal to install one vending machine in front of IBC-Milbrook#1351 for Glacier Water Systems. 1.00 square feet of signage is being requested with 1.00 square feet of existing signage. The linear building frontage is 126.00 feet. The allowable signage is 90.00 square feet.)

Continued one week with the following comments: 1) The machine is not appropriate in its current location. 2) Provide additional photos of the site. 3) The application may be referred to the full Committee at the applicant's request.

MEETING ADJOURNED AT 3:10 P.M.