



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

August 27, 2003 **David Gebhard Public Meeting Room: 630 Garden Street** **1:30 P.M.**

COMMITTEE MEMBERS: STELLA LARSON, Chair, Present
 LORETTA REDD, Vice Chair, Absent.
 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, Absent
 RAIN LONGO, Planning Technician I, Absent
 SUZANNE JOHNSTON, Planning Technician I, Present
 JACKIE ELLIS, Planning Technician II, 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 Rain Longo, 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.

- ** 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 August 22, 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 August 13, 2003.

Motion: Approval of the minutes of the Sign Committee meeting of August 13, 2003, with corrections.

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

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from August 13 to August 26, 2003 are listed at the end.

Motion: To table the listing of the Approved Conforming Signs the September 10, 2003 meeting.

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

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

1. Ms. Johnston announced that the draft minutes of August 13, 2003 that were mailed to the Commissioners have been replaced with an updated version, noting the correct listing of the Approved Conforming Signs, which were read into the record on August 13th.
2. There were no changes to the agenda.
3. Dr. Redd and Rain Longo are absent today.
4. Chair Larson announced that she would be absent for three to four weeks beginning next week. Dr. Redd will Chair in her absence. Commissioner Hausz will handle all Conforming Sign Reviews with assistance from Commissioner Ziemer.

5. Chair Larson announced that she had addressed the issue of Long's Drug at the ABR meeting. She put out a motion of reconsideration so that the inclusion of the alcove for the vending machines could be considered by ABR. ABR Staff has scheduled a hearing for September 8, 2003.

E. Possible Ordinance Violations.

Commissioner Hausz, reported that the Lexus Infinity Dealership on Gutierrez Street, has erected several banners and signs.

Chair Larson, reported 535 State Street, Brazille Baroque, for having a banner.

Commissioner Nilsen, reported 505 State Street, Go Fish and Chips, for possible signage violation.

CONCEPT REVIEW - NEW

1. **1019 CHAPALA ST**

C-2 Zone

Assessor's Parcel Number: 039-272-009
 Application Number: SGN2003-00110
 Business Name: The Habit Restaurants, Inc.
 Contractor: Vogue Sign Company
 Owner: Miami County Land, LLC

(Proposal for a wall sign, non-illuminated, individual steel letters with a maximum letter height of a ten, inches for the Habit Restaurants Inc. corporate office, located in El Pueblo Viejo Landmark District. The letters are approximately 1/4-inch thick steel. 6.60 square feet of signage is being requested. The building frontage is 25.00 feet. The allowable signage is 25.00 square feet.)

(1:45)

Mark McGill, Vogue Sign Company, present.

Motion: Continued one week to conforming with the following comments: 1) Use a serif font to be in keeping with EPV Guidelines for "Restaurant, Inc.", or provide proof that this is a registered logo. 2) Colors of the sign are acceptable.

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

CONCEPT REVIEW - NEW**2. 735 STATE ST**

C-2 Zone

Assessor's Parcel Number: 037-400-014
Application Number: SGN2003-00126
Owner: Balboa Building Company, LLC
Business Name: Coldwater Creek
Contractor: Swain Signs
Applicant: Kevin Parker

(Proposal for a 3.5 square foot, non-illuminated sandblasted wood projecting sign for Coldwater Creek in El Pueblo Viejo Landmark District. Reinstate the approval for the as-built wall and window signs, which were previously approved under SGN2002-00034 but not permitted. 3.50 square feet of signage is being requested, in addition to 11.10 square feet of existing signage. The building frontage is 42.00 feet. The allowable signage is 21.00 square feet.)

(1:55)

Kevin Parker, applicant, present.

Motion: Continued for weeks with the following comments: 1) Study a traditionally designed bracket. 2) Consider reversing the colors, using white letters on a green background with a white in-line. 3) The white should match the building color.

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

REFERRED FROM CONFORMING SIGN REVIEW**3. 30 W ANAPAMU ST**

C-2 Zone

Assessor's Parcel Number: 039-181-018
Application Number: SGN2003-00118
Owner: Chang 2002 Family Trust
Business Name: Abdi's Healthy Food & Gourmet Coffee
Applicant: Abdi Yamotahari

(Proposal for a new 4.4 square foot, painted, wood, wall sign at an existing tenant space in El Pueblo Viejo Landmark District. 4.40 square feet of signage is being requested. The building frontage is 30.00 feet. The allowable signage is 15.00 square feet.)

(REFERRED TO FULL BOARD FROM CONFORMING REVIEW.)**(2:05)**

Abdi Yamotahari, applicant, present.

Motion: Continued indefinitely to Conforming Review with the following comments: 1) The bracket needs to be more traditional and appropriate to the EPV district. 2) Find a back plate design that is more compatible with the architecture. 3) Commissioner Hausz agreed to work with the applicant to come up with a bracket detail, which is acceptable.

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

CONCEPT REVIEW - CONTINUED**4. 2911 DE LA VINA ST**

C-2/SD-2 Zone

Assessor's Parcel Number: 051-202-008
 Application Number: SGN2003-00115
 Contractor: Sign Express
 Business Name: Cuzcatlan Salvadorean Cuisine
 Owner: Sorensen Henning Trustee

(Proposal for one 24 square foot, internally illuminated, ground sign for Cuzcatlan Salvadorean Cuisine. 24.00 square feet of signage is being requested, in addition to 23.85 square feet of existing signage. The building frontage is 40.00 feet. The allowable signage is 40.00 square feet.)

(The project was revised to remove the awning, which requires Architectural Board of Review approval.)

(PROJECT REQUIRES TRANSPORTATION DIVISION COMMENTS AND ARCHITECTURAL BOARD OF REVIEW APPROVAL TO REMOVE THE AWNING.)

(2:20)

Fred Barbaria, Sign Express; and Dee Mortize, owner, present

Motion: Continued two weeks with the following comments: 1) Provide a section and plan view. 2) Provide cut sheets for the light that would include illumination details and specifications. 3) Provide a landscape plan. 4) Provide a sample of the digital reproduction. 5) Mute the colors. 6) Consider lowering the sign.

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

CONCEPT REVIEW - CONTINUED**5. 615 STATE B**

C-M Zone

Assessor's Parcel Number: 037-131-021
 Application Number: SGN2003-00113
 Business Name: Minehan, Mcfaul & Mclinn, LLP
 Owner: Pierce Partners
 Applicant: Signs By Ken

(This property is on the City's Potential List and located in El Pueblo Viejo District. Proposal for a new 2.3 square foot, sandblasted, redwood projecting sign on a new wrought-iron bracket for Minehan, McFaul, & McLinn LLP. The tenant is located on the second floor. 2.33 square feet of signage is being requested, in addition to 8.91 square feet of existing signage. The building frontage is 44.00 feet. The allowable signage is 44.00 square feet.)

(3:07)

Ken Sorgman, applicant, present.

- Motion: Approval of the sign as submitted with the following conditions: 1) The applicant shall return to Conforming Review with a sample of the proposed off-white color. 2) The brackets, details and the mounting shall match the adjacent sign exactly.
- Action: Hausz/Nilsen, 4/0/0.

CONCEPT REVIEW - CONTINUED

6. **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 Inn At the Beach
 Business Name: Tropicana Inn By the Beach
 Owner: Harborside Inns of Santa Barbara In
 Architect: Kirk Gradin

(This is a revised proposal to construct a 20 square foot, sandblasted, wood, ground sign and a 13.7 square foot, wooden, projecting sign on a new wrought-iron bracket, which incorporates a neon "No Vacancy" sign. The revision also includes a name change to Brisas del Mar Inn at the Beach. Both signs are proposed to be externally illuminated.)

(PROJECT REQUIRES TRANSPORTATION DIVISION COMMENTS.)

(2:35)

Ken Sorgman, Contractor, present.

- Motion: Continued two weeks with the following comments: 1) Study further integrating all sign elements. 2) The shape and frame of the monument sign in the previous submittal is preferred by the Committee. 3) The steel straps on the monument sign should continue down onto the posts. 4) The bracket sign and its supports need to be carefully incorporated, taking into consideration the tile drain pipe sticking out of the building. 5) The proposed lighting is conceptually acceptable. 6) Provide additional details on the lighting and the monument sign.
- Action: Hausz/Nilsen, 4/0/0.

CONCEPT REVIEW - CONTINUED**7. 3525 STATE ST**

C-P/R-4/SD-2 Zone

Assessor's Parcel Number: 051-053-018
 Application Number: SGN2003-00122
 Contractor: Signs By Ken
 Owner: Marian Handy
 Business Name: Sandpiper Lodge

(Proposal for a 13.5 square foot, individual letter, wall sign and a 12.5 square foot, internally illuminated, ground sign for Sandpiper Lodge. 26.00 square feet of signage is being requested, in addition to 12.00 square feet of existing signage. The building frontage is 100.00 feet. The allowable signage is 90.00 square feet.)

(PROJECT REQUIRES TRANSPORTATION DIVISION COMMENTS.)**(2:50)**

Ken Sorgman, Signs By Ken, and Mark Ramansata, present.

Straw vote:

How many could support the Sandpiper Lodge wall sign, with 12" letters as proposed? 2/2

How many could support the placement of the sign on the fascia as presented? 2/2

Motion: Continued two weeks with the following comments: 1) Study the size and placement of the wall sign. 2) Consider reducing the size of the letters. 2) Provide a sample of the off-white letter and cabinet colors being proposed. 3) Use a smooth trowel texture on the cabinet. 4) Provide a sample of the aluminum to be used.

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

CONCEPT REVIEW - CONTINUED**8. 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.)**(3:11)**

Ken Sorgman, Signs By Ken, present.

Motion: Continued two weeks to restudy the design and placement of the sign.
 Action: Nilsen/Ziemer, 4/0/0.

CONFORMING CALENDAR

August 13, 2003

CONCEPT REVIEW - CONTINUED

A. 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 five vinyl window signs totaling 2.1 square feet of window vinyl for Sur La Table located in El Pueblo Viejo Landmark District. 19.90 square feet of signage is being requested. The linear building frontage is 35.00 feet. The allowable signage is 17.50 square feet.)

(Final review of the project is requested.)

Final approval of the rear bracket as submitted.

CONCEPT REVIEW - NEW

B. 3905 STATE ST

C-P/SD-2 Zone

Assessor's Parcel Number: 051-021-005
 Application Number: SGN2003-00117
 Contractor: Signs By Ken
 Owner: William J Levy
 Business Name: Relax the Back

(Proposal to install a two square foot, wooden, blade sign and two 5.9 square foot non-illuminated, individual letter, wall signs. Lighting is not a proposed as part of the project. There is an existing sign program for the La Cumbre and State Street Retail Center. 13.80 square feet of signage is being requested. The linear building frontage is 40.70 feet. The allowable signage is 20.00 square feet.)

(PROJECT CONFORMS WITH EXISTING SIGN PROGRAM.)

Continued one week with comments as noted on the plan.

CONCEPT REVIEW - NEW**C. 30 W ANAPAMU ST**

C-2 Zone

Assessor's Parcel Number: 039-181-018
Application Number: SGN2003-00118
Owner: Chang 2002 Family Trust
Business Name: Abdi's Healthy Food & Gourmet Coffee
Applicant: Abdi Yamotahari

(Proposal for a new 4.4 square foot, painted, wood, wall sign at an existing tenant space in El Pueblo Viejo Landmark District. 4.40 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 the recommendation to restudy the font and bracket details to be in conformance with EPV guidelines.

August 14, 2003**CONCEPT REVIEW - CONTINUED****E. 30 W ANAPAMU ST**

C-2 Zone

Assessor's Parcel Number: 039-181-018
Application Number: SGN2003-00118
Owner: Chang 2002 Family Trust
Business Name: Abdi's Healthy Food & Gourmet Coffee
Applicant: Abdi Yamotahari

(Proposal for a new 4.4 square foot painted, wood, wall sign at an existing tenant space in El Pueblo Viejo Landmark District. 4.40 square feet of signage is being requested. The linear building frontage is 30.00 feet. The allowable signage is 15.00 square feet.)

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

August 20, 2003

CONCEPT REVIEW - CONTINUED

F. 335 S MILPAS ST

C-2/SD-3 Zone

Assessor's Parcel Number: 017-285-002
Application Number: SGN2003-00067
Owner: John R Dixon
Applicant: Glacier Water Services, Inc.
Business Name: Tri-County Produce

(Installation of two outdoor vending machines with a one square foot identification panel to be located outside Tri-County Produce. There are three additional existing soft-drink machines, which will be reviewed under separate application. 2.00 square feet of signage is being requested with 24.00 square feet of existing signage. The linear building frontage is 60.00 feet. The allowable signage is 60.00 square feet.)

Continued two weeks to the Architectural Board of Review Consent Calendar with the following comments: 1) The Coke machine should be removed from the front of the store. 2) The Coke machine reface must be in compliance with ordinances and guidelines. 2) The applicant must submit plans for the screening of the three vending machines to the Architectural Board of Review.

CONCEPT REVIEW - CONTINUED

G. 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 three weeks with the following comments: 1) Move the machines to a location between the windows. 2) Do not disturb the palm tree. 3) Locate the utilities, where possible, inside the building, and paint the remaining chases to match the existing building color. 4) Staff to verify if signage is permitted for Foodland.

CONCEPT REVIEW - NEW**H. 2973 STATE ST**

C-2/SD-2 Zone

Assessor's Parcel Number: 051-122-011
Application Number: SGN2003-00085
Applicant: Glacier Water Services, Inc.
Owner: Walter George and Josephine O Dushais Trustees
Business Name: Longs Drugs Store

(Proposal for two bulk water vending machines located in front of Longs Drug Store at Calle Laureles. 2.00 square feet of signage is being requested.)

Continued three weeks with the following comments: 1) This case is referred to the Architectural Board of Review to coincide with the new remodel of the storefront. 2) It is recommended that the architect look into creating an alcove specifically for vending machines. 3) All zoning violations must be amended before approval will be granted.

CONCEPT REVIEW - CONTINUED**I. 309 W CARRILLO ST**

C-2 Zone

Assessor's Parcel Number: 039-302-031
Application Number: SGN2003-00112
Owner: Steven and Iona Sabot
Applicant: Signs By Ken
Business Name: Sabrina Full Service Salon & Boutique

(Proposal to remove and existing 12 square foot, ground sign and install a 10.5 square foot, wooden, projecting sign. Maximum letter height is proposed to be 12 inches. 10.50 square feet of signage is being requested with 12.00 square feet of existing signage. The linear building frontage is 37.00 feet. The allowable signage is 37.00 square feet.)

Final approval of the sign as submitted.

CONCEPT REVIEW - CONTINUED**J. 27 W ANAPAMU ST**

C-2 Zone

Assessor's Parcel Number: 039-231-002
Application Number: SGN2003-00116
Owner: 29 West, LLC
Agent: BDC Management
Applicant: Richard Benson
Business Name: The UPS Store

(Remove and reface two existing wood signs to read the "UPS Store". One is a wall sign at 9.8 square feet, and the projecting sign is three square feet. 12.78 square feet of signage is being requested with 12.78 square feet of existing signage. The linear building frontage is 40.00 feet. The allowable signage is 20.00 square feet.)

One-week continuance with the following comments: 1) Consider painting the letters and logo directly onto the wall, instead of a wall mounted sign, and adding a gray shadow line for text to add depth. 2) If it is determined that a wall-mounted sign is to be added it should follow the curved archway of the doorway. 3) The blade sign needs to be more traditional, i.e., aged, notched or curved. 4) Restudy the shape of the sign. 5) Consider painting the letters and the logo, and adding gold edging. 6) Project can be approved by Staff, if all comments are addressed.

CONCEPT REVIEW - CONTINUED**L. 3905 STATE ST**

C-P/SD-2 Zone

Assessor's Parcel Number: 051-021-005
Application Number: SGN2003-00117
Contractor: Signs By Ken
Owner: William J Levy
Business Name: Relax the Back

(Proposal to install a two square foot, wooden blade sign and two 5.9 square foot non-illuminated, individual letter, wall signs. Lighting is not proposed as part of the project. There is an existing sign program for La Cumbre Plaza and State Street Retail Center. 13.80 square feet of signage is being requested. The linear building frontage is 40.70 feet. The allowable signage is 20.00 square feet.)

Final approval of the project as submitted.

CONCEPT REVIEW - CONTINUED**M. 30 W ANAPAMU ST**

C-2 Zone

Assessor's Parcel Number: 039-181-018
 Application Number: SGN2003-00118
 Owner: Chang 2002 Family Trust
 Business Name: Abdi's Healthy Food & Gourmet Coffee
 Applicant: Abdi Yamotahari

(Proposal for a new 4.4 square foot painted, wood, wall sign at an existing tenant space in El Pueblo Viejo Landmark District. 4.40 square feet of signage is being requested. The linear building frontage is 30.00 feet. The allowable signage is 15.00 square feet.)

Referred to Full Board with the following comments: 1) The proposal of the ABDI's sign is not responding to previous recommendations. 2) The font kerning and the overall sign should be more appropriate for EPV and reflect a more traditional shape. 3) Consider having a blade sign or a gold leaf, and black, vinyl, cut sign in the window of the establishment. 4) A wall-mounted sign is not acceptable for this site.

CONCEPT REVIEW - NEW**N. 3979 STATE ST**

C-2/SD-2 Zone

Assessor's Parcel Number: 051-010-021
 Application Number: SGN2003-00119
 Applicant: Henrik Gharaseh
 Owner: BPP Retail LLC
 Business Name: Maria's Italian Kitchen

(Proposal to install one 18.34 square foot internally illuminated, channel letter, wall sign. The "M" measures 18 inches and all other letters are not to exceed 10 inches. 18.34 square feet of signage is being requested. The linear building frontage is 42.00 feet. The allowable signage is 21.00 square feet.)

Referred to the Full Board with the following comments: 1) The applicant must comply with the existing sign program at Five Points Mall. 3) Restudy the colors and design proposed for the sign.

CONCEPT REVIEW - NEW**O. 605 N MILPAS ST**

C-2 Zone

Assessor's Parcel Number: 031-181-011
 Application Number: SGN2003-00120
 Owner: Llewellyn, Jr. and Marilyn C Goodfield

(Proposed application for two water vending machines. The linear building frontage is 70.00 feet.)

Continued two weeks with the following comments: 1) Consider the removal of the Coke and Dasani machines. 2) Move the water service lines behind the wall and clean up the adjacent area.

CONCEPT REVIEW - NEW**P. 3525 STATE ST**

C-P/R-4/SD-2 Zone

Assessor's Parcel Number: 051-053-018
Application Number: SGN2003-00122
Contractor: Signs By Ken
Owner: Marian Handy
Business Name: Sandpiper Lodge

(Proposal for a 13.5 square foot, individual letter, wall sign and a 12.5 square foot, internally illuminated ground sign for Sandpiper Lodge. 26.00 square feet of signage is being requested with 12.00 square feet of existing signage. The linear building frontage is 100.00 feet. The allowable signage is 90.00 square feet.)

Continued one week with the following comments: 1) Consider framing the sign. 2) Consider a masonry finish or smooth trowel stucco. 3) A shiny plastic finish is not acceptable. 4) Provide details of the neon sign. 5) Provide a color sample for the white lettering. 6) Provide details of the lettering. 7) If submittal responds to comments, it may be approved by Staff.

CONCEPT REVIEW - NEW**Q. 1125 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-231-037
Application Number: SGN2003-00123
Contractor: Signs By Ken
Owner: 1129 State Street
Business Name: As Seen On TV

(Propose new blade to replace the existing. The size of the proposed blade sign will be 26" square feet, conforming to existing signage on site. Four square feet of signage is being requested with three square feet of existing signage. The linear building frontage is 20.00 feet. The allowable signage is 10.00 square feet.)

Referred to Full Board with the following comments: 1) Provide a sign program for the building. 2) Identify if this is a trademarked logo, as the font is not in compliance with EPV Guidelines. 3) The white color should be a more muted tone. 4) Consider a sign that is more traditional in nature and consistent with EPV Guidelines. 5) The bracket should be replaced with something more interesting and detailed.

CONCEPT REVIEW - NEW

S. 1187 COAST VILLAGE RD

C-1/SD-3 Zone

Assessor's Parcel Number: 009-291-008
Application Number: SGN2003-00125
Owner: Albert and Marilee Zdenek, Trustees
Business Name: The UPS Store
Contractor: Elro Signs

(Proposal to remove and replace two hanging, painted, wooden, signs for the UPS store. 10.83 square feet of signage is being requested. The linear building frontage is 33.00 feet. The allowable signage is 16.50 square feet.)

Final approval of the sign as submitted.

THE MEETING ADJOURNED AT 3:15 P.M.