



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

**September 24, 2003**      **David Gebhard Public Meeting Room: 630 Garden Street**      **1:35 P.M.**

**COMMITTEE MEMBERS:**      STELLA LARSON, Chair, Present  
    LORETTA REDD, Vice Chair, Present  
    TOM NILSEN, 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, Present, arrived at 2:54 p.m., left at 2:58 p.m., returned at 3:00 p.m.  
    RAIN LONGO, Planning Technician I, Present  
    ELIA ZAVALA, 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 September 19, 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 September 10, 2003.**

Motion: Approval of the minutes of the Sign Committee meeting of September 10, 2003, with corrections.  
Action: Hausz/Redd, 3/0/1. Larson abstained.

**C. Listing of Approved Conforming Signs.**

The signs approved on Conforming Sign Review from September 10, 2003 to September 23, 2003 are listed at the end.

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

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

**E. Possible Ordinance Violations.**

1. Ms. Larson reported a possible violation at Riviera Market, 416 E. Micheltorena St. There appears to be excessive signage in the windows.
2. Ms. Longo reported that Sur La Table, 821 State Street, has a temporary sign and has been given 30 days to replace it with the approved sign, or remove it.

**CONCEPT REVIEW - CONTINUED****1. 3305 STATE ST**

C-L/C-P/SD-2 Zone

Assessor's Parcel Number: 051-100-001  
Application Number: SGN2003-00082  
Applicant: Gelsons Market  
Owner: Deloreto Emil F & James M Trustees

*(Proposal for a new 95 square foot wall sign for Gelson's Market located in Loreto Plaza. Two existing monument signs are to remain. A sign program currently exists. 95.00 square feet of signage is being requested, in addition to 156.00 square feet of existing signage. The building frontage is 160.00 feet. The allowable signage is 113.00 square feet.)*

**(1:48)**

Jeffrey Gorrell, Lenvik & Minor Architects, and Christopher Cochman, applicant, present.

Motion: Two weeks continuance with the request that the applicant present various options of the proposed sign as discussed.  
Action: Redd/Hausz, 4/0/0.

**CONCEPT REVIEW - CONTINUED**

2. **1324 STATE ST** C-2 Zone

Assessor's Parcel Number: 039-132-015  
Application Number: SGN2003-00003  
Owner: Arlington Plaza, LLC  
Contractor: Signs By Ken\*  
Business Name: Arlington Plaza Sign Program

*(Revised proposal for a sign program for Arlington Plaza, which has nine tenant spaces. The proposal includes two illuminated, nine square foot projecting identification signs for the Plaza. Individual tenants will be allowed a sign constructed from 3/4-inch individual MDO letters a maximum of eight inches high, suspended on two 3/4-inch metal rods and a 2.5 square foot pedestrian sign. Individual tenant signs will be reviewed under separate sign applications. The building frontage is 100.00 feet.)*

**(PROPOSAL FOR REVIEW OF AN ADDITIONAL "BENCH" SIGN WITH A TOTAL OF 3.32 SQUARE FEET OF LETTERING AT 6.75" LETTER HEIGHT.)**

(2:03)

Ken Sorgman, Sign By Ken, present.

Motion: Two weeks continuance with the comment that the change of materials on the bench must be reviewed by the Historic Landmarks Commission.  
Action: Hausz/Redd, 4/0/0.

**RECESSED FROM 2:09 P.M. TO 2:14 P.M.**

**CONCEPT REVIEW - NEW**

3. **401 S HOPE AVE** E-3/P-D/SP-4/SD-2 Zone

Assessor's Parcel Number: 051-240-018  
Application Number: SGN2003-00138  
Business Name: Cutter Motors  
Contractor: Benton Signs & Designs\*  
Owner: Cutter Properties Ltd.

*(Proposal to replace signs consisting of the following: three halo illuminated bronze wall mounted signs will be as follows: 1) "Cutter" on east elevation at 17.29 square feet, 2) "Land Rover" on east elevation at 30.7 square feet, 3) and Jaguar on east elevation at 52.8 square feet. One non-illuminated metal "Service" sign on east elevation at 6.5 square feet. One ground sign at 17.9 square feet. 126.3 Square feet of new signage is proposed. An exception is requested for exceeding the maximum allowable letter height for both the "Jaguar" and "Cutter" signs and total amount of signage. 126.30 square feet of signage is being requested.)*

**(PROJECT REQUIRES TRANSPORTATION DIVISION APPROVAL AND EXCEPTION FINDINGS.)**

(2:14)

Dave Benton, Benton Signs & Designs, present.

- Motion: Final approval of the project with the following conditions: Sign A: 1) The letters in "Jaguar" shall be 16 inches, with the "J" proportionally larger. 2) Proportionally reduce "Leeper". Sign B: the letters shall be 16 inches. Sign C: the height of the oval shall be reduced to three feet. 2) It is suggested that the oval be eliminated and just have the words "Land Rover". If this suggestion is accepted, return to Conforming Sign Review. Sign D: Acceptable as proposed. Sign E: Acceptable as proposed. The exception is granted based on the following findings: 1) 16 inch letters are acceptable because of the distance from the street. 2) It is appropriate due to the scale of the architecture.
- Action: Hausz/Zimmer, 4/0/0.

**CONCEPT REVIEW - NEW****4. 8 N NOPAL** M-1 Zone

Assessor's Parcel Number: 017-123-011  
 Application Number: SGN2003-00137  
 Business Name: Architectural Millwork  
 Contractor: Benton Signs & Designs\*  
 Owner: Mathews Family Trust

*(Proposal for painted sign on stucco wall. The proposed wall sign is at 26.6 square feet. Maximum letter height is at 7.5 inches and the height of logo is at 42 inches high. An exception is being requested for letter height at 16 inches. 26.60 square feet of signage is being requested. The building frontage is 96.00 feet. The allowable signage is 65.00 square feet.)*

(2:37)

Dave Benton, Benton Signs & Designs, present.

Motion: Final approval of project as submitted.  
 Action: Hausz/Redd, 4/0/0.

**CONCEPT REVIEW - NEW****5. 801 CHAPALA ST** C-2 Zone

Assessor's Parcel Number: 037-042-025  
 Application Number: SGN2003-00132  
 Owner: Luria & Dunn  
 Contractor: Sign Express  
 Business Name: Countrywide

*(Proposal for a new 6.72 square foot wall sign for Countrywide on a site where an existing 7.88 square foot exists in the El Pueblo Viejo Design District. 6.72 square feet of signage is being requested, in addition to 7.88 square feet of existing signage. The building frontage is 70.00 feet. The allowable signage is 65.00 square feet.)*

(2:39)

Fred Barbaria, Sign Express, present.

Motion: Final approval of project as submitted.  
 Action: Redd/Zimmer, 4/0/0.

**CONCEPT REVIEW - NEW****6. 721 CHAPALA ST**

C-2 Zone

Assessor's Parcel Number: 037-082-006  
 Application Number: SGN2003-00128  
 Owner: Chadwick Pacific LP  
 Applicant: Freedom Signs  
 Business Name: Santa Barbara Running

*(Proposal to remove a three square foot projecting sign and install an 11.11 square foot wall sign for Santa Barbara Running. 11.11 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.)*

(2:41)

Betsy Harris, Freedom Signs, present.

Motion: Final approval as presented with the following conditions: 1) The diameter of the circle shall be reduced from 40 inches to 36 inches and the other elements shall be reduced proportionately. 2) It is strongly suggested that the applicant consider a horizontal sign similar to Hazards sign.

Action: Hausz/Zimmer, 2/2/0. Larson/Redd opposed. Motion failed.

Motion: Two weeks continuance with the following comments: 1) The sign is not acceptable as proposed on the building. 2) A blade sign is acceptable. If a blade sign is used, the bracket shall return to Conforming Sign Review for approval. 3) It is strongly suggested that the applicant consider a horizontal sign similar to Hazards sign.

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

This item was re-opened at the applicant's request to reconsider the previous motion.

(3:11)

Betsy Harris, Freedom Signs, present.

Motion: One week continuance to Conforming Sign Review with the comment that the sign should be presented in a horizontal format.

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

**CONCEPT REVIEW - NEW****8. 915 GARDEN ST**

C-2 Zone

Assessor's Parcel Number: 029-292-006  
 Application Number: SGN2003-00134  
 Business Name: Inn of the Spanish Garden  
 Owner: Rich Untermann

*(Proposal for two double faced projecting wall signs totaling 24 square feet for the Inn of the Spanish Garden. An existing 5 square foot wall sign is to remain. 24.00 square feet of signage is being requested, in addition to 5.00 square feet of existing signage. The building frontage is 89.00 feet. The allowable signage is 65.00 square feet.)*

(2:52)

Rich Untermann, owner, and Rebecca Johnson, manager, present.

Motion: One week continuance to Conforming Sign Review with the comment to provide full details.

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

**DISCUSSION ITEM**

Proposed revisions to Outdoor Vending Machine Design Guidelines. By Jaime Limon

(3:01)

Mr. Limon reported that in previous discussions with the Sign Committee, it was recognized that there was a need to amend the Outdoor Vending Machine Guidelines. Staff is proposing minor changes to clarify that screening enclosures are not required with installations of one or two machines. He presented the recommended changes to the guidelines in order to reduce confusion regarding where screening of machines is expected. Mr. Limon offered the example of a recent project at 701 Bath Street that was reviewed by the ABR. Mr. Limon suggested placing this item for review before the Sign Committee instead of the Architectural Board of Review in two weeks. The Sign Committee agreed.

**CONFORMING CALENDAR**

**September 10, 2003**

**CONCEPT REVIEW - CONTINUED****A. 605 N MILPAS ST**

C-2 Zone

Assessor's Parcel Number: 031-181-011  
Application Number: SGN2003-00058  
Business Name: Chapala Market  
Owner: Goodfield Llewellyn Jr/Marilyn C  
Applicant: Glacier Water Services, Inc.

*(Proposal for water vending machine panels for Glacier Water and the location in front of Chapala Market.)*

Final approval of the project as submitted.

**CONCEPT REVIEW - CONTINUED****B. 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.)*

Final approval of the project with the condition that the vending machine shall be removed from its current location at the side of the entrance of the store, and shall be moved to the rear parking lot, to the left of the entrance.

REVIEW AFTER FINAL

## C. 633 N MILPAS

C-2 Zone

Assessor's Parcel Number: 031-181-009  
 Application Number: SGN2003-00099  
 Business Name: Vera Salon  
 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.)*

**(Review After Final change to the sign layout.)**

Final approval of review after final changes as submitted.

CONCEPT REVIEW - CONTINUED

## D. 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 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.)*

Indefinite continuance due to the applicant's absence.

September 17, 2003

CONCEPT REVIEW - CONTINUED

## E. 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 linear building frontage is 25.00 feet. The allowable signage is 25.00 square feet.)*

Final approval of the project with the condition that the gold/yellow dot for the letter "i" shall be in gold leaf only.

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

C-M Zone

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

*(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 with 8.91 square feet of existing signage. The linear building frontage is 44.00 feet. The allowable signage is 44.00 square feet.)*

Final approval of the project with the condition that the bracket and bracket backing shall match the existing sign's bracket and backing. Note specific recommendations on plans.

**CONCEPT REVIEW - CONTINUED****G. 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 with 23.85 square feet of existing signage. The linear building frontage is 40.00 feet. The allowable signage is 40.00 square feet.)*

**(CROSS SECTION DETAILS AND ACTUAL COLOR SAMPLE FOR SIGN PANEL WITH REVISED COLORS PROVIDED.)**

Final approval of the project with the condition that the stucco shall follow the specifications made for the base and the sign as noted on the plans.

**CONCEPT REVIEW - NEW****H. 205 E CARRILLO ST**

C-2 Zone

Assessor's Parcel Number: 029-212-028  
 Application Number: SGN2003-00129  
 Owner: Rinconada Partners  
 Business Name: Blue Casa Communications

*(Proposal for a 5.79 square foot metal wall sign at an existing commercial building in El Pueblo Viejo. The existing lawyer signage is proposed to remain. 5.79 square feet of signage is being requested with 14.00 square feet of existing signage. The linear building frontage is 120.00 feet.)*

New sign, conforms to another existing sign on building. Non-illuminated.

Final approval of the project as submitted.



**CONCEPT REVIEW - CONTINUED**

**I. 200 E CARRILLO ST. 100**

C-2 Zone

Assessor's Parcel Number: 029-292-025  
Application Number: SGN2003-00131  
Owner: Freitas Joe A & Sons  
Agent: Sign Express  
Business Name: US Trust

*(Proposal for a new 2 square foot wall sign for US Trust at the Freitas Building in the EL Pueblo Viejo Design District. 2.00 square feet of signage is being requested with 24.72 square feet of existing signage. The linear building frontage is 135.00 feet. The allowable signage is 90.00 square feet.)*

Final approval of the project with the condition that the US Trust logo shall be placed below Investec on both sides of the building where the sign is proposed.

**\* \* \* MEETING ADJOURNED AT 3:14 P.M \* \* \***

