



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

October 22, 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, left at 2:45 p.m.

ALTERNATES: CAROL GROSS, Absent
 ANTHONY SPANN, Absent

CITY COUNCIL LIAISON: DAN SECORD, Absent

STAFF: JAIME LIMÓN, Design Review Supervisor, Present from 2:14 p.m. to 2:25 p.m, arrived at 3:15, left at 4:04 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 October 17, 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.

Ken Sorgman, reported four to five window signs, brightly illuminated, at the Verizon Store, located across Longs Store at State Street and Calle Laureles

B. Approval of the minutes of the Sign Committee meeting of October 8, 2003.

Motion: Approval of the minutes of the Sign Committee meeting of October 8, 2003, with corrections.

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

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from October 8, 2003 to October 21, 2003 are listed at the end.

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

1. Ms. Longo announced that Item No. 2, 3305 State Street, has been postponed two weeks at the applicant's request.

Motion: Postpone Item No. 2, 3305 State Street at the applicant's request.

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

2. Ms. Ziemer announced that she would be leaving the meeting at 2:45 p.m.

E. Possible Ordinance Violations.

The following possible ordinance violations were reported:

1. Verizon Store, State Street and Calle Laureles, where excessively illuminated window graphics have been installed.
2. The UPS Store, 27 W. Anapamu, where a temporary banner sign has been up for more than 30 days after the store's opening.
3. Bill's Copy Shop, 1536 State Street, where there is a banner hanging on the building.
4. DAC Video, 1700 State Street, where there is a banner hanging on the side of the building and a neon open sign.
5. Internet Café, 302 E. Haley, where a possibly non-permitted sign has been placed on the window, along with its permitted sign and a banner has been installed on the side of the building advertising telephone cards.
6. Big O' Tires, 2701 De La Vina Street, where pennants have been installed again, and a stipulation was made to remove these prior to approval of the sign permit. Sale and dollar signs have been placed next to tires on the driveway.
7. Old Kings Road, 532 ½ State Street, where there is a blackboard on the sidewalk and a neon "Firestone" sign installed on the window.
8. Big Wave Dave, 251 S. Hope Street, where a large pumpkin sign has been installed which is not part of the approved application.
9. Carpet Market, 2007 State Street, where a display of carpet samples with advertising have been installed on movable sign in front of the building.

Staff was requested to report back on the status of the submitted complaints.

CONCEPT REVIEW - CONTINUED

1. **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, located in El Pueblo Viejo District. 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. The building frontage is 100.00 feet.)

(Proposal for review after final of an additional "bench" sign with a total of 3.32 square feet of lettering at 6.75 letter height. Bench received final approval from Historic Landmarks Commission.)

(1:49)

Ken Sorgman, Signs by Ken, present.

Motion: Final approval of the project with the following conditions: 1) The metal letters shall be cut into the tile and set flush (on the back wall of the bench). 2) The letter finish shall be a dark bronze color.

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

CONCEPT REVIEW - CONTINUED

2. **3305 STATE ST** C-L/C-P/SD-2 Zone

Assessor's Parcel Number: 051-100-001
 Application Number: SGN2003-00082
 Applicant: Gelson's Market
 Owner: Emil & Jam Deloreto, Trustees
 Business Name: Gelson's Market

(Proposal for a new 38.5 square foot wall sign for Gelson's Market located in Loreto Plaza. Two existing monument signs are to remain. A sign program currently exists. 38.50 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.)

(COMPLIANCE WITH SIGN PROGRAM REQUIRED.)

Postponed two weeks at the applicant's request.

REFERRED FROM CONFORMING SIGN REVIEW

3. **27 W ANAPAMU ST** C-2 Zone

Assessor's Parcel Number: 039-231-002
 Application Number: SGN2003-00116
 Applicant: Dan Elro
 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. The building frontage is 40.00 feet. The allowable signage is 20.00 square feet.)

(1:51)

Greg Behning, agent, present.

Motion: Continued two weeks with the following comments: 1) The proposed sign does not relate to the El Pueblo Viejo District. 2) Eliminate the redundancy of having both the "UPS" in text and logo, instead consider placing the UPS shield flanked with the words "the" and "Store." 3) The curvature of the signage should match the curvature of the arch exactly, and it should be moved up from the arch and have some separation. 4) Consider eliminating the brown banner and instead have brown letters painted directly on the plaster. 5) The sign should be painted directly on the plaster, without a board mounted on the plaster. 6) The UPS shield could be three-dimensional. 7) Incorporate gold leaf into the design instead of yellow. 8) Consider having the words "the" and "Store" in a serif font.

Action: Hausz/Nilsen, 4/1/0. Redd opposed.

CONCEPT REVIEW - CONTINUED**4. 1219 STATE ST** C-2 Zone

Assessor's Parcel Number: 039-182-018
Application Number: SGN2003-00145
Business Name: Unity Shoppe
Owner: Unity Shoppe, Inc.
Contractor: Signs By Ken

(Proposal for 19 square foot, individual PVC letter wall sign and a 9.68 square foot sandblasted wood projecting sign on an existing bracket for the Unity Shoppe located in El Pueblo Viejo District. 28.68 square feet of signage is being requested. The building frontage is 38.00 feet. The allowable signage is 38.00 square feet.)

(2:08)

Ken Sorgman, Signs by Ken, present.

Ms. Longo reported that there are no ordinances or guidelines established for naming buildings. It has been determined that the name of building will be incorporated into the allowable signage.

Motion: Continued two weeks with the following comments: 1) The proposed letter style should be more appropriate to El Pueblo Viejo District. 2) Provide examples of letters in all caps and upper and lower case. 3) Provide a sign version with the business name split in two lines. 4) The letter finish should resemble a more traditional hand-painted finish. 5) Consider incorporating an embellished first letter. 6) The paint color for the rear of the building should be reviewed and approved by the Historic Landmarks Commission prior to approval of any signage for the rear. 7) Provide a photograph that includes more frontage, including the building and Victoria Court.

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

REFERRED FROM CONFORMING SIGN REVIEW**5. 1011 STATE ST** C-2 Zone

Assessor's Parcel Number: 039-281-022
Application Number: SGN2003-00148
Contractor: Vogue Sign Company
Owner: David & Delisle Natividad Trustees
Business Name: Sprint Store

(Proposal for one single faced set of non-illuminated wall mounted painted wood letters, and one double faced sandblasted redwood painted sign in El Pueblo Viejo District. 8.60 square feet of signage is being requested. The building frontage is 15.00 feet. The allowable signage is 15.00 square feet.)

(2:23)

Ron Wilkenson, contractor, present.

- Motion: Continued two weeks with the following comments: 1) Tone down the color red. 2) Provide blade sign details, such as material dimensions. 3) Provide details of bracket and back plate. 4) The mounting of the blade sign to the bracket should be traditional. 5) Study alternative location for the sign.
- Action: Hausz/Redd, 5/0/0.

REFERRED FROM CONFORMING SIGN REVIEW

6. **134 CHAPALA ST** HRC-2/SD-3 Zone

Assessor's Parcel Number: 033-074-001
 Application Number: SGN2003-00149
 Owner: Brent Smith
 Owner: Santa Barbara Tourist Hostel

(Proposal for two new painted wall signs of 21 square feet each. 42.00 square feet of signage is being requested.)

(2:38)

Brent Smith, owner, present.

- Motion: Continued two weeks with the following comments: 1) Restudy the font style to be more appropriate to El Pueblo Viejo District. 2) Consider reducing the letter size proportionately, with the largest letter to be seven to eight inches tall. 2) Sign A should be lowered to relate to the entrance. 3) Sign B should be reduced in size, but placement is acceptable. 4) No lighting is approved as part of this application.
- Action: Redd/Hausz, 5/0/0.

CONCEPT REVIEW - NEW

7. **537 STATE ST** C-M Zone

Assessor's Parcel Number: 037-172-001
 Application Number: SGN2003-00152
 Owner: Rove Enterprises, Inc.
 Business Name: Amadeus Fine Chocolate & Coffee
 Contractor: Benton Signs & Designs*
 Architect: Schroeder Design

(One wall mounted wooden oval projecting sign on existing bracket and vinyl cut window lettering. 5.80 square feet of signage is being requested. The building frontage is 12.90 feet. The allowable signage is 6.00 square feet.)

(2:53)

Steven Bakai, owner, present.

- Motion: Final approval of the project with the following conditions: 1) The blade sign shall be 3/4" thick minimum. 2) The outer edges of the sign shall be painted the same brown. 3) No lighting is approved as part of this application. 4) The chain shall be heavy and painted in off-black to match the bracket.

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

CONCEPT REVIEW - NEW

8. **1209 COAST VILLAGE RD** C-1/SD-3 Zone

Assessor's Parcel Number: 009-291-011
Application Number: SGN2003-00153
Applicant: Visible Graphics
Business Name: The Coffee Bean & Tea Leaf
Contractor: Dave Mahn
Owner: Peter Jackson

(Proposal to install illuminated reversed channel letters on front of the building and to re-skin and add new painted lettering to all existing awnings. In addition, there is a proposal for one new neon "lollipop" signs to be placed on the inside of front windows. 23.50 square feet of signage is being requested. The building frontage is 57.00 feet. The allowable signage is 57.00 square feet.)

(3:00)

Dave Mahn, contractor, present.

Motion: Continued two weeks with the following comments: 1) Refer the awning and color change to the Architectural Board of Review. 2) Schedule a site visit before the November 5th meeting.

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

DISCUSSION ITEM

Review and discuss the current State Street Flag Program, and selection of criteria for program participants and forward recommendations to City Council.

(3:13)

Marshall Rose, Rebecca Pimentel, and Shannon Hazard, members of the Downtown Organization, and Jaime Limón, Design Review Supervisor, present.

Mr. Rose commented that he would prefer only one level of design review for a flag design with Downtown Organization only responsible for dates and appropriateness. He suggested that perhaps applicants should come before the Sign Committee for all design review issues. Applicants have expressed that they would like to have the option of going before City Council to ask for lettering to be allowed.

Mr. Limon reported that the Downtown Organization Flag Program was approved by the Sign Committee in 1999 but has not been before the City Council for final adoption. At this time, the Committee can confirm the current program or revise it before forwarding it to the City Council for final adoption.

The Downtown Organization Flag Program was reviewed and discussed. The key issues were as follows:

- 1) Determine which organizations should be allowed to participate in the program and how they relate to upcoming downtown events.

- a) Consider adding flags that recognize downtown community events and celebrations.
- 2) Determine if the use of letters or words should be allowed, through guidelines or through an exception.
- 3) Determine if corporate logos, with or without text, should be allowed, through guidelines or through an exception.
- 4) Provide clear direction on the City design criteria for the flag program.
- 5) Clarify that the Downtown Organization has authorization approval only and not flag design approval.
- 6) Specify that the Sign Committee's responsibility is to make suggestions on the design but not to design the flag.
- 7) Determine if an organization is advocating a political message. Obtain City Attorney opinion on freedom of speech issues.
 - a) Consider adding, "No flag shall provide a political or advocacy message."

Straw vote:

To accept words on flags with control: 2/2/0. Hausz, Nilsen in favor. Larson, Redd opposed.

To accept letters on flags with control: 2/2/0. Hausz, Nilsen in favor. Larson, Redd opposed.

To accept by design only: 2/2/0. Larson, Redd in favor. Hausz, Nilsen opposed.

Motion: Continued two weeks to study current language and direct Staff to contact the City Attorney on freedom of speech issues.

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

CONFORMING CALENDAR**October 08, 2003****CONCEPT REVIEW - CONTINUED****A. 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.)

Final approval of the project as submitted and continued one week for the bracket details with the following comments: 1) Either bracket is acceptable. 2) The Committee prefers El Pueblo Viejo quality and styled bracket.

CONCEPT REVIEW - CONTINUED**B. 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.)

Final approval of the checkerboard details as submitted.

REVIEW AFTER FINAL**C. 809 E GUTIERREZ ST**

M-1 Zone

Assessor's Parcel Number: 031-304-014
Application Number: SGN2003-00124
Owner: Danalevich Living Trust
Business Name: Auto Refinishing

(Face change for existing double sided wall sign. Existing signage is currently 18 square feet. Proposal to keep signage at same square footage. 18.00 square feet of signage is being requested with 18.00 square feet of existing signage. The linear building frontage is 40.00 feet. The allowable signage is 20.00 square feet.)

Final approval of the Review After Final changes as submitted.

REFERRED FROM CONFORMING SIGN REVIEW**D. 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.)

Final approval of the project as submitted with the condition that the applicant must comply with all Sign Committee suggestions.

CONCEPT REVIEW - NEW**E. 122 W MISSION ST**

C-2 Zone

Assessor's Parcel Number: 025-302-015
Application Number: SGN2003-00141
Agent: Betsy Harris
Owner: Morales Martin F. Trustee (For) Lewi
Business Name: Lau Kune Do

(Proposal for a new projecting sign and two window signs for Lau Kune Do, Temple Martial Arts. 14.50 square feet of signage is being requested with 4.00 square feet of existing signage. The linear building frontage is 50.00 feet. The allowable signage is 50.00 square feet.)

Final approval of the project as submitted.

CONCEPT REVIEW - NEW**F. 916 STATE ST C**

C-2 Zone

Assessor's Parcel Number: 039-322-052
Application Number: SGN2003-00144
Owner: City of Santa Barbara
Contractor: Signs By Ken
Business Name: Northstar Coffee Co.

(Proposal for an awning sign 7.5 square foot and 4 square foot hanging sign. The proposal includes replacing the existing bracket. 11.50 square feet of signage is being requested. The allowable signage is 30.00 square feet.)

Final approval of the project with the condition that the word "company" shall be spelled out on awning sign.

CONCEPT REVIEW - NEW**G. 25 E ORTEGA**

C-2 Zone

Assessor's Parcel Number: 037-092-036
Application Number: SGN2003-00146
Business Name: NS Ceramic
Owner: Ampersand Publishing, LLC
Applicant: Doug Reeves

(Proposal to install a one square foot hand-painted sign on the wall of the building for NS Ceramic. 1.00 square feet of signage is being requested. The linear building frontage is 62.00 feet.)

Final approval of the project as submitted.

October 15, 2003

CONCEPT REVIEW - CONTINUED

H. 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.)

Final approval of the details as submitted.

CONCEPT REVIEW - CONTINUED

I. 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.)

Final approval of the details as submitted with the condition that the applicant must comply with all Sign Committee suggestions.

CONCEPT REVIEW - CONTINUED

J. 251 S HOPE AVE

E-3/PD/SP-4/SD-2 Zone

Assessor's Parcel Number: 051-240-008
Application Number: SGN2003-00139
Business Name: Big Wave Dave's Christmas Trees
Applicant: Dave Lidren
Owner: Hughes Dealership Group, Inc.

(Proposal for a temporary ground sign to be placed in front of a temporary christmas tree lot and pumpkin patch. There is a total of 30 square feet of signage proposed for the site. 30.00 square feet of signage is being requested.)

Final approval of the project with conditions as noted on the plans.

***** MEETING ADJOURNED AT 4:04 P.M. *****