



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Wednesday, November 5, 2003 **David Gebhard Public Meeting Room: 630 Garden Street** **1:30 P.M.**

COMMITTEE MEMBERS: STELLA LARSON, Chair, Present, left at 4:05 p.m.
LORETTA REDD, Vice Chair, Present
STEVE HAUSZ, Present
TOM NILSEN, Present, arrived at 1:42 p.m.
DAWN ZIEMER, Absent

ALTERNATES: CAROL GROSS, Absent
ANTHONY SPANN, Absent

CITY COUNCIL LIAISON: DAN SECORD, Absent

STAFF: JAIME LIMÓN, Design Review Supervisor, Present from 1:36 p.m. to 1:54 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 31, 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.

Marshall Rose, of the Downtown Organization, suggested, under Staff's direction, that a subcommittee be formed to work on the Flag Program Guidelines.

B. Approval of the minutes of the Sign Committee meeting of October 22, 2003.

Motion: Approval of the minutes of the Sign Committee meeting of October 22, 2003, with corrections.

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

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from October 22, 2003 to November 4, 2003 are listed at the end.

D. Announcements, requests by applicants for continuances and withdrawals, and future agenda items.**1. Ms. Longo announced the following:**

- a) Item No. 7 should read "305" Paseo Nuevo, not "605."
- b) Ms. Zimmer will be absent today.

2. Ms. Redd announced that she will be absent from the December 3, 2003 meeting.**3. Chair Larson announced that she will be absent from the December 3, 2003 meeting.**

E. Subcommittee Reports.

Mr. Limon suggested that a subcommittee be created to work on any amendments to the Downtown Organization State Street Flag Program. Working with a subcommittee would accelerate the process to present the guidelines before the City Council for approval.

Committee members Redd and Hausz were appointed to the subcommittee. The first meeting was scheduled for November 11, 2003, at 10:00 a.m. in the David Gebhard Public Meeting Room.

F. Possible Ordinance Violations.

Committee member Nilsen requested updates on complaint enforcement. Danny Kato, Zoning & Enforcement Supervisor, will make a presentation at the next meeting on enforcement responses.

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: Gelson's Market
Owner: Emil & Jam Deloreto, Trustees
Business Name: Gelson's Market

(Proposal for a new 38.50 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.)**(1:54)**

Christopher Cochman, applicant, present.

Motion: Final approval of the project with the lighting and details continued indefinitely to Conforming Review with the following comments: 1) The "Gelson's" tower sign shall be a maximum of 18" and have pan-channeled halo-lit letters in Burgandy Satin finish 3630-49. 2) The letters "Gelson's Market" shall be painted above the main entry of the building as presented. 3) The neon lighting in the reverse pan-channel letters shall be low intensity.

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

CONCEPT REVIEW - CONTINUED**2. 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 9.80 square feet, and the other is a projecting sign at three square feet. The structure is located in El Pueblo Viejo Landmark District. 12.78 square feet of signage is being requested. The building frontage is 40.00 feet. The allowable signage is 20.00 square feet.)

(2:09)

Greg Behning, applicant, present.

Motion: Final approval of the project and indefinite continuance for the font style to Conforming Review with the following conditions: 1) The sign arch shall follow the door arch. 2) The brown color shall be UPS brown. 3) Consider the use of a more historical font style appropriate to El Pueblo Viejo Landmark District.

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

CONCEPT REVIEW - CONTINUED**3. 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 Landmark 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.)

(2:15)

Ron Wilkensen, present.

Motion: Final approval of the project with the following conditions: 1) The maximum letter height shall be 10 inches. 2) No lighting is approved. 3) The blade sign color shall be off-white to match the building. 4) The color red shall match the color sample provided, PMS-484.

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

CONCEPT REVIEW - CONTINUED**4. 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 21.00 square feet each. The structure is located in El Pueblo Viejo Landmark District. 42.00 square feet of signage is being requested. The allowable signage is 90.00 square feet.)

(2:21)

Brent Smith, owner, present.

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

REFERRED FROM CONFORMING SIGN REVIEW**5. 1270 COAST VILLAGE CIR** C-1/SD-3 Zone

Assessor's Parcel Number: 009-291-029
Application Number: SGN2003-00150
Business Name: The Kelt Group
Owner: Gilson Family Limited Partnership
Contractor: Benton Signs & Designs

(Proposal to reface two existing ground signs; one sign is 29.60 square feet and the other sign is 10.00 square feet. 39.60 square feet of signage is being requested. The building frontage is 85.00 feet. The allowable signage is 65.00 square feet.)

(2:42)

Dave Benton, contractor, present.

Motion: Deny the project as submitted without prejudice with the following findings: 1) The sign is not appropriate to the neighborhood. 2) The Committee is not in favor of an internally illuminated sign. 3) The Committee prefers a sandblasted wood sign that could be externally illuminated.
Action: Nilsen/Hausz, 4/0/0.

CONCEPT REVIEW - CONTINUED**6. 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 the 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" sign to be placed on the inside of the front window. 23.50 square feet of signage is being requested. The building frontage is 57.00 feet. The allowable signage is 57.00 square feet.)

(Second Concept Review)**(2:23)**

Janette Batsen, present.

Motion: Continued two weeks to Conforming Review with the following comments: 1) Provide a partial site plan and a partial building elevation, drawn to scale, with proposed signage. 2) The "Established in 1963" printed on the awnings is not approved. 3) The internally illuminated "lollipop" window sign is not approved; it should be a wooden sign with an externally illuminated, low intensity flood light. 4) The "lollipop" sign location is acceptable as presented or closer to the entrance. 5) All wiring and hardware associated with the neon shall be concealed within the building.

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

CONCEPT REVIEW - NEW**7. 305 PASEO NUEVO** C-2 Zone

Assessor's Parcel Number: 037-400-002
 Application Number: SGN2003-00161
 Owner: Redevelopment Agency/Santa Barbara
 Agent: Glen Morris
 Business Name: Ben & Jerry's

(Proposal for one painted awning sign with the name "Ben & Jerry's" at 2.17 square feet, one painted checkerboard along the length of the awning at 3.75 square feet, and one projecting wall mounted sign at 5.58 square feet on an existing Paseo Nuevo approved bracket. There is no illumination. The Historic Landmarks Commission has approved the awning color change. The structure is located in El Pueblo Viejo Landmark District. 11.50 square feet of signage is being requested. The building frontage is 15.50 feet. The allowable signage is 7.75 square feet.)

(2:56)

Glen Morris, agent, present.

- Motion: Continued two weeks with the following comments: 1) The colors should be muted. 2) The finished product should convey the quality of traditional materials in El Pueblo Viejo Landmark District and should be hand painted in low sheen finishes (not glossy, bright or garish colors). 3) The checkerboard is not acceptable on the awning or on the blade sign. 4) The letters "Ben & Jerry's" and the logo on the awning are approved. 5) The logo should not be a glossy color. 6) The logo on the awning should not be taller than eight inches. 7) Consider using a sandblasted wood sign for the blade sign.
- Action: Hausz/Nilsen, 4/0/0.

CONCEPT REVIEW - NEW

8. **3849 STATE ST I-58** C-2/SD-2 Zone

Assessor's Parcel Number: 051-010-011
 Application Number: SGN2003-00160
 Owner: Kharrazi Nourollah/Rachel Trustees
 Agent: Glen Morris
 Business Name: Panda Express

(Proposal for one 11.10 illuminated wall mounted sign with reverse channel letters, two sintra interior non-illuminated window signs (which are both at 4.90 square feet) and one bas relief at a total of 12.60 square feet, which contains no lettering. 33.50 square feet of signage is being requested. The building frontage is 60.00 feet. The allowable signage is 30.00 square feet.)

(3:08)

Glen Morris, agent, present.

- Motion: Final approval of the project and an exception for a logo that exceeds the allowable signage by 3.5 feet. The logo does not contain text and received approval by the Architectural Board of Review. The project requires the following conditions: 1) All signage shall be matte finish, including the "lollipop" sign. 2) All red shall be PMS-185C. 3) The applicant shall submit an exception letter to staff.
- Action: Hausz/Redd, 3/1/0. Redd opposed.

CONCEPT REVIEW - CONTINUED

9. **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 a 19.00 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 Landmark 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.)

(3:17)

Ken Sorgman, Signs by Ken, present.

Motion: Final approval of the wall mounted sign and a one week continuance to Conforming Review with the following conditions: 1) The building identity should be "Clayssens Building." 2) The letters shall be a prismatic style and a serif font. 3) Provide proposed sizes of the wall and awning letters. 4) The applicant has the option to place "Community Training and Resources Center" with or without "Clayssens" on the awning. 5) Directed staff to investigate whether or not the Historic Landmarks Commission approved the color change of the window trim cornice.

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

Motion: Two weeks continuance for the rear wall sign with the following comments: 1) The Committee does not support the sign as proposed. 2) Any signage proposed must relate to an entry and may not be close to the parapet or eaveline of a structure.

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

CONCEPT REVIEW - NEW

10. **350 CHAPALA ST**

C-M Zone

Assessor's Parcel Number: 037-251-001

Application Number: SGN2003-00155

Owner: Suzanne Gore

Contractor: Signs By Ken

(Proposal for a new sign program for 350 Chapala Street, which is a new complex in El Pueblo Viejo Landmark District. The proposal includes guidelines for the wall signs to have individual PVC letters flush mounted in a black-rust finish; the allowed projecting blade signs will have cap details and a uniform frame and color; one window sign will be allowed with the name of the business in white vinyl lettering on the inside of the glass.)

(3:40)

Ken Sorgman, Signs by Ken, present.

Motion: Continued two weeks with the following comments: 1) All signage on the exterior of the building should have a uniform font style. 2) The letter and mounting method should be unique and carefully considered to fit the Mexican-colonial style architecture of the building. 3) The blade sign may have the individual tenants' logo and font style. 4) The blood-red background color should be consistent amongst all tenants. 5) The proposed bracket is not appropriate to the architecture of the building and should be reconsidered. 6) Provide an actual finish sample of the blade sign frame and background.

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

CONCEPT REVIEW - NEW**11. 350 CHAPALA ST**

C-M Zone

Assessor's Parcel Number: 037-251-001
Application Number: SGN2003-00156
Owner: Susan Gore
Business Name: Avia Spa
Contractor: Signs By Ken

(Proposal for one non-illuminated blade sign with 3/4" MDO letters with a painted frame and cap blade sign, and two flush mounted wall signs with 3/4' by 8" letters. The sign is conforming to a sign program that will be submitted concurrently. The structure is located in El Pueblo Viejo Landmark District. 11.94 square feet of signage is being requested. The building frontage is 50.00 feet. The allowable signage is 25.00 square feet.)

(3:57)

Ken Sorgman, Signs by Ken, present.

Motion: Continued two weeks with the following comments: 1) The wall signs for Avia Spa, Yoga and Salon should be in the same type face, painted on the building, and incorporate painted embellishments into the design. 2) The lettering for Avia Spa on Suite 101 should not be flat black but could be a red-black. 3) The blade sign and the signage on Chapala Street are pending a sign program approval.

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

CONCEPT REVIEW - NEW**12. 1028 GARDEN ST**

R-3 Zone

Assessor's Parcel Number: 029-221-001
Application Number: SGN2003-00159
Owner: Summerland Spiritualist Association
Contractor: Signs By Ken

(Proposal for a 9.50 square foot, wooden ground sign which includes a 6.00 square foot changeable copy cabinet. There is no lighting proposed. There is an existing 3.20 square foot wall sign which remains unaltered. This structure is in El Pueblo Viejo Landmark District. 9.50 square feet of signage is being requested, in addition to 3.20 square feet of existing signage. The building frontage is 35.00 feet. The allowable signage is 35.00 square feet.)

(PROJECT REQUIRES TRANSPORTATION DIVISION COMMENTS)**(4:05)**

Ken Sorgman, Signs by Ken, present.

Motion: Final approval of the project with the condition that the cabinet, if aluminum, shall be painted to match the wood.

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

REFERRED FROM CONFORMING SIGN REVIEW13. **320 W PUEBLO ST**

C-O Zone

Assessor's Parcel Number: 025-102-001
Application Number: SGN2003-00162
Owner: Santa Barbara Cottage Hospital
Contractor: Signs By Ken

(Proposal to reface all ground signs to include "Trauma Center," and add "Trauma Center" in 6" high density urethane non-illuminated letters to an existing Emergency Room wall sign which is located at Junipero Street. An exception is being requested. 4.50 square feet of signage is being requested, in addition to 198.44 square feet of existing signage. The building frontage is 300.00 feet. The allowable signage is 90.00 square feet.)

(An exception is requested for additional signage for the site. The site currently exceeds the maximum allowable signage.)

(4:10)

Ken Sorgman, Signs by Ken, present.

Motion: Final approval of the project with the following conditions: 1) The words "Trauma Center" at the building entrance shall be foam painted with a semi-gloss enamel finish in the same color to match the word "Emergency." 2) The other four monument signs shall have the red band replaced to match the existing, with the words "Trauma Center" added. The Committee made the following findings to grant an exception: 1) The Trauma Center is the only one in existence from Los Angeles to San Francisco. 2) It is a vital addition to this community, has special needs to be identified, and does not pose any detrimental affect to the public. 3) These conditions do not apply to other properties in the vicinity.

Action: Hausz/Nilsen, 3/0/0. Larson abstained.

CONFORMING CALENDAR**October 22, 2003****REVIEW AFTER FINAL****A. 133 HARBOR WAY**

HC/P-R/SD-3 Zone

Assessor's Parcel Number: 033-120-018
Application Number: SGN2003-00038
Owner: City of Santa Barbara
Business Name: Santa Barbara Sailing Center

(Proposal for a directory sign listing the services and corresponding locations for the Santa Barbara Sailing Center. This is a conceptual review of the sign which is proposed to match the detailing of the Waterfront Directory sign, located in front of the Waterfront Center. The sign will not exceed six feet in height. 18.00 square feet of signage is being requested with 32.00 square feet of existing signage. The linear building frontage is 46.80 feet. The allowable signage is 46.80 square feet.)

(Color sample for color change.)

Final approval of the Review After Final change.

CONCEPT REVIEW - CONTINUED**B. 1216 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-183-019
Application Number: SGN2003-00147
Owner: Granada Tower LLC
Business Name: Sumbody

(The Granada Theatre building is on the City's List of Potential Structures for Designation and is located in El Pueblo Viejo Landmark District. Proposal for a 2.5 square foot wood sign on a new bracket. 2.50 square feet of signage is being requested. The linear building frontage is 11.50 feet. The allowable signage is 5.75 square feet.)

Final approval of the bracket and back plate details.

CONCEPT REVIEW - NEW**C. 1227 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-182-003
Application Number: SGN2003-00154
Owner: 1221 Victoria Court LP
Business Name: Sofa U Love

(Proposal for a pin mounted non-illuminated letter wall sign. 4.00 square feet of signage is being requested. The linear building frontage is 23.00 feet.)

Final approval of the project as submitted.

CONCEPT REVIEW - NEW**D. 813 ANACAPA ST**

C-2 Zone

Assessor's Parcel Number: 037-052-033
Application Number: SGN2003-00157
Owner: Sima El Paseo LP
Business Name: Regal Rents
Contractor: Benton Signs

(Proposal for new double faced non-illuminated projected signs installed on existing brackets. 9.45 square feet of signage is being requested. The linear building frontage is 26.50 feet. The allowable signage is 13.25 square feet.)

Final approval of the project with the condition that the contractor must submit written authorization from the Santa Barbara Trust for Historic Preservation for approval of the sign. A new sign program is proposed for El Paseo Historic Complex.

October 29, 2003

CONCEPT REVIEW - CONTINUED**E. 3060 STATE ST**

C-2/SD-2 Zone

Assessor's Parcel Number: 053-342-032
Application Number: SGN2003-00151
Contractor: Donco & Sons, Inc.
Business Name: Shell Oil Products
Owner: Abel & Juanita Donald, Trustees
Applicant: A&S Engineering

(Proposal for a reface/retrofit of an existing 6' by 8' existing monument sign fascia to a new 5' 4" by 8' monument sign with the existing footing to remain. 43.00 square feet of signage is being requested with 60.00 square feet of existing signage. The linear building frontage is 56.20 feet. The allowable signage is 65.00 square feet.)

Final approval of the project with the following conditions: 1) Place an opaque barrier around all white areas to restrict the flow of light through it. 2) The florescent tubes shall not be HO or HVO.

CONCEPT REVIEW - CONTINUED**F. 9 W CARRILLO ST**

C-2 Zone

Assessor's Parcel Number: 039-321-006
Application Number: SGN2003-00158
Contractor: Benton Signs
Owner: Three West Carrillo Partners
Business Name: Performance Nutritionals

(One double faced non-illuminated projecting sign, installed on existing bracket sign is 6.68 square feet. This building has a sign program. 6.68 square feet of signage is being requested. The linear building frontage is 16.00 feet. The allowable signage is 8.00 square feet.)

Final approval of the project with the following conditions: 1) Colors shall be muted as discussed. 2) Add chain link to match the color of the existing bracket. 3) Radius all the edges as discussed.

***** MEETING ENDED AT 4:17 P.M. *****