



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

**December 17, 2003**

**Public Works Conference Room: 630 Garden Street**

**1:30 P.M.**

**COMMITTEE MEMBERS:**

STELLA LARSON, Chair, Absent  
LORETTA REDD, Vice Chair, Present  
STEVE HAUSZ, Present, left at 2:22 p.m.  
TOM NILSEN, Present  
DAWN ZIEMER, Present

**ALTERNATES:**

CAROL GROSS, Absent  
ANTHONY SPANN, Absent

**CITY COUNCIL LIAISON:** DAN SECORD, Absent

**STAFF:** JAIME LIMÓN, Design Review Supervisor, Present  
RAIN LONGO, Planning Technician I, Absent  
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.

---

**EPV = EL PUEBLO VIEJO, EX = EXCEPTION, ENF = ENFORCEMENT, C = CONTINUED**

---

**NOTICE:**

That on December 12, 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 December 3, 2003.

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

## C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from December 3, 2003 to December 16, 2003 are listed at the end.

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

1. Mr. Hausz announced that he will be leaving at 2:15 p.m.

2. Mr. Limon announced the following:

- a) Ms. Heather Baker, Project Planner, will be filling in for Rain Longo today.
- b) Danny Kato, Zoning Enforcement Supervisor, visited the City of Santa Maria to investigate how it handles code enforcement. That city uses citizen volunteers to do sign and code enforcement. He would like to introduce this concept to the Committee.

## E. Possible Ordinance Violations.

Mr. Nilsen reported the following possible ordinance violations:

1. Cingular Wireless, 1021 State Street, where there is a banner installed on a pole.
3. Bucatini, 436 State Street, where there are umbrellas with advertising.
4. Pollero, 347 Chapala Street, where there is a banner installed.
5. Brazilbaroque, 436 E. Gutierrez Street, where there is a banner installed.
6. Independent Lexus, 517 E. Gutierrez Street, where a banner and an oversized sign have been installed.
7. SB Mobile Auto, 517 E. Gutierrez, where there is a banner installed.
8. Big O' Tire, 136 E. Haley, where additional banners have been installed since the last complaint.
9. Ario Autosound, 118 N. Milpas, where there is a banner installed.
10. Aggressive Soccer, 722 N. Milpas, where there is a banner installed.
11. Angels Bridal, 500 N. Milpas, where there is a banner installed.

Ms. Zierner reported the following possible ordinance violations:

1. Minute Market, 2735 De La Vina, where a portable "sandwich board" is on the sidewalk.
2. AM/PM, 3618 State Street, where there are temporary window signs in excess of four square feet of window area, and a portable rates sign.
3. House of Glass, 2926 De La Vina, where there is a banner installed and a non-permitted sign.
4. Taco Bell, 2912 De La Vina, where there is a temporary window sign in excess of four square feet of window area.
5. SB County Sleep Shoppes, 2720 De La Vina, where a portable "sandwich board" is on the sidewalk.
6. El Dorado Jewelry, 2726 De La Vina, where there is a sign with changeable copy.

7. El Pollo Loco, 2984 State Street, where there is a temporary window sign in excess of four square feet of window area.
8. Denny's, 3614 State Street, where there is a temporary window sign in excess of four square feet of window area.

Mr. Hausz reported there are non-permitted signs on the northwest corner of Anacapa Street and Haley Street.

### **CONCEPT REVIEW - NEW**

1. **STATE STREET FLAGS** C-2/C-M Zone

Assessor's Parcel Number: 033-102-0RW  
 Application Number: SGN2003-00174  
 Applicant: Gay Santa Barbara  
 Business Name: Gay Santa Barbara  
 Designer: Paul Mills

*(Proposal for flags for Gay Santa Barbara. The proposed flags will be in the style of heraldry as guidelines require. There will not be any letters or text with this flag.)*

**(1:45)**

Charles Rice, President, and Paul Mills, Vice President, of Gay Santa Barbara, present.

Staff Comment: Mr. Limon reported that the City Attorney's office is reviewing the current version of the draft guidelines. Their specific concerns are the placement of flags on City property and what type of flag content can the City regulate. The Downtown Organization has asked that the Committee not to approve any flags until these issues are resolved, but it could comment on the flag's design if it deems appropriate.

Motion: Continued indefinitely with positive comments until the Downtown Organization approval is resolved.  
 Action: Hausz/Nilsen, 4/0/0.

### **CONCEPT REVIEW - CONTINUED**

2. **3102 STATE ST** C-2/SD-2 Zone

Assessor's Parcel Number: 053-332-014  
 Application Number: SGN2003-00171  
 Owner: Peter & Katina Demourkas, Living Trust  
 Contractor: Betsy Harris  
 Business Name: Mackenzie Market  
 Business Name: Full Throttle Custom Cycles

*(Proposal for a face change of an existing internally illuminated ground sign at Mackenzie Market for Full Throttle Custom Cycles, a new internet business. 31.00 square feet of signage is being requested, in addition to 16.00 square feet of existing signage. The building frontage is 50.00 feet. The allowable signage is 65.00 square feet.)*

**(2:01)**

Betsy Harris, contractor, present.

Motion: Final approval of the project and an indefinite continuance to Conforming Review with the following conditions: 1) Provide additional plantings that have a mounding shape (such as shrubbier plants) to conceal the taller stucco elements. 2) Provide an irrigation plan that meets the City's requirements.

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

**CONCEPT REVIEW - NEW****3. 3880 STATE ST** C-2/SD-2 Zone

Assessor's Parcel Number: 057-240-046  
Application Number: SGN2003-00183  
Contractor: Benton Signs & Designs  
Owner: Sumida Family Limited Partnership  
Business Name: La Sumida Complex

*(Proposal for a sign program for La Sumida business complex.)*

**(2:07)**

Dave Benton, contractor, and Betsy Harris present.

Motion: Continued to the January 14, 2003, meeting, to allow the Sign Committee to review the proposal.  
Action: Hausz/Nilsen, 4/0/0.

**CONCEPT REVIEW - NEW****4. 1150 COAST VILLAGE RD** C-1/SD-3 Zone

Assessor's Parcel Number: 009-222-025  
Application Number: SGN2003-00178  
Contractor: Signs By Ken  
Owner: Villa Fontana Limited

*(Proposal for an amendment to a sign program. The building frontage is 100.00 feet. The allowable signage is 65.00 square feet.)*

**(2:22)**

Ken Sorgman, contractor, present.

Motion: Final approval of the amendment to the sign program (due to the fact that there is no archway to hang the conforming sign) with the following conditions: 1) The sign for this unit only shall be a straight-line sign. 2) The letters shall be applied or painted directly onto the wall.  
Action: Nilsen/Ziemer, 3/0/0.

**CONCEPT REVIEW - NEW****5. 1150 COAST VILLAGE RD** C-1/SD-3 Zone

Assessor's Parcel Number: 009-222-025  
Application Number: SGN2003-00179  
Business Name: Auriginals  
Owner: Villa Fontana Limited  
Contractor: Signs By Ken

*(Proposal for 8" high density urethane, flush mounted, non-illuminated letters. 7.00 square feet of signage is being requested, in addition to 39.96 square feet of existing signage. The building frontage is 19.00 feet. The allowable signage is 9.50 square feet.)*

**(2:30)**

Ken Sorgman, contractor, present.

Mr. Hausz reviewed this item under Conforming Review and felt it should be reviewed by the Full Commission. He felt that the glazed arch is lower than the other open arches and that the line length was not long enough for the sign to follow the curvature of the arch. He felt a straight-line sign was more appropriate.

- Motion: Final approval of the project with the following conditions: 1) The letters shall be mounted above the window arch in a straight line. 2) The letter height shall be eight inches. 3) The color shall be teal as presented.
- Action: Ziemer/Nilsen, 3/0/0.

**RECESSED FROM 2:33 P.M. TO 2:38 P.M.****CONCEPT REVIEW - CONTINUED****6. 1032 E MASON ST R-2 Zone**

Assessor's Parcel Number: 017-133-005  
 Application Number: SGN2003-00164  
 Owner: Second Baptist Church of Santa Barbara

*(This is an enforcement case [ENF2003-00036]. Proposal to permit an "as-built" 9 foot 3 inch high, 24.40 square feet internally illuminated ground sign for an existing church located in a residential zone. 24.40 square feet of signage is being requested. The building frontage is 95.00 feet. The allowable signage is 90.00 square feet.)*

**(2:38)**

- Motion: Continued to the January 14, 2003, meeting due to the applicant's absence.  
 Action: Nilsen/Zierner, 3/0/0.

**CONFORMING CALENDAR****December 03, 2003****REVIEW AFTER FINAL****A. 350 CHAPALA ST C-M Zone**

Assessor's Parcel Number: 037-251-001  
 Application Number: SGN2003-00155  
 Owner: Susan 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.)*

Final approval of the Review After Final details with conditions as noted on plans.

**REVIEW AFTER FINAL****B. 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 linear building frontage is 50.00 feet. The allowable signage is 25.00 square feet.)*

Final approval of the Review After Final details as submitted.

**REVIEW AFTER FINAL****C. 7 N NOPAL ST**

M-1 Zone

Assessor's Parcel Number: 017-122-010  
 Application Number: SGN2003-00165  
 Owner: Architectural Millwork of Santa Barbara  
 Business Name: Big Brand Tire Co.  
 Contractor: Signs By Ken

*(Proposal for one new 20.00 square foot wall mounted MDO and one new 20.00 square foot ground sign. 40.00 square feet of signage is being requested. The linear building frontage is 100.00 feet. The allowable signage is 90.00 square feet.)*

Final approval of the Review After Final details with conditions as noted on the plans.

**REFERRED FROM CONFORMING SIGN REVIEW****D. 209 W CARRILLO ST**

C-2 Zone

Assessor's Parcel Number: 039-312-015  
 Application Number: SGN2003-00169  
 Owner: Lago Ltd.  
 Applicant: Scott Schonzeit  
 Business Name: Quantum

*(Proposal to paint a 12.00 square foot wall sign and install 8.00 square foot, 3/4 inch thick, individual MDO Letters. 20.00 square feet of signage is being requested. The linear building frontage is 60.00 feet. The allowable signage is 60.00 square feet.)*

Final approval of the project with the condition that the bracket shall be painted to match the building. No lighting is approved.

**CONCEPT REVIEW - NEW****E. 1213 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-182-016  
 Application Number: SGN2003-00173  
 Owner: Shoudy Ruth B. Trust, FBO Charles Job  
 Contractor: Signs By Ken  
 Business Name: The Closet

*(Proposal to construct a five square foot projecting sign for the Closet. There is an existing sign program on file for La Plazuela, which is located in El Pueblo Viejo Landmark District. 5.00 square feet of signage is being requested. The linear building frontage is 28.00 feet. The allowable signage is 14.00 square feet.)*

Final approval of the project with the condition that the tagline sign shall be eliminated, as it does not relate to the existing sign program.

**December 10, 2003****CONCEPT REVIEW - NEW****F. 230 E VICTORIA ST**

C-2 Zone

Assessor's Parcel Number: 029-122-007  
Application Number: SGN2003-00176  
Owner: Scholz Anita Trustee (for) Anita Scholz  
Applicant: Gary Grenus  
Business Name: Spiritland Bistro  
Contractor: Signs By Ken

*(Proposal for 3 new signs including a 3 square foot awning sign, 5.3 square foot painted wall sign, and a 6 square foot hanging sign, located in El Pueblo Viejo Landmark District. 14.30 square feet of signage is being requested with 4.00 square feet of existing signage. The linear building frontage is 18.00 feet. The allowable signage is 18.00 square feet.)*

Final approval with the following conditions: 1) The bracket details shall be more traditional in style. 2) Re-study the need for sign "B". 3) Approval of a new style and color awning is pending a Historic Landmarks decision.

**CONCEPT REVIEW - NEW****G. 403 E MONTECITO ST**

M-1 Zone

Assessor's Parcel Number: 031-343-010  
Application Number: SGN2003-00181  
Business Name: Gill Ritchco, LLC  
Contractor: Benton Signs

*(New painted wall sign 17.50 square feet of signage is being requested with 10.00 square feet of existing signage. The linear building frontage is 88.00 feet.)*

Final approval of the project with the condition that fees shall be paid before a sign permit can be issued.