



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Wednesday, March 10, 2004 **David Gebhard Public Meeting Room: 630 Garden Street** **1:30 P.M.**

COMMITTEE MEMBERS: LORETTA REDD, Chair, Present
DAWN ZIEMER, Vice-Chair, Present
STEVE HAUSZ, Present
TOM NILSEN, Absent
STELLA LARSON, Present

ALTERNATES: ANTHONY SPANN, Absent
CHRISTOPHER MANSON-HING, Absent

CITY COUNCIL LIAISON: DAS WILLIAMS, Absent

STAFF: JAIME LIMÓN, Design Review Supervisor, Present; arrived 2:43 p.m., left at 3:51 p.m.
JOHN SMOLEY, Planning Technician, Present
JULIETTE VAN WEEGHEL, 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 March 5, 2004, 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 February 25, 2004.

Motion: Approval of the minutes of the Sign Committee meeting of February 25, 2004, with corrections.
Action: Ziemer/Larson, 4/0/0.

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from February 25 to March 9, 2004 are listed at the end.

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

1. Mr. Smoley announced the following changes to the agenda:

- a) An indefinite postponement was requested for Item No. 3.
- b) Item No. 11 would be heard instead of Item No. 3.
- c) Item No. 12 was referred to Conforming Review.
- d) The Committee may need to vacate the David Gebhard Public meeting room at 4:00 p.m. and continue the meeting in the Building & Safety meeting room.

Motion: To postpone Item No. 3 indefinitely at the applicant's request and to refer Item No. 12 to Conforming Review.
Action: Hausz/Ziemer, 4/0/0.

E. Possible Ordinance Violations.

Ms. Larson reported that she had noted shiny plastic signs mounted on at least three Spanish buildings along Milpas Street. She also reported several possible violations at Maria's Italian Kitchen at 3979 State Street, such as the enclosed patio with Plexiglas, installation of a gate, sign mounted on the gate and heaters hung on architectural features.

Mr. Hausz drove by the International House of Pancakes at 1701 State Street and noted an awning covering the walkway and signage on the valances, gable end and in every window.

Mr. Smoley stated that he is keeping a running list of all the possible violation reported by the Committee members and would provide feedback in the near future. Mr. Smoley reported that he had contacted the Real Estate companies with possible sign violations and informed them of the 12-foot maximum size for signs in commercial areas and the three-foot maximum size for signs residential areas.

CONCEPT REVIEW - NEW

1. **1015 STATE ST** C-2 Zone

Assessor's Parcel Number: 039-281-020
 Application Number: SGN2004-00030
 Owner: Richard Kern, Trustee
 Contractor: Signs By Ken

(Proposal to install one 7 square foot wall sign, one 3.4 square foot wall sign and one 9.2 square foot hanging sign at the property. 19.60 square feet of signage is requested. The building frontage is 20.00 feet. The allowable signage is 20.00 square feet.)

Referred to Conforming Review.

CONCEPT REVIEW - NEW

2. **336 ANACAPA ST** C-M Zone

Assessor's Parcel Number: 031-331-001
 Application Number: SGN2004-00026
 Business Name: Livity
 Owner: Alphonso & Lucy Sanchez

(Proposal to install two new 10.6 square foot non-illuminated wall mounted wood signs. 21.20 square feet of signage is requested. The building frontage is 26.00 feet. The allowable signage is 26.00 square feet.)

(2:02)

Enrique Candiotti, Designer, present.

Motion: Continued to Conforming Review with the following comments: 1) Remove the tagline from both signs. 2) Relocate the tagline as a band of letters on the inside face of the glass windows and not to exceed two inches in height. 3) Reduce the size of the logo. 4) Reduce the overall signboard proportionally. 5) The signboard is to be three quarters of an inch thick. 6) The applied letters and logo are to be three quarters of an inch thick. 7) All colors need to be toned down. 8) The paint finish is to be satin not glossy. 9) Center Sign A on the window mullion and the parapet detail. 10) Center Sign B over the windows.

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

CONCEPT REVIEW - CONTINUED

3. **436 E GUTIERREZ ST** M-1 Zone

Assessor's Parcel Number: 031-343-009
 Application Number: SGN2004-00015
 Business Name: Brazil Baroque
 Owner: Laguna Industrial Partners
 Applicant: Vogue Signs

(Proposal to install a new double-faced non-illuminated multi-tenant monument sign on Gutierrez Street. This project is part of an enforcement case. 33.50 square feet of signage is being requested, in addition to 4.00 square feet of existing signage. The building frontage is 66.00 feet. The allowable signage is 66.00 square feet.)

(1:44)

Mark McGill, Designer, present.

Staff comment: John Smoley, Planning Technician, stated that the applicant was requested to provide a site plan. The project requires review by Transportation to determine whether the size of the sign is allowable in the proposed location. The Committee is to review the ground sign only.

Motion: Continued to Conforming Review with the following comments: 1) Elongate the 4x4 inch posts and to terminate them with a ball finial. 2) Place the stepped elements between the posts. 3) Reduce the height and width of the four sign panels proportionally and peg the panels off of the posts similar to the original proposal to provide air space around them. 4) Reduce the letter size on all four sign panels. 5) The black must be an off-black with matte finish. 6) The gray is to be a warmer gray.

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

REFERRED FROM CONFORMING SIGN REVIEW

4. **436 E GUTIERREZ ST** M-1 Zone

Assessor's Parcel Number: 031-343-009
 Application Number: SGN2004-00023
 Owner: Laguna Industrial Partners
 Business Name: Car Parts of Santa Barbara
 Contractor: Vogue Signs

(Proposal to install a new non-illuminated Blade Sign. 21.20 square feet of signage is being requested, in addition to 4.00 square feet of existing signage. The building frontage is 66.00 feet.)

Postponed indefinitely at the applicant's request.

CONCEPT REVIEW - CONTINUED

5. **101 W CARRILLO ST** C-2 Zone

Assessor's Parcel Number: 039-313-006
 Application Number: SGN2004-00007
 Business Name: Shell Oil
 Owner: Lorraine Price, Trustee
 Applicant: A & S Engineering Services

(Proposal to add one new non-illuminated wall-mounted sign, four internally illuminated fuel pump signs, and to replace an existing internally illuminated monument sign located in El Pueblo Viejo Landmark District. All existing Shell Oil signage shall be removed. 61.07 square feet of signage is being requested, in addition to 20.00 square feet of existing signage. The building frontage is 105.00 feet. The allowable signage is 90.00 square feet.)

(2:45)

Motion: Postponed indefinitely due to the applicant's absence.

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

CONCEPT REVIEW - CONTINUED**6. 233 W CARRILLO ST**

C-2 Zone

Assessor's Parcel Number: 039-311-001
Application Number: SGN2004-00017
Owner: Marc & Meryl Winnikoff, Trustees
Contractor: Vogue Sign Company
Business Name: Dunn-Edwards Paints

(Proposal to install two sandblasted painted wood wall-mounted signs at 22.5 square feet each, one painted wood projecting at 12.75 square feet, and one non-illuminated sandblasted sign on a free-standing non-aluminum base located in El Pueblo Viejo Landmark District. 63.75 square feet of signage is requested. The building frontage is 100.00 feet. The allowable signage is 63.75 square feet.)

(2:31)

Gerald Berry, Project Manager; and Ron Wilkinson, Designer, present.

Motion: Final approval of the project with the following conditions: 1) The orange sign color shall be Ken's Kopper DE 964 of the Dunn-Edwards paint deck. 2) The off-black sign color shall be DEC 02. 3) The off-white sign color shall be SP 8 36. 4) The color for the chain shall be off-black, DEC 02. 5) Signs A and B shall be mounted under the eave perpendicular to Carrillo Street, approximately nine inches away from the face of the building.

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

CONCEPT REVIEW - CONTINUED**7. 4050 CALLE REAL**

R-3/P-D/SD-2 Zone

Assessor's Parcel Number: 057-201-013
Application Number: SGN2004-00022
Owner: Foothills Venture
Business Name: Fidelity National Title
Contractor: Benton Signs

(Proposal to install two wall mounted non-illuminated signs. Two existing ground signs will remain. 19.40 square feet of signage is being requested, in addition to 53.20 square feet of existing signage. The building frontage is 174.00 feet. The allowable signage is 32.50 square feet.)

(3:45)

Motion: Postponed indefinitely due to the applicant's absence.

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

(4:27)

Dave Benton, Designer, present.

Motion: To review the project.

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

Motion: Final approval of the project with the following conditions: 1) Sign A on Calle Real is not acceptable and shall not be installed. 2) Sign B on Pesetas Lane is acceptable. 3) The logo shall be a maximum of 20 inches tall. 4) The color shall be a warm off-black.

Action: Hausz/Ziemer, 3/1/0. Larson opposed.

CONCEPT REVIEW - CONTINUED**8. 1333 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-131-018
 Application Number: SGN2004-00012
 Owner: Gladys Tevis-Jankovitz Trust
 Business Name: Fast Frame

(Proposal for a new 15 square foot wall sign for Fast Frame located in El Pueblo Viejo Landmark District. 5.00 square feet of signage is requested. The building frontage is 15.00 feet. The allowable signage is 15.00 square feet.)

(2:46)

Scott Bailey, Designer, present.

Motion: Final approval of the project with the condition that the faux-bronze finish shall be satin.
 Action: Hausz/Ziemer, 4/0/0.

CONCEPT REVIEW - NEW**9. CITYWIDE**

Assessor's Parcel Number: 099-MSC-ORW
 Application Number: SGN2004-00033
 Owner: City of Santa Barbara Creeks Division

(Proposal for a new City of Santa Barbara sign program along six creeks. The program would install creek name signs at selected bridges along with anti-pollution messages.)

(3:10)

Daniel Huecker, City Creeks Outreach Coordinator; Ruth Von Eberstein, Designer; and Jill Zachary, City Creeks Restoration/Clean Water Manager, present.

Motion: Continued indefinitely with the following comments: 1) Staff is to organize a site visit prior to the next review and put up poles at each site to indicate the overall height and location of the sign. 2) The Committee is concerned about proliferation, clutter and graffiti. 3) The Committee members appreciate the concept and how each creek is given its own identity. 4) Some Committee members thought that giving the distance to the ocean is a clever way to make people aware of the creeks and their connection to the ocean. 5) The messages "3.2 miles to the ocean" and "Keep our creeks clean" would be preferred. 6) Arroyo Burro sign could refer to the area; it needs to include the word "creek". 7) The size of "3.2" needs to have the same height as "miles to the ocean" in the wording "3.2 miles to the ocean" to make the sign look less like a directional sign. 8) The presented graphics are too contemporary and not appropriate for EPV or the natural environment of the creek. 9) Signs in El Pueblo Viejo District need to conform to the EPV guidelines. 10) A simple, very traditional, old period sign would be more appropriate for EPV area and would also work for the rest of Santa Barbara. 11) The lettering and the signs need to be aged. 12) Make the signage less contemporary. 13) Look at the old WPA posters and artwork and other objects from the twenties. 14) Frame the sign with a border and use a serif font. 15) The colors need to be more muted. 16) A 19x12 inch sign is appropriate for the great outdoors. 17) Some Committee members thought that the shape of Sign No. 3 comes the closest to the preferred shape, but found its bracket design too contemporary. 18) Some of the signs would be better located next to the bridge. 19) A pole with a sign on top is adaptable to more situations than a sign that hangs off to one side. 20) Committee members felt that the signs need to be compatible with the area. 21) The different styles of bridges and different neighborhoods of the town may require differing approaches of signage. 22) Some Committee members suggested limiting the number of designs to two standard designs maximum. 23) It was suggested to standardize the graphics of the sign, but to customize the mounting.

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

CONCEPT REVIEW - NEW**10. 1221 ANACAPA ST**

C-2 Zone

Assessor's Parcel Number: 039-183-034
 Application Number: SGN2004-00020
 Business Name: Granada Garage

(This is a revised sign program for the Granada Garage Parking Structure. The signs would consist of the following: wall mounted entry identification signs, two types of freestanding two-sided kiosks; three projecting signs, two identifying the garage entrances and one identifying the bicycle parking area; and, three wall signs, two to identify the parking offices and one to identify the pedestrian entrance. The project proposes a total of 73 square feet of signage. An exception is requested for the Anacapa Street entry sign letters to be 12 inches, exceeding the maximum of ten inches allowed in El Pueblo Viejo District. 73.00 square feet of signage is requested. The building frontage is 224.00 feet. The allowable signage is 90.00 square feet.)

(3:51)

Tom Donnelly, Designer; Heather Horne, Project Manager; and Trish Allen, Associate Planner, present.

Staff comment: John Smoley, Planning Technician, noted that Transport Engineering had commented that a single sign would be insufficient. An additional sign needs to be installed to direct cyclists from Anapamu Street to the bike station.

Motion: Continued two weeks with the following comments: 1) The ironwork for the brackets, etc. has to be very traditional because of the adjacency to the courthouse. 2) The signage needs to go more into the direction of being traditional in terms of the fonts, scale and colors. 3) Incorporate some reference to pomegranates in the design.

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

RECESSED FROM 2:57 P.M. TO 3:10 P.M.**REFERRED FROM CONFORMING SIGN REVIEW****11. 532 E HALEY ST**

C-M Zone

Assessor's Parcel Number: 031-291-007
 Application Number: SGN2004-00019
 Business Name: White's Pet Hospital
 Owner: Arthur & Paulette Posch, Trustees
 Applicant: Steve Hausz

(Proposal for one 9.25 square foot monument sign, one 7square foot wall sign, one 0.6 square foot wall sign and one 0.4 square foot door sign. 17.25 square feet of signage is requested. The building frontage is 100.00 feet. The allowable signage is 65.00 square feet.)

(2:52)

Steve Hausz, Architect, present.

Motion: Final approval of the project as submitted.

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

CONCEPT REVIEW - NEW12. **6 W DE LA GUERRA ST**

C-2 Zone

Assessor's Parcel Number: 037-400-013
Application Number: SGN2004-00032
Owner: Yee Li Family Corporation
Contractor: Signs By Ken

(Proposal to install a 3 square foot projecting sign at the property. 3.00 square feet of signage is requested. The building frontage is 15.00 feet. The allowable signage is 15.00 square feet.)

(2:18)

Ken Sorgman, Designer, present.

Motion: Continued to Conforming Review with the following comments: 1) The Committee could not approve of the gargoyle. 2) The support is to be a traditional iron bracket. 3) It was suggested to have the bracket be a copy of the brackets supporting the balcony next door at Rocks. 4) Provide details of the back plate of the bracket. 5) Provide detail of the chain linkage to the bracket. 6) The chain links need to be stretched and not off the shelf. 7) The shape of the signboard is to be a more traditionally detailed rectangle with, e.g., scalloped corners. 8) Mottle the ivory background color of the sign to give it an aged look.

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

CONFORMING CALENDAR**February 25, 2004****CONCEPT REVIEW - CONTINUED****A. 214 STATE ST**

HRC-2/SD-3 Zone

Assessor's Parcel Number: 033-051-015
 Application Number: SGN2004-00002
 Owner: Kim Hughes
 Business Name: Chandler
 Contractor: Signs by Ken

(Proposal for flush mounted individual letters mounted onto the wall of the building. This building is located in El Pueblo Viejo Landmark District. 4.00 square feet of signage is requested. The linear building frontage is 36.00 feet. The allowable signage is 50.00 square feet.)

Final approval of the details as submitted.

REFERRED FROM CONFORMING SIGN REVIEW**B. 100 CASTILLO**

P-R/SD-3 Zone

Assessor's Parcel Number: 033-120-021
 Application Number: SGN2004-00016
 Owner: Pershing Park Baseball Field
 Owner: City of Santa Barbara

(This project was referred from the Historic Landmarks Commission to the Sign Committee without prejudice for review of the proposal to add a four foot by nine foot green scoreboard, with two six-inch diameter green steel supports at Pershing Park located in El Pueblo Viejo Landmark District. 36.00 square feet of signage is requested.)

Final approval of the details as submitted.

March 03, 2004**REFERRED FROM CONFORMING SIGN REVIEW****C. 18 E CANON PERDIDO ST**

C-2 Zone

Assessor's Parcel Number: 037-052-003
 Application Number: SGN2003-00140
 Owner: Pat Altanvilla
 Owner: David & Julieanne Hybert
 Designer: Paul White
 Business Name: Spa Medicus
 Agent: Vogue Signs

(Proposal for three wood pin mounted signs. Two signs will be located on either side of building, the third sign will be located on the front of the building, the total of 15 square feet of signage proposed. Site is located in El Pueblo Viejo District. 8.75 square feet of signage is requested. The linear building frontage is 28.00 feet. The allowable signage is 28.00 square feet.)

Final approval of the project as submitted.

**** MEETING ADJOURNED AT 4:39 P.M. ****