



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

**Wednesday, June 30, 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 at 1:40 P.M., left at 2:02 P.M.  
STELLA LARSON, Present  
TOM NILSEN, Present

**ALTERNATES:**

ANTHONY SPANN, Absent  
CHRISTOPHER MANSON-HING, Absent

**CITY COUNCIL LIAISON:**

DAS WILLIAMS, Absent

**STAFF:**

JAIME LIMÓN, Design Review Supervisor, Present  
DAVID SULLIVAN, Temporary Planning Technician I, Present  
ELIA ZAVALA, Recording Secretary, Present  
DEANA MCMILLION, Temporary Clerical Coordinator, Present

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### **\*\* 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" = 10". For site plans: 1" = 20', 10'; 1/8" = 10". 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 June 25, 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 June 2, 2004.

Motion: Approval of the minutes of the Sign Committee meeting of June 2, 2004, with corrections.  
Action: Redd/Ziemer, 3/0/1. Larson abstained.

Approval of the minutes of the Sign Committee meeting of June 16, 2004.

Motion: Approval of the minutes of the Sign Committee meeting of June 16, 2004, with corrections.  
Action: Redd/Ziemer, 3/0/1. Nilsen abstained.

## C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from June 16 to June 23, 2004 are listed at the end.

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

Mr. Sullivan announced that the address on item 8 is 3791 State St. not 3793 and the unit number on item 4 is C-153 not B-11.

## E. Possible Ordinance Violations.

No possible ordinance violations reported.

**CONCEPT REVIEW - CONTINUED****1. 201 N CALLE CESAR CHAVEZ 206** M-1 Zone

Assessor's Parcel Number: 017-030-002  
 Application Number: SGN2004-00059  
 Owner: Guanahani SBBC, LLC  
 Contractor: Sign Express  
 Business Name: KSBY-TV

*(Proposal to install wall-mounted acrylic dimensional letters and logo for KSBY Television offices. 10.87 square feet of signage is being requested, in addition to 88.39 square feet of existing signage. The building frontage is 50.00 feet. The allowable signage is 25.00 square feet.)*

**(1:37)**

Geno Haggan and Fred Barbaria, agents, present.

Motion: Final approval of the project with the following conditions: 1) The sign location shall be relocated as noted on the approved drawing. 2) The sign shall be painted directly on the plaster. 3) The size is acceptable as proposed. 4) The letters shall be off-black, with a satin finish.

Action: Hausz/Larson, 3/2/0. Ziemer and Redd opposed.

**CONCEPT REVIEW - CONTINUED****2. 1 N CALLE CESAR CHAVEZ** OM-1/SD-3 Zone

Assessor's Parcel Number: 017-113-012  
 Application Number: SGN2004-00068  
 Owner: Jacques Partners  
 Applicant: Good Management  
 Contractor: Sign Express  
 Business Name: Vercal Building

*(Proposal for a painted pin-mounted wall sign with the name of the building and address at the northwest location. 16.46 square feet of signage is being requested. The building frontage is 285.00 feet. The allowable signage is 75.00 square feet.)*

**(2:02)**

Fred Barbaria, Sign Express, present.

Motion: Final approval of the project with the following conditions: 1) Letters shall be six and eight inch in height. 2) Colors shall match Frazee 8756N.

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

**CONCEPT REVIEW - CONTINUED****3. 651 PASEO NUEVO** C-2 Zone

Assessor's Parcel Number: 037-400-002  
 Application Number: SGN2004-00070  
 Owner: Santa Barbara Housing & Redevelopment Agency  
 Agent: Glenn Morris  
 Business Name: Paseo Nuevo  
 Owner: Santa Barbara Housing & Redevelopment Agency

*(Proposal to change and update the color palette of seven different existing Paseo Nuevo identification signs located in El Pueblo Viejo Landmark District.)*

**(2:06)**

Glenn Morris, agent, and Louis Lazarine, City Housing & Redevelopment, present.

Motion: Final approval of the project with the condition that the colors shall match PMS 295C Blue and 3M Metallic Gold as noted on the plans.

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

### **CONCEPT REVIEW - CONTINUED**

4. **136 S HOPE AVE C153** C-2/SD-2 Zone

Assessor's Parcel Number: 051-010-007  
 Application Number: SGN2004-00071  
 Owner: Riviera Dairy Products  
 Agent: Glenn Morris  
 Business Name: Pac Sun

*(Proposal for two reverse channel halo lit wall-mounted signs for a remodeled space in La Cumbre Plaza. Proposal includes an outdoor spotlight. 8.00 square feet of signage is being requested, in addition to 70.50 square feet of existing signage. The building frontage is 100.00 feet. The allowable signage is 90.00 square feet.)*

**(2:10)**

Glenn Morris, agent, present.

Motion: Final approval of the project with the following conditions: 1) The interior store front signs indicated on page 7 shall be eliminated. 2) The exterior signs shall be reduced to 10 inches. 3) Option 2 shall be 0.050 swirl finish clear coated aluminum as presented. 4) The canopy sign shall match the color approved by the Architectural Board of Review. 5) The neon sign shall have reverse channel letters, EGL Designer 65 low voltage. 6) Submit final drawings reflecting the requested changes.

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

### **CONCEPT REVIEW - NEW**

5. **140 S HOPE AVE A-4** C-2/SD-2 Zone

Assessor's Parcel Number: 051-010-007  
 Application Number: SGN2004-00077  
 Owner: Riviera Dairy Products  
 Business name: Game Stop

*(Proposal for a new metal halo lit wall sign. 5.00 square feet of signage is being requested. The building frontage is 26.00 feet. The allowable signage is 13.00 square feet.)*

**(2:23)**

Glenn Morris, agent, present.

Motion: Continued two weeks with the following comments: 1) Study a painted sign and not a vinyl surface. 2) The colors should be as follows: warm white, warm black and muted red. 3) The edges should be painted in a warm black. 4) Provide lighting details. 5) Enlarge the details font on the plans to be more readable. 6) Reduce the letter size proportionately.

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

Motion: Rescind the previous motion.

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

Substitute-

motion: Continued two weeks with the following comments: 1) The colors should be as follows: warm white, warm black and muted red. 2) The letter size should be reduced proportionately with the largest letter

being 10". 3) Study the exterior lighting to be similar to Pizza Mizza. 4) The festoon lighting should be removed before final approval can be granted. 5) Enlarge the details font on the plans to be more readable.

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

### **CONCEPT REVIEW - NEW**

#### 6. **9 W ORTEGA ST**

C-M Zone

Assessor's Parcel Number: 037-131-022  
 Application Number: SGN2004-00075  
 Owner: Garrett & Joann Van Wyk  
 Agent: Rex Ruskauff

*(Proposal for projecting aluminum sign for Dyno Cycle located in El Pueblo Viejo Landmark District Part I. 5.00 square feet of signage is being requested. The building frontage is 21.00 feet. The allowable signage is 21.00 square feet.)*

**(2:36)**

Rex Ruskauff, Architect, present.

Motion: Continued two weeks with the following comments: 1) Restudy the bracket and submit new drawings. 2) The words "Dyno Cycle" should be eliminated from the bottom of the sign and repositioned to the window. 3) The colors are acceptable as presented.

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

### **CONCEPT REVIEW - CONTINUED**

#### 7. **1325 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-131-017  
 Application Number: SGN2004-00072  
 Owner: Joan Almond, Trustee  
 Contractor: Signs by Ken  
 Business Name: Opal Restaurant and Bar

*(Proposal to install two projecting signs: one at 1.0 square feet and one at 5.35 square feet. The property is located in El Pueblo Viejo Landmark District. 6.38 square feet of signage is being requested. The building frontage is 45.00 feet. The allowable signage is 45.00 square feet.)*

**(3:23)**

Ken Sorgman, Signs by Ken, present.

Motion: Final approval of the project with the condition that the letters shall be a maximum of nine inches in height.

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

**CONCEPT REVIEW - NEW**8. **3791 STATE ST**

Assessor's Parcel Number: 051-620-007  
 Application Number: SGN2004-00078  
 Owner: Steve Crossland  
 Business Name: Fidelity Investments  
 Designer: Gensler

*(Proposal for four aluminum non-illuminated wall signs and two aluminum non-illuminated wall directional signs. 46.64 square feet of signage is being requested, in addition to 0.00 square feet of existing signage. The building frontage is 92.00 feet. The allowable signage is 65.00 square feet.)*

**(2:55)**

Ronald Boon and Mike Floyd, agents, present.

Motion: Continued two weeks with the following comments: 1) Sign A: Study painting directly on the building with a maximum letter height of 10 inches. 2) Sign B and C: Study the use of blade signs in traditional materials. 3) Sign D, to mark the entrance, should be lowered and designed with a maximum of four inch letters. 4) Sign E and F: Restudy the location of the signs relative to the building and consider painting signs directly on the building in satin-finish, non-metallic paint.

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

**CONFORMING CALENDAR****June 2, 2004****CONCEPT REVIEW - CONTINUED**A. **3313 STATE ST**

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

Assessor's Parcel Number: 051-100-001  
 Application Number: SGN2004-00062  
 Owner: Deloreto Emil F & James M Trustees  
 Applicant: Ronald Wilkinson  
 Contractor: Vogue Sign Company  
 Business Name: Golf Klub

*(Proposal for one new wall sign with individual reverse channel illuminated letters. 9.00 square feet of signage is being requested. The linear building frontage is 16.00 feet. The allowable signage is 11.50 square feet.)*

**(Final Review of the Colors)**

Final approval of the project with the following conditions: 1) The letter size shall be decreased to 10 inches. 2) The approved color shall match Frazee Holiday Green in a matte finish.

**CONCEPT REVIEW - NEW**B. **1129 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-231-037  
 Application Number: SGN2004-00069  
 Owner: 1129 State Street  
 Applicant: Burnell & Jewett  
 Business Name: 1129 State Directory Sign

*(Proposal to add a new wall mounted directory sign in the paseo of the building. This building is located in El Pueblo Viejo Landmark District. 0.50 square feet of signage is being requested. The linear building frontage is 238.00 feet. The allowable signage is 90.00 square feet.)*

Final approval of the project as submitted.

**\*\* MEETING ADJOURNED AT 3:27 P.M. \*\***