



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

**Wednesday, July 28, 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, Absent  
STELLA LARSON, Present  
TOM NILSEN, Absent

**ALTERNATES:**

ANTHONY SPANN, Absent  
CHRISTOPHER MANSON-HING, Absent

**CITY COUNCIL LIAISON:**

DAS WILLIAMS, Absent

**STAFF:**

JAIME LIMÓN, Design Review Supervisor, Absent  
DAVID SULLIVAN, Temporary Planning Technician I, Present  
DEANA RAE MCMILLION, Acting Recording Secretary, 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" = 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 David Sullivan, Temporary 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 July 23, 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 (1:29):****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.

Courtney Weaver from Das Williams office was present as his liaison.

**B. Approval of the minutes of the Sign Committee meeting of July 14, 2004.**

Motion: Approval of the minutes of the Sign Committee meeting of July 14, 2004 with corrections.  
Action: Larson/Ziemer, 3/0/0.

Mr. Jaime Limón, Senior Planner requested that the July 14, 2004 Minutes be amended to reflect a clarification for the denial of sign B at 3791 State St., Fidelity Investments.

Motion: Final approval of signs A, C, D, E and F with the following conditions: 1) The color and style are acceptable as proposed, with a maximum letter height no larger than 10 inches and all other letters reduced proportionately including the logo. 2) The logo shall be the same brass metal and material as signs E and F with the face to be brass and the logo emblem to be white and recessed. 3) Sign C shall be placed one arch to the left of the one proposed. 4) Submit revised drawings to staff. 5) Proposed sign B denied due to redundancy and the committee's concern about over signage on the building.  
Action: Larson/Ziemer, 3/0/0

**C. Listing of Approved Conforming Signs.**

The signs approved on Conforming Sign Review from June 30, 2004 to July 14, 2004 are listed at the end.

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

1. Mr. Sullivan announced that the applicant for item No. 2 requested a withdrawal.

2. Ms. Larson spoke with a representative of the National Park Service, and reported that the National Historic Landmark Committee's nomination for the Santa Barbara County Courthouse is being considered by the National Park Service Landmarks Committee in Washington DC. The process is open for public comment and members of the public are welcome to send letters of support to:

National Park Service  
 Department of the Interior  
 Carol Shull, Keeper of the National Register of Historic Places  
 1849 C Street NW 2280  
 Washington DC, 20240

Letters can declare support of the nomination of the Santa Barbara County Courthouse for placement in the Department of Interior's National Historic Landmarks inventory.

The nomination is important as it opens up funding for the preservation of the building.

3. Ms. Ziemer submitted some more photos of acceptable and unacceptable signs for the sample binder.

E. Possible Ordinance Violations. No possible ordinance violations reported.

### **CONCEPT REVIEW - CONTINUED**

1. **1025 CHAPALA ST**

C-2 Zone

Assessor's Parcel Number: 039-272-008

Application Number: SGN2004-00081

Owner: R & B Montgomery Family Limited Partnership

Designer: Signs by Ken

Business Name: Brown & Brown Insurance

*(Proposal for a 14 square foot painted wall sign with pin-mounted letters and a face change to an existing 7.5 square foot wall sign. 21.50 square feet of signage is being requested, in addition to 18.00 square feet of existing signage. The building frontage is 48.00 feet. The allowable signage is 48.00 square feet. The property is located in El Pueblo Viejo Landmark District.)*

**(1:40)**

Ken Sorgman, Signs by Ken, present.

Motion: Final approval of the signs with the following conditions: 1) Sign A shall consist of a blue panel painted directly on the wall, with 3/4 inch pin mounted MDO letters, color to match the building for 6.61 square feet. 2) Sign C shall be mounted on the existing wall and constructed of 3/4 inch MDO painted board with a teal background, lettering to match the building.

Action: Larson/Ziemer, 3/0/0.

**CONCEPT REVIEW - CONTINUED****2. 104 W ANAPAMU ST**

C-2 Zone

Assessor's Parcel Number: 039-172-003  
Application Number: SGN2004-00082  
Owner: SB La Torre LLC  
Designer: Signs by Ken  
Business Name: Wachovia Securities

*(Proposal for a new multi-tenant complex sign program at the La Torre Building located in El Pueblo Viejo Landmark District. 14.60 square feet of signage is being requested in addition to 40.94 square feet of existing signage. The linear building frontage is 120.00 feet. The allowable signage is 90.00 square feet. The program includes a 12.6 square foot wall sign and a 2 square foot wall plaque.)*

**(Second Concept Review).**

**(1:44)**

Motion: Continued indefinitely at the applicant's request.  
Action: Larson/Ziemer, 3/0/0.

**CONCEPT REVIEW - NEW****3. 1425 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-071-009  
  
Application Number: SGN2004-00086  
Owner: Vincent Richard & Marlene Trustees  
Applicant: Signs by Ken  
Business Name: Kimberly's Wigs and Toupees

*(Proposal to construct a 14.48 square foot painted wall sign with wood letters and a 12 square foot painted wall sign. The 26.48 square feet of signage is being requested. The building frontage is 39.00 feet. The allowable signage is 39.00 square feet. The property is located in El Pueblo Viejo Landmark District.)*

**(1:45)**

Ken Sorgman, Signs by Ken, present.

Motion: Continued two weeks with the following comments: 1) The applicant shall restudy the font. 2) Consider painting the letters on directly on the building. 3) Explore the relationship of the sizes of the lettering.  
Action: Larson/Ziemer, 3/0/0.

**CONCEPT REVIEW - NEW****4. 110 ANACAPA ST**

HRC-2/SD-3 Zone

Assessor's Parcel Number: 033-083-012

Application Number: SGN2004-00083

Owner: ELIZABETH C. CALLAWAY TRUSTEE

Applicant: Freedom Signs

Business Name: Santa Barbara Running

*(Proposal to construct a 24.54 square foot wall sign for Santa Barbara Running. 24.54 square feet of signage is being requested. The building frontage is 42.00 feet. The allowable signage is 42.00 square feet.)*

**(2:12)**

Betsy Harris, Freedom Signs, present.

Motion: Final approval of the sign with the condition that the white lettering shall match the color of the building.

Action: Ziemer/Larson, 3/0/0.

**CONCEPT REVIEW - NEW****5. 110 ANACAPA ST**

HRC-2/SD-3 Zone

Assessor's Parcel Number: 033-083-012

Application Number: SGN2004-00084

Owner: ELIZABETH C. CALLAWAY TRUSTEE

Contractor: Freedom Signs

Business Name: Hazard's Cycle Sport

*(Proposal for a 32 square foot wall sign. 32.00 square feet of signage is being requested. The building frontage is 64.00 feet. The allowable signage is 64.00 square feet.)*

**(2:20)**

Betsy Harris, Freedom Signs, present.

Motion: Final approval of the sign with the following conditions: 1) The committee appreciates that the sign has been refinished. 2) The existing sign is suitable. 3) The sign shall be reduced in length to not exceed the length of the window.

Action: Larson/Ziemer, 3/0/0.

**CONCEPT REVIEW - NEW****6. 1103 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-231-014

Application Number: SGN2004-00085  
Owner: Gillio Family 1990 Trust  
Contractor: Freedom Signs  
Business Name: Sweet Alley

*(Proposal to construct a 6.13 square foot blade sign located in El Pueblo Viejo Landmark District. 6.13 square feet of signage is being requested, in addition to 3.33 square feet of existing signage. The building frontage is 22.00 feet. The allowable signage is 22.00 square feet.)*

**(2:25)**

Betsy Harris, Freedom Signs, present, Jeff Friedman, business owner, present at 2:31 P.M.

Motion: Continued two weeks to the Conforming Review with the following comments: 1) Applicant shall restudy the sign to explore shorting the length. 2) Restudy the shape and/or consider adding a cap border or banding of an appropriate material for El Pueblo Viejo Landmark District. 3) Consider glazing the sign. 4) Study adding a pedestrian feel. 5) Remove the words "Santa Barbara" which will reduce the length of the sign.

Action: Larson/Ziemer, 3/0/0.

**THE COMMITTEE RECESSED FROM 2:44 P.M. UNTIL 3:01 P.M.****CONCEPT REVIEW - NEW****7. 15 E ISLAY A**

R-1 Zone

Assessor's Parcel Number: 027-032-015

Application Number: SGN2004-00087  
Owner: Lloyd G. Tupper Trust 8/11/98  
Applicant: Ross Foti  
Business Name: Islay Commons

*(Proposal to install a 12 square foot temporary plywood ground sign for 4 to 5 months. 12.00 square feet of signage is being requested. The building frontage is 60.00 feet. The allowable signage is 24.00 square feet.)*

**(3:01)**

Ross Foti, applicant, present.

Motion: Continued two weeks, with the following comments: 1) Restudy the frame and support for a more substantial, decorative appearance, possibly incorporating finials. 2) Reflect the Craftsman design of the project the sign advertises. 3) Research some form of graffiti-proof protection. 4) Submit a letter requesting an exception to the temporary sign provision in the ordinance.

Action: Larson/Ziemer, 3/0/0.

**CONCEPT REVIEW - NEW**

8. **2701 DE LA VINA ST** C-2/R-3/SD-2 Zone

Assessor's Parcel Number: 051-213-017

Application Number: SGN2004-00088

Owner: Richard A & Marguerite A Berti Trustees

Applicant: Cecilio Duarte

Business Name: Santa Barbara Tire & Service Center

Designer: SB Signs

*(Proposal to install two 6 square foot wall signs and an 11.33 square foot wall sign. 23.33 square feet of signage is being requested. The building frontage is 48.00 feet. The allowable signage is 48.00 square feet.)*

**(3:15)**

Cecilio Duarte, applicant; and Pat Pattison, agent, present.

Motion: Continued two weeks with the following comments: 1) Restudy the graphics for the presentation, correct the measurements and provide a complete application. 2) Submit the materials to staff to ensure completeness. 3) Study an alternate material for the sign; acrylic is not preferred. 4) Consider painting the sign directly onto the building in a satin finish paint. 5) Consider a softer paint color, perhaps a Santa Barbara blue, taking into consideration the color palettes of the neighboring businesses. 6) Consider a more traditional font style. 7) Remove the red and black stripes from the building.

Action: Larson/Ziemer, 3/0/0.

**CONFORMING CALENDAR July 14, 2004**

**CONFORMING SIGN REVIEW**

A. **607 PASEO NUEVO** C-2 Zone

Assessor's Parcel Number: 037-400-002

Application Number: SGN2003-00105

Owner: Santa Barbara Redevelopment Agency

Contractor: Signs by Ken\*

Business Name: Santa Barbara Roasting Co.

*(Proposal for a 9.8 square foot wood project sign within Paseo Nuevo. The sign conforms to the existing Sign Program. The linear building frontage is 17.00 feet. The allowable signage is 17.00 square feet. Paseo Nuevo.)*

(This is a request to reinstate a prior approval, which has expired.)

Final approval of the project as submitted.

**\*\* MEETING ADJOURNED AT 3:33 P.M. \*\***