



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

**Wednesday, August 25, 2004**

**David Gebhard Public Meeting Room: 630 Garden Street**

**1:30 P.M.**

**COMMITTEE MEMBERS:**

LORETTA REDD, Chair, Present  
DAWN ZIEMER, Vice Chair, Absent  
STEVE HAUSZ, Present  
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, Absent  
DAVID SULLIVAN, Temporary Planning Technician I, Present  
BARBARA WALSH, 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 and a color rendering of the sign is required.
- 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 August 20, 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 August 11, 2004.

Motion: Approval of the minutes of the Sign Committee meeting of August 11, 2004, with corrections.

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

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from August 12, 2004 to August 25, 2004, are listed at the end.

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

1. Mr. Sullivan announced the following:

- a) There are no changes to the agenda.
- b) Design Review staff held a meeting in which it was decided that the new Assistant Planner, Jo Anne La Conte, and himself will be enforcing and writing tickets to sign regulation violators.

2. Mr. Nilsen announced that he will be absent from the September 8, 2004 meeting.

E. Possible Ordinance Violations.

Mr. Nilsen requested that staff do a sweep of the pendants on State Street.

Mr. Hausz stated that the banner at the Bank of America has not been removed and would like staff to address the issue.

Mrs. Larsen stated that there are numerous violations on Milpas Street and that action needs to be taken to reinforce sign ordinances.

### **REVIEW AFTER FINAL**

1. **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.*

**(1:42)**

Ken Sorgman, Contractor; Richard Yates; and Tina Takaya, present.

Motion: Continued two weeks with the following comments: 1) Restudy the proposed signage and remove the lights on the awning. 2) Provide a letter requesting exception for letters P&L if the height exceeds ten inches.

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

### **CONCEPT REVIEW - CONTINUED**

2. **3938 STATE ST** C-2/SD-2 Zone

Assessor's Parcel Number: 057-233-016  
Application Number: SGN2004-00095  
Owner: Stephan and Jean Crossland  
Contractor: Signs by Ken  
Business Name: Metrocities Mortgage

*(Proposal to alter the face of an existing 27 square foot internally illuminated ground sign and construct a 12.8 square foot 39.80 square feet of signage is being requested, in addition to 27.00 square feet of existing signage. The building frontage is 105.00 feet. The allowable signage is 90.00 square feet wall sign.)*

**(2:04)**

Ken Sorgman, Signs by Ken, present.

Motion: Final approval of the monument sign with the following conditions: 1) The pedestal is to remain the existing color. 2) The plastic faces of the sign are to have a translucent vinyl overlay to mute the light and make it more off-white. 3) The cabinet shall be painted a low sheen off-black.

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

**CONCEPT REVIEW - CONTINUED****3. 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 and Marguerite Berti  
 Applicant: Cecilio Duarte  
 Business Name: Santa Barbara Tire & Service Center  
 Designer: Santa Barbara 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, in addition to 0.00 square feet of existing signage. The building frontage is 48.00 feet. The allowable signage is 48.00 square feet.)*

Continued four weeks due to applicant's absence.

**CONCEPT REVIEW - CONTINUED****4. 301 S HOPE AVE** E-3/P-D/SP-4/SD-2 Zone

Assessor's Parcel Number: 051-240-019  
 Application Number: SGN2004-00089  
 Owner: Richard and Nancy Graham  
 Agent: Vogue Signs  
 Business Name: Graham Chevrolet

*(Proposal to install 4 new illuminated channel letter wall signs to replace 4 existing painted signs. An exception is requested for 18" letter height on 4 new illuminated signs and over signage. 214.80 square feet of signage is being requested. The building frontage is 158.00 feet. The allowable signage is 90.00 square feet.)*

**(2:11)**

Matt Graham and Richard Graham, Owner; and Jack Woodruff, Agent, present.

Motion: Continued two weeks with the following comments: 1) The internally illuminated letters should have a blue face. 2) The letters should not exceed 12". 3) Return with a sample

of an illuminated letter for the Committee to review the brightness. 4) Letters on the "Cadillac" sign should equal an average height of 12".

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

### **CONCEPT REVIEW - CONTINUED**

#### 5. **34 E SOLA ST**

R-O Zone

Assessor's Parcel Number: 039-132-008  
 Application Number: SGN2004-00090  
 Owner: Frank and Marguerite Laflamme  
 Agent: Vogue Signs  
 Applicant: Santa Barbara Center for Natural Medicine

*(Proposal to construct a 10.35 square foot ground sign in El Pueblo Viejo Landmark District. 9.25 square feet of signage is being requested. The building frontage is 24.00 feet. The allowable signage is 24.00 square feet.)*

**(2:28)**

Jack Woodruff, Applicant, present.

Motion: Final approval of the sign with the condition that the vinyl letters shall be premium quality.

Action: Hausz/Nilsen, 2/2/0. Larson and Redd opposed. Motion Failed.

Motion: Continued to the Conforming Sign Review with the following comments: 1) The vinyl letters are not acceptable. 2) The sign should either be painted onto the sign board or consider a sandblasted wood sign. 3) The configuration showing three tenants signs for future configuration would be acceptable.

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

### **CONCEPT REVIEW - CONTINUED**

#### 6. **421 LAGUNA ST**

M-1 Zone

Assessor's Parcel Number: 031-282-006  
 Application Number: SGN2004-00092  
 Owner: County Lumber Company of Santa Barbara  
 Applicant: Freedom Signs  
 Business Name: Hayward Lumber

*(Proposal to replace existing temporary signs with 4 new wall signs. The business spans twelve parcels and has two main building frontages. All except one of the previously approved temporary signs are proposed to be removed and replaced with their new logo. 59.93 square feet of signage is being requested, in addition to 28.90 square feet of existing signage. The building frontage is 130.00 feet. The allowable signage is 90.00 square feet.)*

**(2:37)**

Betsy Harris, Freedom Signs, present.

Motion: Final approval as submitted.  
Action: Hausz/Nilsen, 4/0/0.

### **CONCEPT REVIEW - CONTINUED**

7. **104 W ANAPAMU ST** C-2 Zone

Assessor's Parcel Number: 039-172-003  
Application Number: SGN2004-00093  
Owner: Santa Barbara La Torre LLC  
Applicant: Joe Guljas  
Contractor: Vogue Signs  
Business Name: Wachovia Securities

*(Proposal to install a 15.4 square foot wall sign and a 7.8 square foot wall plaque. Proposal also includes face alterations to 2 existing directory signs. The building is located in El Pueblo Viejo Landmark District and has an existing Sign Program. 23.20 square feet of signage is being requested, in addition to 40.90 square feet of existing signage. The building frontage is 180.00 feet. The allowable signage is 90.00 square feet)*

**(2:41)**

Joe Guljas, Applicant, present.

Motion: Final approval as submitted with the following conditions and comments: 1) Sign E is approved in size as submitted. 2) Sign F shall be reduced to 12' overall length and the letters shall be reduced in size proportionally including the logo panel. 3) The material shall be natural steel with a clear sealant.

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

### **CONCEPT REVIEW - CONTINUED**

8. **213 PASEO NUEVO** C-2 Zone

Assessor's Parcel Number: 037-400-002  
Application Number: SGN2004-00096  
Owner: Redevelopment Agency/Santa Barbara  
Architect: Glen Morris  
Business Name: Tacone

*(Proposal to install a 2 square foot wall sign and a 6 square foot blade sign for a new restaurant in El Pueblo Viejo Landmark District. There is an existing Sign Program for Paseo Nuevo. 8.00 square feet of signage is being requested. The building frontage is 16.00 feet. The allowable signage is 8.00 square feet.)*

**(2:50)**

Glen Morris, Agent, present.

Motion: Continued two weeks with the following comments: 1) The blade sign should be sandblasted wood 1.5" thick with a metal frame. 2) Relocate the wall sign to the awning. 3) Submit drawings depicting the detail of the existing bracket and connection between

the sign and bracket. 4) Staff should conduct research to determine if the outdoor lights are permitted. 5) The proposed awing signs listing menu items are not acceptable.  
Action: Hausz/Nilsen, 4/0/0.

**\*\* MEETING ADJOURNED AT 3:05 P.M. \*\***