



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Wednesday, January 12, 2005 **David Gebhard Public Meeting Room** **630 Garden Street** **1:30 P.M.**

COMMITTEE MEMBERS:

DAWN ZIEMER,, Chair, Present
TOM NILSEN, Vice Chair, Present
STEVE HAUSZ, Present, left at 1:55 p.m., returned at 1:57 p.m.
NATALIE COPE, Present
RANDY MUDGE, Present at 1:45 p.m.

ALTERNATES:

ANTHONY SPANN, Absent
CHRISTOPHER MANSON-HING, Absent

CITY COUNCIL LIAISON:

DAS WILLIAMS, Absent

STAFF:

JAIME LIMÓN, Design Review Supervisor, Present, left at 1:52 p.m., returned at 2:00 p.m., left at 2:44 p.m.
DAVID SULLIVAN, Planning Technician I, Present, left at 2:53 p.m., returned at 2:55 p.m.
BARBARA WALSH, 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 is also 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, 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.

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

- ** 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 January 7, 2005, 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. Election of officers:

Vice Chair Dawn Ziemer was nominated to the position of Chair of the Sign Committee.

Motion: Nominate Dawn Ziemer as Chair of the Sign Committee.

Action: Hausz/Nilsen, 5/0/0.

Tom Nilsen was nominated to the position of Vice Chair of the Sign Committee.

Motion: Nominate Tom Nilsen as Vice Chair of the Sign Committee.

Action: Hausz/Ziemer, 5/0/0.

B. Public comment:

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.

C. Approval of the minutes of the Sign Committee meeting of December 15, 2004.

Motion: Approval of the minutes of the Sign Committee meeting of December 15, 2004, with no corrections.

Action: Hausz/Nilsen, 3/0/2. Mudge and Cope abstained.

D. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from December 16, 2004 to January 12, 2005 are listed as follows:

1. 2829 De La Vina, Bangkok Palace, approved with the condition that the wall sign's background color shall match the existing building color.
2. 217 State Street, Fish Enterprise, approved with the following conditions: 1) The sign's background color shall be off-white or match the color of the building at 217 State Street. 2) The temporary signs shall be removed after twelve months.
3. 3815 State Street, La Cumbre Plaza, Final Approval as submitted.

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

1. Mr. Sullivan announced the following:

- a) Item No. 1, 401 South Hope Avenue, and Item No. 2, 402 South Hope Avenue have been postponed two weeks at the applicant's request.

Motion: Postpone Item 1, 401 South Hope Avenue and Item 2, 402 South Hope Avenue two-weeks.

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

2. Jaime Limón welcomed Natalie Cope to the Committee.

F. Possible Ordinance Violations.

No Ordinance Violations.

CONCEPT REVIEW - CONTINUED1. **401 S HOPE AVE**

E-3/P-D/SP-4/SD-2 Zone

Assessor's Parcel Number: 051-240-018

Application Number: SGN2004-00131

Owner: Cutter Properties, Ltd

Contractor: Vogue Sign Company

Business Name: Santa Barbara Auto Group

(Proposal to construct 90.6 square feet of new signage at the property. The project will result in nine different signs totaling 244 square feet of signage. An exception is requested for 18" letter heights on four signs and over signage. 90.60 square feet of signage is being requested. The building frontage is 150.00 feet. The allowable signage is 90.00 square feet.)

(PROJECT REQUIRES EXCEPTION FINDINGS.)

Postponed two weeks at the applicant's request.

CONCEPT REVIEW - CONTINUED2. **402 S HOPE AVE**

E-3/PD/SD-2 Zone

Assessor's Parcel Number: 051-240-017

Application Number: SGN2004-00132

Owner: Cutter Properties, Ltd

Contractor: Vogue Sign Company

Business Name: Santa Barbara Auto Group

(Proposal to construct 280 square feet of signage at the property with 383 square feet of existing signage. The project will result in 15 different signs totaling 432 square feet of signage. An exception is requested for 18" letter heights on five signs, over signage, and a 6'1" ground sign height. 280.00 square feet of signage is being requested. The building frontage is 200.00 feet. The allowable signage is 90.00 square feet.)

(PROJECT REQUIRES EXCEPTION FINDINGS.)

Postponed two weeks at the applicant's request.

CONCEPT REVIEW - NEW**3. 533 STATE ST**

C-M Zone

Assessor's Parcel Number: 037-172-001
Application Number: SGN2004-00140
Owner: Rove Enterprises, Inc.
Applicant: Art Martin
Business Name: Starbucks

(Proposal for a 54 square foot mural-type film window sign along two Cota Street windows in El Pueblo Viejo Landmark District. There will be a separate proposal for additional State Street signs anticipated in several weeks. 54.00 square feet of signage is being requested. The building frontage is 19.70 feet. The allowable signage is 19.00 square feet.)

(1:36)

David Sullivan, Planning Technician I, presented the project on behalf of the applicant.

Straw vote: How many Committee members can support some type of art element in the windows? 2/2.

Motion: Continued two weeks with the following comments: 1) The Committee cannot support the proposed mural in the window. 2) Some Committee members could support some type of art on the window. 3) Pursue some other type of screening behind the window. 4) The Historic Landmarks Commission will need to approve proposed screening behind the window.

Action: Hausz/Nilsen, 4/0/1. Mudge abstained.

CONCEPT REVIEW - CONTINUED**4. 1345 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-131-002
Application Number: SGN2004-00136
Owner: Betty Howard, Trustee
Contractor: Dave's Signs
Business Name: Fremont Investments

(Proposal to install three, nine square foot, non-illuminated acrylic plastic letter wall signs for an existing commercial building in El Pueblo Viejo Landmark District. 27.00 square feet of signage is being requested. The building frontage is 50.00 feet. The allowable signage is 50.00 square feet.)

(2:38)

David Benton, Benton Signs of Santa Barbara, present.

Motion: Final Approval as submitted and a one week continuance to Conforming with the following conditions: 1) The signs shall be non-illuminated. 2) The bull-nosed edges shall be omitted and changed to square. 3) Maximum letter depth shall be 2". 4) The lettering color shall be a bronze painted color. 5) The white color shall match the existing building color and is to be a paint finish. 6) Sign C shall be centered between the windows. 7) The proposed tree removal shall be approved by the Historic Landmarks Commission.

Action: Ziemer/Mudge, 5/0/0.

CONCEPT REVIEW - NEW**5. 500 ANACAPA ST**

C-M Zone

Assessor's Parcel Number: 031-201-031
 Application Number: SGN2005-00001
 Owner: Louis and Leonila Sanchez
 Business Name: Cooney's
 Contractor: Benton Signs & Designs

(Proposal to legalize an as-built fourteen square foot wall sign and a four square foot window sign. An exception is requested for the letter heights to exceed twelve inches. 18.00 square feet of signage is being requested. The building frontage is 88.00 feet. The allowable signage is 65.00 square feet.)

(PROJECT REQUIRES EXCEPTION FINDINGS.)**(3:04)**

Dave Benton, Benton Signs of Santa Barbara, present.

Staff Comment: Dave Sullivan, Planning Technician I, stated that although Cooney's is not located in El Pueblo Viejo District, it is in close proximity. Mr. Sullivan stated that the paint job has been approved by the Architectural Board of Review Consent Calendar, but the wood and both signs were not approved. Mr. Sullivan asked the Committee to take into consideration that the signs being presented are "as-built" and that the letter height average is 8.37". Mr. Sullivan requested that the Committee make exception findings.

Chair Ziemer read an exception letter into the record.

Motion: Final approval as submitted with the following exception finding: Because the average height of the letters are 8.37", the sign is consistent with the intent of the Sign Ordinance.

Action: Hausz/Cope, 5/0/0.

CONCEPT REVIEW - CONTINUED**6. 29 E CABRILLO BLVD**

HRC-2/SD-3 Zone

Assessor's Parcel Number: 033-112-006
 Application Number: SGN2004-00133
 Owner: Suzanne Hester, Trustee
 Business Name: El Torito
 Applicant: Dave's Sign

(Proposal to replace three existing signs with a 4.75 square foot wall sign with channel letters, an 11.5 square foot sandblasted wood blade sign and a 5.5 square foot sandblasted wood parking sign in El Pueblo Viejo Landmark District. 21.75 square feet of signage is being requested. The building frontage is 132.00 feet. The allowable signage is 90.00 square feet.)

(3:13)

Dave Benton, Benton Signs of Santa Barbara, present.

Motion: Final Approval as submitted and a one week continuance to Conforming with the following comments and conditions: 1) One Committee member expressed appreciation for the work that has been put into the project. 2) Add a panel below the parking sign with the same background color as the proposed sign and the legally required language regarding parking. 3) Return with color chips. 4) Consider making the shape of the sign fit the content on the parking sign. 5) Reduce the height of the parking sign so the top is approximately 3' 6" above the sidewalk.

Action: Hausz/Nilsen, 5/0/0.

CONCEPT REVIEW - CONTINUED**7. 825 STATE ST**

C-2 Zone

Assessor's Parcel Number: 037-400-008
 Application Number: SGN2004-00107
 Applicant: Michael Williams
 Owner: Mildred Hsi, Trustee
 Business Name: Rite Aid
 Applicant: Dave Tilsner Signs

(Proposal to remove and replace three existing wall signs with a four square foot wall sign containing non-illuminated channel letters, a ten square foot painted awning sign, and a two square foot non-illuminated wall plaque in El Pueblo Viejo Landmark District. 16.00 square feet of signage is being requested. The building frontage is 50.00 feet. The allowable signage is 50.00 square feet.)

(2:10)

David Benton, Benton Signs of Santa Barbara; and Michael Williams, Applicant, present.

Staff Comment: Jaime Limón, Senior Planner, stated the Health Department has required that Rite Aid enclose the sides of the awning due to birds nesting.

Motion: Continued one week to Conforming with the following comments:

Sign 1: 1) Eliminate the wording "Rite Aid" on the left and right end of the awning. 2) Make the letters on the main valance an ivory color. 3) Return with a proposal that shows filigree on each end of the text.

Signs 2 & 3: 1) Approved as submitted with the following comments and conditions: 1) The finish is to be a bronze paint and not bronze anodized. 2) No lighting is approved as part of the application. 3) The Committee recommends that the applicant consider a canvas panel to close the horizontal opening at the ends of the awning.

Action: Hausz/Nilsen, 5/0/0.

CONCEPT REVIEW - NEW**8. 31 W CARRILLO ST**

C-2 Zone

Assessor's Parcel Number: 039-321-001
 Application Number: SGN2005-00004
 Owner: Urban Pacific, LLC
 Business Name: Hotel Andalucia
 Applicant: John Tynan
 Architect: J.G. Johnson Architects
 Contractor: Malt Construction
 Contractor: Melchiori Construction Company

(Proposal to install three fourteen square foot wall signs, two five square foot projecting signs, an eight square foot ground sign, an eight square foot wall sign and a .3 square foot wall sign in El Pueblo Viejo Landmark District. An exception is requested for letter heights to exceed ten inches in El Pueblo Viejo Landmark District. 68.30 square feet of signage is being requested. The building frontage is 135.00 feet. The allowable signage is 90.00 square feet.)

(PROJECT REQUIRES EXCEPTION FINDINGS.)

(3:22)

Rick Sanders, Owner, present.

Straw vote: How many Committee members can support signs A, D, L, and the "Andalucia" being oversized with the average height conforming to the ordinance? 5/0.

Motion: Continued two weeks with the following comments: 1) The Committee is pleased with the positive direction of the signage. 2) Return with complete application materials that show 1/4" scaled of the areas of the building where signage is proposed. 3) Return with thorough information regarding iron work on proposed brackets. 4) The signage should feel traditional in terms of materials and approach to graphics. 5) Return with a sample of the halo lit letters. 6) Return with an exception letter.

Action: Hausz/Mudge, 5/0/0.

CONCEPT REVIEW - NEW**9. 320 W CARRILLO ST**

C-2 Zone

Assessor's Parcel Number: 039-262-033
 Application Number: SGN2004-00142
 Owner: Lawrence Broida
 Business Name: Ducati Pro Italia
 Architect: Rex Ruskauff

(Proposal to remove two wall signs and install a 23 square foot painted wall sign and four 1.4 square foot awning signs in El Pueblo Viejo Landmark District. 28.60 square feet of signage is being requested. The building frontage is 53.00 feet. The allowable signage is 53.00 square feet.)

(1:50)

Rex Ruskauff, Architect, present.

Motion: Continued two weeks with the following comments: 1) Restudy the number of awing signs. 2) Consider whether the wording "Pro Italia" is necessary. 3) Tone down the red color. 4) Return with actual paint chips.

Action: Hausz/Mudge, 5/0/0.

CONCEPT REVIEW - NEW**10. 900 N MILPAS ST**

C-2 Zone

Assessor's Parcel Number: 029-314-020
 Application Number: SGN2005-00005
 Owner: Silverman Joel
 Business Name: Sal's Pizza
 Applicant: Graciela Reynoso

(Proposal to install an eight square foot wall sign and a seven square foot awning sign. 15.00 square feet of signage is being requested. The building frontage is 30.50 feet. The allowable signage is 30.50 square feet.)

(4:02)

Graciela Reynosa, Applicant, present.

Motion: Continued two weeks with the following comments. 1) Return with correctly scaled drawings of the proposed signage. 2) Return with a photograph of the as built sign on the Canón Perdido elevation for review, however, this may not be the appropriate solution.

Action: Hausz/Nilsen, 5/0/0.

**** MEETING ADJOURNED AT 4:21 P.M. ****