



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

**Wednesday, March 9, 2005**                      **David Gebhard Public Meeting Room:**                      **630 Garden Street**                      **1:30 P.M.**

**COMMITTEE MEMBERS:**                      DAWN ZIEMER, Chair, Present  
   TOM NILSEN, Vice Chair, Absent  
   STEVE HAUSZ, Present, left at 2:50 p.m.  
   NATALIE COPE, Present  
   RANDY MUDGE, Present at 1:46 p.m., left at 1:54 p.m., returned at 1:56 p.m.

**ALTERNATES:**                                      SUSETTE NAYLOR, Absent  
   CHRISTOPHER MANSON-HING, Absent

**CITY COUNCIL LIAISON:**                      DAS WILLIAMS, Absent

**STAFF:**                                      JAIME LIMÓN, Design Review Supervisor, Absent  
   SUZANNE JOHNSTON, Planning Technician II, 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 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 Suzanne Johnston, Planning Technician II, at the City of Santa Barbara, Planning Division, 564-5470. AGENDAS, MINUTES and REPORTS: Copies of all documents relating to agenda items are available for review at 630 Garden St. in the City Clerk's office, at the Central Library, and [www.SantaBarbaraCa.gov](http://www.SantaBarbaraCa.gov)

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.

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

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- \*\* 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 4, 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. 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.

Randy Mudge, Sign Committee, presented Jaguar advertisements to the Committee that shows the current representation of the Santa Barbara Auto Group various logos.

**B. Approval of the minutes of the Sign Committee meeting of February 23, 2005.**

Motion: Approval of the minutes of the Sign Committee meeting of February 23, 2005, with corrections.  
Action: Hausz/Mudge, 4/0/0.

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

The signs approved on Conforming Sign Review from February 24, 2005 to March 9, 2005 are as follows:

1. 820 State Street, 24-Hour Fitness, Final Approval of the signs as submitted.
2. 925 State Street, Blue Beetle, Final Approval of the project as submitted.
3. 428 Chapala Street, Sevilla Restaurant, Final Approval of the sign as submitted.
4. 27 E. Canon Perdido Street, Sansum Santa Barbara Physical Therapy, Final Approval as submitted with the suggestion that the applicant use the trademark green for the window vinyl.
5. 1828 State Street, Parties A La Carte, Final Approval of the as-built signage as submitted.
6. 3868 State Street, Prudential Realty, Final Approval of the as-built signage as submitted.

**D. Announcements, requests by applicants for continuances and withdrawals, and future agenda items.****1. Ms. Johnston announced the following:**

- a) Tom Nilsen will be absent from the meeting.
- b) Item No. 7, 15 W. Mason Street, has requested an indefinite postponement.

Motion: To postpone Item No. 7 indefinitely.  
Action: Hausz/Mudge, 4/0/0.

- c) There will be a sign program for a large business park containing four large industrial/ business buildings on a future agenda. Please make note that there will be reference to the Committee members driving by the site prior to the hearing.

## E. Possible Ordinance Violations.

Mr. Hausz questioned if the Tent Merchant sign at the corner of Gutierrez and Garden Streets was installed per the approved sign specifications.

Mr. Mudge questioned the size of the letters on a limousine service sign which faces the freeway. He will provide additional information as to the address of the possible violation.

**CONCEPT REVIEW - CONTINUED**1. **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: JG Johnson Architects  
 Contractor: Malt Construction  
 Contractor: Melchiori Construction Company

*(Proposal to install three, 14 square foot wall signs, two, five square foot projecting signs, an eight square foot ground sign, an eight square foot wall sign and a 0.3 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 linear building frontage is 135.00 feet. The allowable signage is 90.00 square feet. Proposal for revisions to the existing sign program for Hotel Andalucia including the following: a) all raised individual lettering will be changed to painted wall signs. b) Change the font of the word "Andalucia" to Interstate font. c) Alternative bracket designs. d) The proposal for Hotel Entrance sign to be either a 0.22 square foot ground sign (Option 1) or a 3.5 square foot, sandblasted wood projecting sign for (Option 2). The proposal also includes two 3.5 square foot signs for 31 West Restaurant and Bar, Option 1 of which would be for a wood projecting sign and Option 2 of which would be a 3.5 square foot internally illuminated metal cabinet projecting sign.)*

{Proposal for revisions to the existing sign program for Hotel Andalucia including the following: a) all raised individual lettering will be changed to painted wall signs. b) Change the font of the word "Andalucia" to Interstate font. c) Alternative bracket designs. d) The proposal for Hotel Entrance sign to be either a 0.22 square foot ground sign (Option 1) or a 3.5 square foot, sandblasted wood projecting sign for (Option 2). The proposal also includes two 3.5 square foot signs for 31 West Restaurant and Bar, Option 1 of which would be for a wood projecting sign and Option 2 of which would be a 3.5 square foot internally illuminated metal cabinet projecting sign.}

**(PROJECT REQUIRES EXCEPTION FINDINGS.)****(2:01)**

Rick Sanders, Owner; and Jennifer Tom, Project Coordinator, present.

Straw votes: How many Committee members can support the red color for the large entry sign on the north elevation? 3/1.  
 How many Committee members can support the black color for the large entry sign on the north elevation? 4/0.

- Motion: Continued two weeks with the following comments: 1) Provide more complete documentation with scaled elevations of the building showing the locations and sizes of the signs. 2) Signs L101 and L102: a) the Committee can support either red or black. The red should be much more muted and it is suggested that it coordinate with any other red used in the signage, b) reduce the depth and thickness of the letters to the minimum amount possible, and c) the illumination proposed is acceptable. 3) Signs L201 and L202: a) supply an example of the sandblasted redwood sign board with finishes and correct colors, b) all members of the bracket and the scroll work needs to be dimensioned, c) the scrolls as presented are non-designed and need to be more traditional, and d) call out all materials including the chain links and the fasteners of the back plate. 4) Sign L301 should be cut out of metal. 5) All other directional signage should be painted directly on the stucco and should be represented on building elevations in the next review. 6) The Committee prefers that the hotel entrance sign on Carrillo Street should be a blade sign instead of the freestanding lollipop sign.
- Action: Hausz/Cope, 4/0/0.

### CONCEPT REVIEW - CONTINUED

2. **534 E HALEY ST** C-M Zone
- Assessor's Parcel Number: 031-291-008  
 Application Number: SGN2005-00018  
 Owner: Nielsen Family Exemption Trust  
 Contractor: Signs by Ken  
 Applicant: Arian /Drinkwater Inc.  
 Business Name: Supply Sergeant

*(Proposal for 13.93 square feet of signage for Supply Sergeant. The proposal includes a 7.52 square foot wood ground sign, 3.75 square foot MDO wall sign, and 2.66 square foot projecting sign 13.93 square feet of signage is being requested. The linear building frontage is 96.00 feet. The allowable signage is 65.00 square feet.)*

#### **(PROJECT REQUIRES EXCEPTION FINDINGS.)**

**(2:49)**

Ken Sorgman, Contractor, Present.

- Motion: Continued two weeks at the applicant's request.  
 Action: Hausz/Mudge, 4/0/0.

### CONCEPT REVIEW - CONTINUED

3. **1032 E MASON ST** R-2 Zone
- Assessor's Parcel Number: 017-133-005  
 Application Number: SGN2005-00021  
 Owner: Second Baptist Church of Santa Barbara  
 Contractor: Signs by Ken  
 Business Name: Second Baptist Church of Santa Barbara

*(Proposal for a 12.75 square foot ground which includes the 3 square foot changeable copy board and identity sign for Second Baptist Church. 12.75 square feet of signage is being requested. The linear building frontage is 56.00 feet. The allowable signage is 56.00 square feet.)*

**(2:50)**

Ken Sorgman, Applicant, present.

- Motion: Final Approval of the signs as submitted.  
 Action: Ziemer/Mudge, 3/0/0.

**CONCEPT REVIEW - CONTINUED****4. 3889 LA CUMBRE LN**

C-2/SD-2 Zone

Assessor's Parcel Number: 051-022-034  
 Application Number: SGN2005-00013  
 Owner: Sidney Levin, Trustee  
 Business Name: Cingular Wireless  
 Contractor: City Neon

*(Proposal to remove the existing AT&T Wireless signs and install a seventeen square foot wall sign, a six square foot monument sign and a 5 square foot wall sign. An exception is requested to allow the letters to exceed the 12 inch maximum letter height. 28.00 square feet of signage is being requested in addition to 39.00 square feet of existing signage. The linear building frontage is 96.00 feet. The allowable signage is 90.00 square feet.)*

**(PROJECT REQUIRES EXCEPTION FINDINGS.)****(2:54)**

Alan McCaa, Applicant, present.

Motion: Final Approval and a two-week continuance to Conforming Sign Review with the following comments and conditions: 1) The signs are acceptable as presented with the condition that the black color be resubmitted to be a muted red black or green black color. 2) All colors shown as white are to match the existing paint. 3) It is understood that the applicant will revise the color of the Jack on the previously approved sign D to match the newly submitted orange color. 4) The Committee members expressed appreciation that the applicant has worked with the Committee. 5) The Committee makes the following exception findings as stated in subsection 22.70.070 (B): 1. There are exceptional or extraordinary circumstances or conditions applicable to the property involved, or to the intended use of the property, that do not apply generally to other properties in the vicinity. 2. The granting of the exception will not be materially detrimental to the public welfare or injurious to the properties or improvements in the vicinity. 3. The proposed sign is in conformance with the stated purpose and intent of the Sign Ordinance.

Action: Mudge/Cope, 3/0/0.

**CONCEPT REVIEW - NEW****5. 1235 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-182-002  
 Application Number: SGN2005-00032  
 Owner: 1221 Victoria Court, LP  
 Applicant: Superior Electrical Advertising  
 Business Name: Starbuck's Coffee

*(Proposal for two wall signs consisting of individually mounted painted aluminum to be externally illuminated. The proposal includes a 7 square foot projecting sign and two 3.2 square foot hanging signs in window to be constructed of sandblasted wood. 41.14 square feet of signage is being requested. The linear building frontage is 30.00 feet. The allowable signage is 30.00 square feet.)*

**(PROJECT REQUIRES EXCEPTION FINDINGS.)**

**(3:01)**

Augie Pinzon, Applicant, present.

Motion: Continued two weeks with the following comments: 1) The colors are generally acceptable. 2) Restudy meeting the requirements without an exception. 3) Signs A and D: Reduce the height of the letters to 10" and lower the signs on the building facade to a more pedestrian friendly level. 4) Sign B: The projecting 45 degree angle logo is not acceptable. 5) Signs C and E: The signs are generally acceptable but need to be reduced in size. Restudy sign E on the west elevation to be located adjacent to the entry.

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

**CONCEPT REVIEW - NEW****6. 1202 CHAPALA ST**

C-2 Zone

Assessor's Parcel Number: 039-181-018  
 Application Number: SGN2005-00039  
 Owner: Chang 2002 Family Trust  
 Contractor: Benton Signs & Designs  
 Business Name: E China Pavillion Fine Chinese Cuisine

*(Proposal for two 16.5 square feet, reverse pan channel illuminated wall sign for China Pavillion. 33.70 square feet of signage is being requested. The linear building frontage is 65.00 feet. The allowable signage is 65.00 square feet.)*

**(3:24)**

Dave Benton, Benton Signs, present.

Motion: Final Approval of the signs as submitted.

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

**CONCEPT REVIEW - CONTINUED****7. 15 W MASON ST**

HRC-1/SD-3 Zone

Assessor's Parcel Number: 033-102-003  
 Application Number: SGN2005-00027  
 Owner: Channel Islands Properties, LLC  
 Business Name: The Conceptual Motion Company  
 Applicant: Ryan Mills

*(Proposal for a new 2 square foot wall entry sign on a existing office building, a Structure of Merit, in the El Pueblo Viejo Landmark District for the Conceptual Motion Company. 2.00 square feet of signage is being requested. The linear building frontage is 50.00 feet. The allowable signage is 10.00 square feet.)*

Continued indefinitely at the applicant's request.

**CONCEPT REVIEW - NEW****8. 824 E HALEY ST**

C-2/M-1 Zone

Assessor's Parcel Number: 031-303-006  
Application Number: SGN2005-00033  
Owner: Anant Yardi, Trustee  
Business Name: El Paso Import Co.  
Business Name: Avalon Door & Window  
Applicant: Freedom Signs

*(Proposal for 3 new painted wall signs ranging from 7.5 square feet to 12 square feet totaling 27 square feet in size. 27.00 square feet of signage is being requested. The linear building frontage is 197.00 feet.)*

**(3:37)**

Dan Morris, Applicant, present.

Motion: Continued two weeks with the following comments: 1) Signs A and B: Invert the colors with a green border. The Committee recommends a darker green color with more blue. 2) Remove "Unique furnishings from around the world" if it is not part of the registered business name. 3) The Avalon door and window sign is acceptable as submitted. 4) It is understood that the El Paso Import sign that is above the Avalon sign will be the same width as the Avalon sign.

Action: Mudge/Cope, 3/0/0.

**CONCEPT REVIEW - CONTINUED****9. 210 STEARNS WHARF**

HC/SD-3 Zone

Assessor's Parcel Number: 033-120-022  
Application Number: SGN2005-00026  
Owner: City of Santa Barbara  
Architect: David Carter Signs  
Designer: Suzanne Elledge Planning  
Business Name: Ty Warner Sea Center - Santa Barbara Museum of Natural History

*(Proposal to construct two new wall signs to be 20.67 square feet each for a total of 41.34 square feet. 41.34 square feet of signage is being requested. The linear building frontage is 201.00 feet. The allowable signage is 90.00 square feet.)*

**(3:50)**

Issac Romero, Agent; Justin Lassahn, Project Manager; Jennifer Foster, Director, and Jenny Theodorou, Director, present.

Motion: Continued one week to Conforming Review with the following comments: 1) The size, spacing and material of the letters is approved as submitted. 2) Return with detailing and construction of the sign. 3) The Committee is uncomfortable with five lights and would prefer a configuration of four lights, provided that will adequately light the sign without having to go a level of illumination that would create hot spots. 4) Both fixture styles are acceptable.

Action: Mudge/Cope, 3/0/0.

**\*\* MEETING ADJOURNED AT 4:10 P.M. \*\***