



City of Santa Barbara Planning Division

SIGN COMMITTEE MINUTES

Wednesday, April 6, 2005 Housing and Redevelopment Public Meeting Room 630 Garden Street 1:53 P.M.

COMMITTEE MEMBERS: DAWN ZIEMER, Chair, Present, left at 3:01 p.m.
 TOM NILSEN, Vice Chair, Absent
 STEVE HAUSZ, Present at 3:01 p.m.
 NATALIE COPE, Present
 RANDY MUDGE, Present at 1:53 p.m.

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

CITY COUNCIL LIAISON: DAS WILLIAMS, Present

STAFF: JAIME LIMÓN, Design Review Supervisor, Absent
 SUZANNE JOHNSTON, Planning Technician II, Absent
 JO ANNE LACONTE, Assistant Planner, Present
 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 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

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 April 1, 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 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.

Marshall Rose, Executive Director of the Downtown Organization (DO), reported on the State Street Flag Program. He stated that at the March 24, 2005 City Council meeting, it was determined the State Street Flag Program will be exclusively reviewed by the DO. Mr. Rose stated that it will be beneficial for the Sign Committee (SC) to assist the DO in evaluation of the flags and requested the SC appoint two members to a subcommittee in order to assist the DO in both the review of the flags on State Street and implementation of the flag guidelines.

Mr. Rose stated that, currently, the schedule for the year is full, and that there is approximately four weeks a year that the DO displays Holiday Decorations and that there is a waiting list available to participants. The DO has distributed a survey to current participants for the following options in efforts to increase the number of differing participants: 1) Shortening the time of the display to 10 days instead of two weeks and/or, 2) Rotating the participants every three to five years.

Councilmember Das Williams advised that he would like to see the maximum number of participants in the Flag program and would like to see the Sign Committee continue to stay active in the DO.

B. Approval of the minutes of the Sign Committee meetings of March 23, 2005, and March 9, 2005.

Motion: Approval of the minutes of the Sign Committee meeting of March 23, 2005, with corrections.

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

Motion: Approval of the minutes of the Sign Committee meeting of March 9, 2005, with corrections.

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

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from March 30, 2005 to April 6, 2005 are listed as follows:

1. 3889 La Cumbre Lane, Cingular Wireless. Final Approval of the signs as submitted.
2. 1221 State Street. Omma Center, Final Approval of the sign with the condition that the wall sign shall have a maximum letter height of eight inches and all other letters and graphics shall be reduce proportionally.
3. 26 E. Gutierrez Street, Church of Skaten. Final Approval of the signs as submitted.
4. 3415 State Street, San Roque Flooring and Décor. Final Approval of the sign with the condition that the colors shall be reversed; i.e. The background should be blue and the lettering shall be white.
5. 1810 Cliff Drive, Liberty Fitness. Final Approval of the project with the condition that the maximum letter height shall be six inches with all other graphics reduced proportionally.

6. 312 North Nopal, Santa Barbara Smokehouse. Final Approval of the signs as submitted.
D. Announcements, requests by applicants for continuances and withdrawals, and future agenda items.

1. Ms. La Conte announced the following:

- a) Tom Nilsen will be absent from the meeting.
- b) Dawn Ziemer will be leaving the meeting at 3:00 p.m.
- c) Steve Hausz will be arriving late to the meeting.
- d) Suzanne Johnston, Planning Technician II, will be absent from the meeting.

E. Possible Ordinance Violations.

No Ordinance Violations.

REFERRED FROM CONFORMING SIGN REVIEW

1. **833 N MILPAS ST**

C-2 Zone

Assessor's Parcel Number: 031-042-025
Application Number: SGN2005-00051
Owner: Constance Doolittle
Business Name: Mi Fiesta Liquor
Applicant: Dave Tilsner Signs

(Proposal to remove two existing wall signs and install two new signs in the Haley-Milpas Special Design District. There is an existing enforcement case. 27 square feet of signage is being requested in addition to 18 square feet of existing signage. The linear building frontage is 58 feet. The allowable signage is 58 square feet.)

(2:10)

Lydia Welch, Agent, present.

Motion: Continued two weeks with the following comments: 1) Return with accurately scaled drawings that better reflect the design. 2) The Committee cannot support 10 inch letters at the entry way. They are too large at pedestrian level. 3) Reduce the overall size of the signs as they appear to be out of scale with the architecture. 4) Restudy the font to be more artful.

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

CONCEPT REVIEW - CONTINUED

2. **602 E MONTECITO ST**

M-1 Zone

Assessor's Parcel Number: 017-030-003
Application Number: SGN2005-00041
Owner: Levon Investments, LLC
Applicant: Josh Starkey
Contractor: Freedom Signs
Business Name: Ferguson Bath, Kitchen & Lighting
Business Name: Ferguson Xpress Plumbing Pvf Supplies
Business Name: Stock Building Supply

(Proposal for three monument signs totaling 45 square feet. Two of the monument signs are for Stock Building Supply & Ferguson Bath, Kitchen, & Lighting Gallery and the third is for Ferguson Xpress totaling 30 square feet. All three businesses are subsidiaries of the Wolseley Company. 45 square feet of signage is being requested. The linear building frontage is 150 feet. The allowable signage is 90 square feet.)

(PROJECT REQUIRES APPROVAL BY THE SUPERVISING TRANSPORTATION ENGINEER.)

(2:25)

Dan Morris, Agent, present.

Motion: Final Approval of signs A, B, and C with the following conditions: 1) Approval is conditioned on acceptance of the plan by the Supervising Transportation Engineer. 2) Locate the sign within the planter to maximize the landscaping at the driveway entries. 3) Call out the height of the plinth to match the existing adjacent wall. 4) Call out the stucco texture to match the adjacent wall texture.

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

CONCEPT REVIEW - CONTINUED**3. 1235 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-182-002
 Application Number: SGN2005-00032
 Owner: 1221 Victoria Ct 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 feet. The allowable signage is 30 square feet.)

(BOARD MEMBERS ARE ENCOURAGED TO DRIVE-BY THE SITE PRIOR TO THE HEARING.)

Postponed indefinitely due to the applicant's absence.

(4:03)

John Sterk, Agent and Applicant, present.

Motion: Reopen Item No. 3, 1235 State Street.

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

Motion: Final Approval of the signs with the following comments and conditions: 1) Lower the two wall signs so that the tops of the letters are no more than 25% of the distance from the lower window mullions to the moulding above and the green and black colors shall have a satin finish. 2) The Committee prefers the signs be hung in the window versus a blade sign. 3) The round window signs are approved with the condition that they be located in the second window opening from the corner on both frontages. 4) A letter is to be submitted by the landlord for an exception to the existing sign program to allow signage along the Victoria Street elevation. 5) No lighting is approved as part of the submittal. 6) Applicant to submit revised drawings which indicate the outlined conditions of approval.

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

CONCEPT REVIEW - NEW**4. 209 PASEO NUEVO**

C-2 Zone

Assessor's Parcel Number: 037-400-002
 Application Number: SGN2005-00052
 Owner: Redevelopment Agency/Santa Barbara
 Business Name: Express Clothing
 Applicant: Glen Morris

(Proposal for a total of nine signs for Express/Express Men located in the Paseo Nuevo shopping center. The signage proposed for the elevation interior to the Paseo includes a 5.42 square foot canopy sign, a 2.5 square foot window sign, a 1.6 square foot window sign and a 3.34 square foot projecting sign. The signage that is requested for the Chapala Street frontage includes a 4.5 square foot awning sign, a 2.8 square foot awning sign and a .3 square foot window sign, a .2 square foot window sign and a 1.13 square foot projecting sign. 21.86 square feet of signage is being requested.

The linear building frontage is 52 feet. The allowable signage is 26 square feet.)

(2:40)

Glen Morris, Applicant, present.

Motion: Final approval and a one-week continuance to the Conforming Sign Review with the following comments and conditions: 1) Sign A: Final approval with the condition to study a patina finish and the brackets supporting the letters on the marquee sign should be minimized as much as possible. 2) Signs G and H: Reduce the letters from eight inches to six inches. 3) Sign I: Restudy the style with similar signs on site. 4) All other signs are approved as submitted.

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

CONCEPT REVIEW - NEW

6. 700 N MILPAS ST

C-2 Zone

Assessor's Parcel Number: 031-122-024
Application Number: SGN2005-00048
Owner: The Salvation Army
Applicant: Sign-a-Rama

(Proposal to construct a new 7.5 square foot double-sided acrylic face blade sign. The proposed sign is 5 inches deep. The maximum letter height is 10 inches. 7.50 square feet of signage is being requested in addition to 16 square feet of existing signage. The linear building frontage is 40 feet.)

(3:01)

Al Williams, Representative, present.

Motion: Continued two weeks with the following comments: 1) The proposed can sign is not acceptable. The Committee recommends a wooden blade sign that is painted or sandblasted. 2) The illumination needs to be considered as in integral part of the sign bracket eliminating any exposed conduit. 3) The "shield" profile of the sign is one of the signs strong points however, "thrift store" needs to be restudied.

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

CONCEPT REVIEW - CONTINUED**7. 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
 Contractor: Signs by Ken

(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. The linear building frontage is 135 feet. The allowable signage is 90 square feet.)

(This is a review of the permanent restaurant signage and the directional signage.)

(3:20)

Ken Sorgman, Signs by Ken; and Rick Sanders, Owner, present.

Motion: Final approval of the signs and a one-week continuance to the Conforming Sign Review and the following comments and conditions: 1) The projecting light fixture signs on Cabrillo Boulevard elevations are approved as submitted with the comments to restudy the Andalucia sign to be placed below the light fixture and to restudy the colors to be a muted off-black and off-white or gold leaf. 2) Sign L14.01: Restudy the arrow direction and explore a more interesting arrow style. 3) Signs L1.01 and L14.03: Modify the font to title caps style with the leading letters being three inches and the remaining letters to be two and one-half inches. 4) The frosted vinyl door signs are acceptable.

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

CONCEPT REVIEW - CONTINUED**8. 201 N CALLE CESAR CHAVEZ & 500/520/530 E MONTECITO ST**

M-1 Zone

Assessor's Parcel Number: 017-030-002
 Application Number: SGN2005-00038
 Owner: Guanahani SBBC, LLC
 Applicant: Santa Barbara Signs & Graphics
 Business Name: Santa Barbara Business Center

(Proposal for a new sign program to replace existing 1998 program for the industrial complex located at 201 North Calle Cesar Chavez and 500/520/530 East Montecito Street.)

(3:47)

Fred Barbaria, Applicant, present.

Motion: Final Approval as submitted.

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

****MEETING ADJOURNED AT 4:29 P.M.****