



- \*\* 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 15, 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.

No public comment.

**B. Approval of the minutes of the Sign Committee meeting of April 6, 2005.**

Motion: Approval of the minutes of the Sign Committee meeting of April 6, 2005, with corrections.  
Action: Mudge/Cope, 3/0/1. Nilsen abstained.

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

The signs approved and referred to the full Committee on Conforming Sign Review from April 7, 2005 to April 20, 2005 are listed as follows:

1. 31 W Carrillo, Hotel Andalucia. Final approval of the details as submitted.
2. 619 Paseo Nuevo, Express/Express Men. Final approval of the project as submitted.
3. 1940 Cliff Dr, Subway. Referred to the full Committee.
4. 1014 Coast Village Rd. Panino. Final approval of the sign as submitted.
5. 35 S Milpas St, RiteAid. Final approval of the sign as submitted.
6. 3925 State St, Fresco Café. Final approval with the condition that the word "Café" shall be done in reverse channel letters halo-lit.
7. 330 State St, Gentle Dental. Referred to the full Committee.

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

- a) Item No. 8, 1940 Cliff Drive, will be heard in place of Item No. 1, Downtown Public Restroom Program.
- b) Item No. 4, 402 So. Hope has been postponed two weeks at the applicant's request

Motion: Postpone Item No.4, 402 So. Hope, two weeks.  
Action: Nilsen/Mudge, 4/0/0.

- c) Steve Hausz will be 30 minutes late to the meeting.

**2. Chair Ziemer presented photos of previously approved signage to the Committee for review. Photographs included 24-Hour Fitness, Omma, and Rite-Aid.**

## E. Possible Ordinance Violations.

Committee member Mudge reported violations at both ends of Cota and Laguna.

**CONCEPT REVIEW - NEW**1. **DOWNTOWN**

DUMMY Zone

Assessor's Parcel Number: 039-000-0RW  
 Application Number: SGN2005-00053  
 Owner: City of Santa Barbara  
 Contractor: Freedom Signs  
 Business Name: Public Restrooms Program  
 Agent: Louis Lazarine

*(Proposal for directional signage for the City's Public Restroom Program located in the El Pueblo Viejo Landmark District. The proposal includes the replacement of four existing signs and the installation of four additional signs directing the public to restrooms available for public use. There will be six signs located on State and one will be located on Anacapa Street. Signage is proposed to be mounted on existing brackets and light standards.)*

**(3:25)**

Lou Lazarine, Agent, present.

Motion: Continued two weeks with the following comments: 1) The Committee is generally supportive of the program and appreciates the applicant's hard work and effort. 2) The Committee generally prefers the shield shape of sign B with the text sandwiched between the international symbols and the hand symbols. 3) Return with more information regarding the size of the existing signage and the proposed signage. 4) Return with accurately scaled drawings of each installation showing the height above the grade, the type of sign, the size of the sign, the type of bracket, and the attachment. 5) The Committee would appreciate a more orderly presentation that shows labeling of the signs, brackets, attachment details, and locations. 6) Consider how best to integrate the accessibility symbol.

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

**CONCEPT REVIEW - NEW**2. **651 PASEO NUEVO**

C-2 Zone

Assessor's Parcel Number: 037-400-002  
 Application Number: SGN2005-00062  
 Owner: Redevelopment Agency/Santa Barbara  
 Agent: Glen Morris

*(Proposal for a kiosk sign program for Paseo Nuevo Shopping Center located within El Pueblo Viejo Landmark District which consists of glass sign panels (approximately .75 square foot) to be attached to the frame of the kiosk. The Historic Landmarks Commission approved six kiosks which are 4'-6" deep by 5'-8" wide by 8'-7.5" high on August 4, 2004 to be located in Paseo Nos. 3 and 5 and utilized for retail sales. Each kiosk has four light fixtures to be installed under the canopy. 12 square feet of signage is being requested.)*

**(2:04)**

Glen Morris, Agent and Architect for Paseo Nuevo, present.

Motion: Final Approval of the Paseo Nuevo Kiosk Sign Program with the following conditions: 1) There shall be no trademark logos. 2) The font style shall be DeVenne Ornamental, and the color shall match Avery Gold Leaf A5864-S to be applied to removable glass panel and the letter height shall not exceed two inches. 3) It is understood that the kiosk tenants will not need to return to the Sign Committee unless they deviate from these conditions.

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

**CONCEPT REVIEW - NEW**

3. **401 W MONTECITO ST**

C-2/SD-3 Zone

Assessor's Parcel Number: 033-022-020  
 Application Number: SGN2005-00064  
 Owner: Harbor Car Wash, Inc  
 Applicant: Vogue Signs Co.  
 Business Name: Harbor Car Wash

*(Proposal to install a 3.9 square foot wall sign and a 10.4 square foot wall sign for the "Harbor Carwash Food Mart" located in the El Pueblo Viejo Landmark District. 14.30 square feet of signage is being requested in addition to 40 square feet of existing signage. The linear building frontage is 65 feet. The allowable signage is 65 square feet.)*

**(2:14)**

Ron Wilkenson, Vogue Signs, present.

Motion: Final Approval of the "Harbor Carwash Food Mart" sign as submitted and the following comments regarding the address signage: 1) The words "West Montecito Street" shall be eliminated. 2) Per the direction of the Fire Department Staff, the "401" numerals must be placed on the frontage that faces the street to which the building is addressed. 3) The Committee stated that the "401" numerals should be six inches in height and placed on the Montecito Street elevation to the right side of the existing wood trellis. The location is subject to review by the Santa Barbara Fire Department.

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

**IN-PROGRESS REVIEW**

4. **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 install 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 square feet of signage is being requested. The linear building frontage is 200 feet. The allowable signage is 90 square feet.)*

**(Final review of Signs F, H, I and J.)**

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

Postponed two weeks at the applicant's request.

**CONCEPT REVIEW - NEW****5. 23 S HOPE AVE**

C-2/SD-2 Zone

Assessor's Parcel Number: 051-040-051  
Application Number: SGN2005-00058  
Owner: Hope Partners  
Business Name: FedEx Kinko's  
Applicant: Quality Project Coordination  
Contractor: Swain Signs

*(Proposal to replace two existing sets of illuminated channel letters with two new sets of illuminated channel letters for Fed Ex Kinko's. 14 square feet of signage is being requested. The linear building frontage is 83 feet. The allowable signage is 65 square feet.)*

**(2:50)**

Joyce Sehi, Agent, present.

Motion: Continued two weeks with the following comments: 1) Return with scaled and drawn elevations which includes all sign locations. 2) Paint the fascia in its entirety. 3) Return with samples of all colors. 4) Tone down the blue color. 5) Reduce the depth of all the letters. 6) Pin mounted letters are preferred. 7) Reduce the diameter of the logo letters. Thirty inches is too large.

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

**CONCEPT REVIEW - NEW****6. 1030 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-282-001  
Application Number: SGN2005-00059  
Owner: Levon Investments  
Applicant: Quality Project Coordination  
Business Name: FedEx Kinko's  
Contractor: Swain Signs

*(Proposal to replace two existing wood sandblasted signs with two new wood sandblasted signs for FedEx Kinko's located in The El Pueblo Viejo Landmark District. A Sign Program does not currently exist. 15.80 square feet of signage is being requested. The linear building frontage is 36.50 feet. The allowable signage is 36.50 square feet.)*

**(PROJECT REQUIRES THE SUBMITTAL OF A SIGN PROGRAM PRIOR TO APPROVAL.)****(3:05)**

Joyce Sehi, Agent, present.

Motion: Continued two weeks with the following comments: 1) Mute the process blue color. 2) The border of both signs A and B should match the white color of the building. 3) Do not illuminate the signage. 4) Size of the vinyl logo should be reduced to twelve inches in diameter. 5) All vinyl should be on the inside face of the glass. 6) Explore glazing the letters to give an antique look and provide examples of these. 7) All attachment hardware on the blade sign, including the chain links, should be an off-black color.

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

**CONCEPT REVIEW - NEW****7. 835 N MILPAS ST** C-2 Zone

Assessor's Parcel Number: 031-042-025  
Application Number: SGN2005-00056  
Owner: Constance Doolittle  
Contractor: Benton Signs  
Business Name: Allen Associates

*(Proposal to construct one 10.5 square foot wood wall signs and one 10.5 square foot projecting sign for Allen Associates. 21 square feet of signage is being requested. The linear building frontage is 60 feet.)*

**(3:17)**

David Benton, Benton Signs of Santa Barbara, present.

Motion: Final Approval of the signs with the following conditions: 1) All iron is to be solid stock and is to be painted off-black. 2) No lighting is approved.

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

**CONCEPT REVIEW - NEW****8. 1940 CLIFF DR** C-P/R-2 Zone

Assessor's Parcel Number: 035-141-009  
Application Number: SGN2005-00055  
Owner: Levon Investments LLC  
Applicant: Subway  
Agent: Conejo Valley Signs

*(Proposal for a 5 square foot wall sign for Subway. There is an existing sign program for the Mesa Shopping Center. 5 square feet of signage is being requested.)*

**(PROJECT REQUIRES COMPLIANCE WITH THE APPROVED SIGN PROGRAM.)**

**(1:51)**

Lisa Budnik, Agent, present.

Motion: Continued one week to the Conforming Sign Review with the following comments:  
1) Paint the surfaces a matte or satin finish. 2) The Committee would appreciate, and recommends toning down the yellow color to be more appropriate to the feeling of Santa Barbara. 3) Provide labeled paint chips of the toned down yellow color and the white color.

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

**CONCEPT REVIEW - CONTINUED****9. 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.)*

Postponed two weeks due to the applicant's absence.

**CONCEPT REVIEW - NEW**10. **601 STATE ST**

C-M Zone

**(3:35)**

Assessor's Parcel Number: 037-131-010  
 Application Number: SGN2005-00060  
 Owner: Kim Rosenquist  
 Applicant: Sign Methods, Inc  
 Business Name: Aaron Brothers Art Mart

*(Proposal to remove 30.8 square feet of signage for Aaron Brothers Art Mart and replace the signs with a 12 square foot projecting sign, a 12.25 square foot wall sign (Cota Street) and a 35.97 square foot wall sign (State Street frontage) located in El Pueblo Viejo Landmark District. The wall signs are reverse channel letters to be halo-lit. Exceptions are requested to allow the signage to exceed the allowable square footage of sign are and the letter height to exceed 10 inches. 60.22 square feet of signage is being requested. The linear building frontage is 45 feet. The allowable signage is 45 square feet.)*

**(PROJECT REQUIRES EXCEPTION FINDINGS.)****(2:25)**

Dane Cardone, Applicant, present.

Motion: Continued two weeks with the comment that all finishes are to be satin sheen and the following additional comments:

**Sign A:** 1) The Committee would have a difficult time supporting an exception for over height letters and suggests that the "Aaron Brothers" letters be reduced so that the tallest letter is ten inches. 2) Study the composition of "Aaron Brothers" and "Art and Framing" to either tighten up the letter spacing of "Art and Framing" to make the line length shorter and more compact or study placing "Art and Framing" underneath "Aaron Brothers" and centering it on the wall and making "Art and Framing" approximately six inch letters. 3) The halo lighting is acceptable but it is encouraged that the applicant light with surface fixtures of an appropriate design.

**Sign B:** The Committee would prefer the sign be painted on the plaster and non-illuminated and the two lines should be closed up in spacing and the entire signage lowered to a more pedestrian scale and the maximum height of the letters to be six to eight inches.

**Sign C:** 1) Restudy to make the composition more appropriate for El Pueblo District which might include additional ornament to the sign bracket and frame or color; or reintroducing the artist's palette.

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

**REFERRED FROM CONFORMING SIGN REVIEW**11. **1100 STATE ST**

C-2 Zone

**(3:45)**

Assessor's Parcel Number: 039-232-010  
 Application Number: SGN2005-00036  
 Business Name: Blue Bee Shoes

*(Proposal for two 8.3 square foot window logo display signs for Blue Bee Shoes. No lettering is proposed located in El Pueblo Viejo Landmark District. 16.60 square feet of signage is being requested in addition to 18 square feet of existing signage. The linear building frontage is 51 feet. The allowable signage is 51 square feet.)*

Postponed two weeks due to the applicant's absence.

**\*\* MEETING ADJOURNED AT 3:54 P.M. \*\***