



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

**Wednesday, May 4, 2005**                      **David Gebhard Public Meeting Room**                      **630 Garden Street**                      **1:31 P.M.**

**COMMITTEE MEMBERS:**

DAWN ZIEMER, Chair, Present  
TOM NILSEN, Vice Chair, Present, left at 3:13 p.m.  
STEVE HAUSZ, Present at 2:03 p.m., left at 2:53 p.m., returned at 3:13 p.m.  
NATALIE COPE, Present at 1:32 p.m.  
RANDY MUDGE, Present, left at 3:13 p.m.

**ALTERNATES:**

SUSETTE NAYLOR, Absent  
CHRISTOPHER MANSON-HING, Absent

**CITY COUNCIL LIAISON:**

DAS WILLIAMS, Absent

**STAFF:**

JAIME LIMÓN, Design Review Supervisor, Present  
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 April 29, 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 20, 2005.

Motion: Approval of the minutes of the Sign Committee meeting of April 20, 2005, with corrections.  
Action: Nilsen/Mudge, 3/0/0.

## C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from April 21, 2005 to May 4, 2005 are listed as follows:

1. 1940 Cliff Drive, Subway, Final Approval as submitted.
2. 1150 Coast Village Road, Suite G, Final Approval as submitted.

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

## 1. Ms. Johnston announced the following:

- a) Item No. 2, Public Restrooms Program, has requested a two-week postponement.

Motion: Postpone Item No. 2, Public Restrooms Program, two-weeks.  
Action: Nilsen/Cope, 4/0/0.

- b) Steve Hausz will be arriving late to the meeting.

2. Chair Ziemer announced she received a call from the former Chair, Loretta Redd, and related that Ms. Redd sends her regards to the Committee and Staff.

## E. Possible Ordinance Violations.

No ordinance violations reported.

**CONCEPT REVIEW – NEW****1. 209 STATE ST**

HRC-2/SD-3 Zone

Assessor's Parcel Number: 033-075-012  
 Application Number: SGN2005-00063  
 Owner: Santa Barbara Redevelopment Agency  
 Business Name: Santa Barbara Train Station  
 Applicant: Darin Laureano  
 Architect: M'Arch

*(The Santa Barbara Train Station is a City Landmark located within El Pueblo Viejo Landmark District. Proposal to install two informational signs on the exterior of the station consisting of a 4.5 square foot hanging sign and a 7 square foot hanging sign. 11.50 square feet of signage is being requested in addition to 2 square feet of existing signage. The linear building frontage is 509 feet.)*

**(1:35)**

Darin Laureano, Applicant, present.

Staff Comment: Suzanne Johnston, Planning Technician, stated the ticket machine is not being considered as a vending machine.

Motion: Continued to the June 1, 2005 meeting with the following comments: 1) The Committee requests comments from the Historic Landmarks Commission, in particular to the signage. 2) Study alternative methods of changeable copy that is more in keeping with the historic architecture of the station. 3) Investigate alternate locations of signage to lessen visual impact.

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

Amended

Motion: Continued to the June 1, 2005 meeting with the following comments: 1) The Committee requests comments from the Historic Landmarks Commission, in particular to the signage. 2) Study alternative methods of changeable copy that is more in keeping with the historic architecture of the station. 3) Investigate alternate locations of signage to lessen visual impact. 4) Reduce the depth of sign A. 5) Signs A and C: a) reduce the maximum letter height on both signs, and b) reduce the overall bulk of both signs. 6) Relocate sign C. It is not under a covered area and crowds the opening.

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

**CONCEPT REVIEW – CONTINUED****2. DOWNTOWN**

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 El Pueblo Viejo Landmark District. The proposal includes the replacement of four existing signs and the installation of four signs directing the public to restrooms available for public use. There will be six signs located on State Street and one will be located on Anacapa Street. Signage is proposed to be mounted on existing brackets and light standards.)*

Postponed two weeks at the applicant's request.

**CONCEPT REVIEW – NEW****3. 33 E CANON PERDIDO ST** C-2 Zone

Assessor's Parcel Number: 039-322-009  
 Application Number: SGN2005-00073  
 Owner: Lobero Theatre Foundation  
 Business Name: Spirit of 76 Association

*(The Lobero Theatre is a City Landmark in El Pueblo Viejo Landmark District. Proposal to temporarily suspend a 30 foot by 60 foot American flag on the Lobero Theatre from June 14th through June 19th with associated lighting).*

**(PROJECT REQUIRES EXCEPTION FINDINGS).**

This item was taken out of order.

**(2:53)**

Paul Lamberton, President, Spirit of 76 Association, present.

Staff Comment: Jaime Limón, Senior Planner, stated that last year, the flag was displayed under the assumption by the applicant that it was exempt, but in fact, was in violation of the Sign Ordinance. At that time, the Santa Barbara City Council had discussed the possibility of amending the City of Santa Barbara's Sign Ordinance to allow the flag to remain, but decided to leave the decision to the Sign Committee. If the Sign Committee approves the proposal, there may need to be justification for the approval and the approval could set a precedent for this size of flag to be displayed in the future at this location. Mr. Limon stated that the Sign Committee should consider the purpose and intent of the Sign Ordinance in regards to this type of display.

Motion: Final Approval and approval of the exception request finding there are unique circumstances to this site which allows for an approval of the temporary sign and with the comment that the Committee finds the display of the flag acceptable due to the short period of time the flag will be displayed, which will be one week.

Action: Ziemer/Cope, 3/1/1. Nilsen opposed. Hausz stepped down.

**CONCEPT REVIEW – CONTINUED****4. 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 Kinkos  
 Contractor: Swain Signs

*(Proposal to replace two existing wood sandblasted signs with two new wood sandblasted signs for FedEx Kinkos located in 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.)*

**(2:25)**

Joyce Sehi, Agent, present.

Motion: Final Approval as submitted with the understanding that the vinyl logo has been eliminated.

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

**CONCEPT REVIEW – CONTINUED****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 Kinkos  
 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 FedEx Kinkos. 14 square feet of signage is being requested in addition to 19 square feet of existing signage. The linear building frontage is 83 feet. The allowable signage is 65 square feet.)*

**(2:30)**

Joyce Sehi, Agent, present.

Straw vote: How many Committee members can support the 24" diameter non-illuminated beacon logo sign mounted in the location shown? 4/1.

Motion: Final Approval of signs A and B with the following conditions: 1) The letters are to be 2" deep, non-illuminated and are to appear to be solid letters with returns to be the same colors as the letter faces. 2) The Connector section between the dot in the "i" and the apostrophe are to be eliminated if at all possible. 3) The Beacon sign is acceptable with the condition that it is not illuminated. 4) The signage on the doors is a part of the approval.

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

**The Committee recessed from 2:51 p.m. to 2:53 p.m.**

**CONCEPT REVIEW – CONTINUED****6. 601 STATE ST**

C-M Zone

Assessor's Parcel Number: 037-131-010  
 Application Number: SGN2005-00060  
 Owner: Kim and Eugene Rosenquist, Trustees  
 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 area 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)**

This item was taken out of order.

**(2:07)**

Dane Cardone, Applicant, present.

Motion: Continued one week to the Conforming Sign Review with the following comments:  
 1) Sign A: The sign is acceptable. Provide a cut-sheet and specify the quantity and wattage of light the fixtures. 2) Sign A1: Approved with the comment to provide more specific information regarding the painting of the artist palette. The Committee suggests painting the background of the palette to resemble wood. 3) Sign B: Simplify to match Sign A in composition. Remove the border and decorative metal work and pin the letters directly on the stucco. 4) The black color should be an off-black and to be a low-sheen finish.

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

**CONCEPT REVIEW – NEW****7. 434 E HALEY ST B**

C-M Zone

Assessor's Parcel Number: 031-283-011  
 Application Number: SGN2005-00069  
 Owner: Manuel Jimenez, III  
 Business Name: A&A Import Service  
 Applicant: Emilio Valsecchi

*(This is an enforcement case. Proposal to permit one 16 square foot "as-built" wall sign. 16 square feet of signage is being requested in addition to 16 square feet of existing signage. The linear building frontage is 100 feet. The allowable signage is 65 square feet.)*

**(3:12)**

Motion: Postponed two weeks due to the applicant's absence.

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

**CONCEPT REVIEW – CONTINUED****8. 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.)*

**(3:13)**

Christian Muldoone and Jack Woodruff, Vogue Sign Company; David Wolfson, Owner; and Howard Holtz and Bob Milner, Santa Barbara Auto Group, present.

Motion: Final Approval with the following comments and conditions: 1) Sign K is approved as submitted. 2) Signs F & H are denied because the mirror finish is inconsistent with the Sign Ordinance, which states that signage which is reflective or produces glare is prohibited. 3) Sign I is approved as submitted with the condition that the 12" letters that are on the front panel of the sign shall be centered on the width of the building fascia. 4) Sign J is approved as submitted.

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

Substitute

Motion: Final Approval with the following comments and conditions: 1) Sign K is approved as submitted. 2) Signs F & H are approved with the condition that the letters are to be day night black and the same details as the service sign approved at 401 South Hope. The letters are to be 14" tall, and Staff is to verify the documentation. 3) Sign I is approved as submitted with the condition that the 12" letters that are on the front panel of the sign shall be centered on the width of the building fascia. 4) Sign J is approved as submitted.

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

### **CONCEPT REVIEW – NEW**

#### **9. 21 E VICTORIA ST**

C-2 Zone

Assessor's Parcel Number: 039-133-013  
 Application Number: SGN2005-00072  
 Owner: Towbes 2002 Trust 1/14/02  
 Business Name: Towbes Group, Inc. – Countrywide Homeloans  
 Contractor: Signs by Ken

*(Proposal to install two additional wall signs, 5 square feet each for The Towbes Group - Countrywide Home Loans located in El Pueblo Viejo Landmark District. There is an existing 7.5 square walls sign to remain unaltered. 10 square feet of signage is being requested in addition to 7.50 square feet of existing signage. The linear building frontage is 90 feet. The allowable signage is 65 square feet.)*

**(3:47)**

Ken Sorgman, Applicant, present.

Motion: Final Approval of the project with the following conditions: 1) The entire signage shall be centered between the corner of the building and the arched opening. 2) The two lines of text shall be brought closer together by nine inches by shifting the top line of the text down.

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

**CONCEPT REVIEW – NEW****10. 935 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-321-006  
Application Number: SGN2005-00071  
Owner: Three West Carrillo Partners  
Business Name: Wyland Galleries  
Applicant: Doug Reeves

*(Proposal for a 3.375 square foot wall sign and a 6.75 square foot projecting sign for Wyland Gallery located in El Pueblo Viejo Landmark District. All existing signage is to be removed. 10.13 square feet of signage is being requested in addition to 11.25 square feet of existing signage. The linear building frontage is 22.50 feet. The allowable signage is 22.50 square feet.)*

**(3:55)**

Doug Reeves, Architect, present.

Motion: Final Approval of the signs with the following conditions: 1) The chain links shall be painted an off-black color to match the existing bracket. 2) The blue color shall match "Pantone 281" and shall be a low sheen finish. 3) The off-white color shall be similar to the off-white color of the building.

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

**CONCEPT REVIEW – CONTINUED****11. 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

*(This is an enforcement case. Proposal to remove two existing wall signs and install two new signs. 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.)*

**(4:04)**

Dave Tilsner, Applicant, present.

Motion: Continued two weeks with the following comments: 1) The Committee cannot support the proposed open channel neon letters. 2) The letter height proposed on the parking lot side needs to be reduced to be more pedestrian scaled. 3) Provide the architectural scale elevations that show signage in all dimensions.

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

**CONCEPT REVIEW – CONTINUED****12. 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.)*



**(4:28)**

Al Williams, Applicant, present.

Motion: Final Approval of the sign and continued one-week to the Conforming Sign Review with the following conditions: 1) Provide a drawing that is to scale. 2) The words "Thrift Store" shall be enclosed in a rectangular shape and the letters shall be reduced to six inches. 3) Provide color chips of the white and red colors. The red color shall be muted (e.g. a blood-red color) and the white color shall be an off-white color. 4) The letters shall be sandblasted into wood.

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

**THE COMMITTEE RECESSED FROM 4:34 P.M. TO 4:42 P.M.****CONCEPT REVIEW – NEW****13. 3400 STATE ST**

C-2/SD-2 Zone

Assessor's Parcel Number: 053-322-008  
 Application Number: SGN2005-00074  
 Owner: Northern Trust of California Trustee  
 Applicant: Terry Power  
 Contractor: Benton Signs  
 Business Name: Help-U-Sell

*(Proposal to remove existing signage and install a 6 square foot, flush mounted, wall sign and a 4.5 square foot projecting sign to be located in the landscape planter at the front of "Help-U-Sell". 10.50 square feet of signage is being requested. The linear building frontage is 26.50 feet. The allowable signage is 26.50 square feet.)*

**(4:42)**

Applicant was not present.

Motion: Final Approval of the signs with the following conditions: 1) Sign A: Reduce the sign overall by 20% because it is oversized in relation to adjacent architectural elements. 2) Sign B: Paint the top finial to match the post. 3) Signs A & B: Mute the "PMS 485" red color to a "muddier" red. The Committee suggests that the background be a continuous "PMS 485" red color. 4) Staff is to verify whether the existing support for sign B has a permit.

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

**CONCEPT REVIEW – CONTINUED****14. 1100 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-232-010  
 Application Number: SGN2005-00036  
 Business Name: Blue Bee Shoes  
 Owner: La Arcada Investments Corporation  
 Applicant: Marty Bebout

*(This is an enforcement case. Proposal for two 8.3 square foot window logo display signs for Blue Bee Shoes located in El Pueblo Viejo Landmark District. No lettering is proposed. 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.)*

Motion: Postponed two weeks due to the applicant's absence.

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

**\*\* MEETING ADJOURNED AT 4:53 P.M. \*\***