



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Wednesday, May 18, 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
 NATALIE COPE, Present
 RANDY MUDGE, Present

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

CITY COUNCIL LIAISON: DAS WILLIAMS, Absent

STAFF: JAIME LIMÓN, Design Review Supervisor, Present at 3:05 p.m., left at 3:10 p.m.
 SUZANNE JOHNSTON, Planning Technician II, 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.

- ** 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 May 13, 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 May 4, 2005.

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

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from May 5, 2005 to May 18, 2005 are listed as follows:

1. 602 E. Montecito Street, Fergueson Xpress & Fergueson. Final approval of the relocation of Sign C as submitted. The signage has been reviewed and approved by the Supervising Transportation Engineer.
2. 424 N. Milpas, Pat's Liquor. Final approval of the signs as submitted.
3. 3400 State Street, Help-U-Sell. Final approval of the Review After Final changes to the signs as submitted.
4. 3888 State Street, La Sumida Building Complex. Final approval of the face change as submitted.
5. 2921 De la Vina, Hyashuda & Associates. Final approval of the signage as submitted.
6. 137 W. Mission, Hearts Bloom. Final approval of the signage as submitted.
7. 1341 State Street, Kaleidoscope. Final approval of the sign as submitted.

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

1. Ms. Johnston announced the following:

- a) Item No. 1, 330 State Street, has been postponed at the applicant's request.

Motion: Postpone Item No. 1, 330 State Street two-weeks.
Action: Ziemer/Hausz, 4/0/0.

- b) Tom Nilsen will be absent from the meeting.

2. Chair Ziemer announced she will be absent from the June 15, 2005, June 29, 2005, and July 13, 2005 meetings.
3. Steve Hausz announced he will be absent from the June 1, 2005 meeting.

E. Possible Ordinance Violations.

Committee member Hausz reported that the banners in violation are continuing to be displayed and related that they are becoming more prolific.

REFERRED FROM CONFORMING SIGN REVIEW1. **330 STATE ST** C-M Zone

Assessor's Parcel Number: 037-254-014
 Application Number: SGN2005-00068
 Owner: Topakas/Hicks Family Living Trust 5
 Applicant: Jose Ramirez
 Business Name: Gentle Dental

(This is an enforcement case. Proposal to permit an "as built" 21 square foot sandblasted wall sign along the Gutierrez 28.50 square feet of signage is being requested. The linear building frontage is 50 feet. The allowable signage is 50 square feet. Street frontage and a 7.5 square foot sandblasted wall signs facing State Street in El Pueblo Viejo Landmark District.)

Postponed two weeks at the applicant's request.

CONCEPT REVIEW – NEW2. **430 B CHAPALA ST** C-M Zone

Assessor's Parcel Number: 037-211-028
 Application Number: SGN2005-00070
 Owner: Sima / Los Osos, L P
 Business Name: Antica Furnishings
 Agent: White Signs

(This building is on the City's Potential for Designation List. Proposal for two 8 square foot projecting signs with a maximum letter height of 5 inches for a property located in El Pueblo Viejo Landmark District. 16 square feet of signage is being requested. The linear building frontage is 65 feet. The allowable signage is 65 square feet.)

(1:44)

Kourosh Khodabahdehlow, President; and Adman Orali, Applicant, present.

Motion: Final Approval of the signs and a one-week continuance to the Conforming Sign Review with the following comments and conditions: 1) The steel in the bracket shall be solid stock and is to have a hand worked feel, including a detail of the scroll bar end. 2) The back plate corners shall be coved to match the sign board or to match the back plate of the existing lanterns. 3) All bracket, chain links and lag bolts are to be painted to match either the existing balconies or the lanterns on the building. 4) Provide revised plans. 5) Provide a color chip of the green color proposed. 6) The gold color on the sign shall be gold leaf. 7) Provide scaled elevation drawings that show the installation height of the signs, which will be approved at the Conforming Sign Review. 8) Restudy the installation height of sign A to relate more to a pedestrian scale. 9) The Committee suggested both signs A and B be installed at the same height.

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

CONCEPT REVIEW – NEW**3. 218 E ORTEGA ST**

C-M Zone

Assessor's Parcel Number: 031-152-027
 Application Number: SGN2005-00075
 Owner: Lucy and Apphonso Sanchez
 Business Name: Juan A Lara Saddlery & Western Store
 Agent: Bradley Miles

(This is an enforcement case. Proposal to permit an "as-built" 5.3 square feet hanging sign which is mounted on a pole and an "as-built" 20 square foot wall sign on a property located within El Pueblo Viejo Landmark District. The signs were relocated from the previous location on Chapala Street. This proposal does not include the signage for the existing towing business that is on the same lot. An Exception is requested to allow a pole sign. The proposal does not include the 6 square foot of approved signage for Bob Holtzer Towing Service on an existing but separate building on the lot which is proposed to remain. 25.38 square feet of signage is being requested. The linear building frontage is 33 feet. The allowable signage is 33 square feet.)

(PROJECT REQUIRES EXCEPTION FINDINGS.)**(2:00)**

Bradley Miles, Agent, present.

Staff Comment: Suzanne Johnston, Planning Technician, stated that the approval of the temporary pole sign might encourage future tenants to apply for an exception to allow the condition to remain.

Motion: Final approval of the wall sign and the following comments: 1) The pole sign is not acceptable and should be removed. Either mount it on the fence or return with drawings that show an alternate sign that is mounted on the fence. 2) Any additional signage is to return to the Conforming Sign Review.

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

CONCEPT REVIEW – NEW**4. 608 CHAPALA ST**

C-M Zone

Assessor's Parcel Number: 037-131-020
 Application Number: SGN2005-00080
 Owner: Barton Clemens, Trustee
 Agent: Betsy Harris
 Business Name: Samy's Camera

(This building is on the City's List for Potential Designation. Proposal to construct three new wall signs at 15.28 square feet each, and five segments of awning totaling 8.68 square feet of awning signage for a project located in El Pueblo Viejo Landmark District. 54.52 square feet of signage is being requested. The linear building frontage is 81 feet. The allowable signage is 60.75 square feet.)

(2:15)

Dan Morris, Freedom Signs, present.

Motion: Final Approval of the signs with the following comments and conditions: 1) Sign A: Approved with the condition that the sign is centered vertically within the architectural band. 2) Sign B: Shall be relocated over the Chapala Street south entry above the awning in the architectural recess. 3) The Committee cannot support sign C. 4) The Committee can support a total of three awning signs if they are equally spaced on the Chapala street frontage between the entry wall signs.

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

CONCEPT REVIEW – NEW5. **3851 STATE ST** C-2/SD-2 Zone

Assessor's Parcel Number: 051-010-011
Application Number: SGN2005-00081
Owner: Madison La Cumbre LLC
Business Name: World Savings
Contractor: Freedom Signs

(Proposal to for an as-built three square foot ground directional sign. 3 square feet of signage is being requested in addition to 38.33 square feet of existing signage. The linear building frontage is 65 feet.)

(2:32)

Dan Morris, Freedom Signs, present.

Motion: Final approval of the signs as submitted.
Action: Hausz/Ziemer, 4/0/0.

CONCEPT REVIEW - CONTINUED6. **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.)

(2:58)

Applicant was not present.

Staff Comment: Jaime Limon, Design Review Supervisor, stated the Sign Committee can approve the sign with a condition that the signs be consistent with the adopted sign program, which Staff would verify.

Motion: Final Approval as installed with the following comments and conditions: 1) Staff is to determine whether the sign is consistent with the existing sign program. 2) The approval is pending scaled and approved drawings.
Action: Hausz/Ziemer, 4/0/0.

CONCEPT REVIEW – NEW**7. 222 W CARRILLO ST**

C-2 Zone

Assessor's Parcel Number: 039-271-013
 Application Number: SGN2005-00077
 Owner: Roger and Carol Duncan
 Business Name: Sav-On Drugs
 Applicant: Michelle Alfieri

(This is on the California Inventory of Historic Resources and is on the City's List of Potentials for Designation. Proposal to remove and existing monument sign and replace it with a 12 square foot ground sign within an existing planter; a 21 square foot channel letter wall sign, with 30 inch letters; a 18.5 square foot, channel letter wall sign with 10 inch letters; and 12 square feet of awning signage with 8 inch letters for Sav-on Drugs located in El Pueblo Viejo Landmark District. Exceptions are required for signage in excess of the allowable and letter height in excess of 10 inches. 63.50 square feet of signage is being requested in addition to 6 square feet of existing signage. The linear building frontage is 64 feet. The allowable signage is 64 square feet.)

(PROJECT REQUIRES EXCEPTION FINDINGS.)

This item was taken out of order.

(2:40)

Michelle Alfieri, Applicant, present.

Motion: Continued two weeks with the following comments: 1) The signage presented is not acceptable in El Pueblo Viejo Landmark District. 2) Return with a proposal that reflects the standards of the design district. 3) The letter height is not acceptable and it would be overly difficult to make findings for granting a substantial exception. 4) The internally illuminated plastic face letters are not acceptable. 5) The signage is redundant. 6) A listing of services is not acceptable. 7) The type of lighting and the depth of the letters are not acceptable. 8) The ground sign requires review by the City of Santa Barbara Transportation Department and should relate to adjacent building architecture and be more subdued. 9) The awning and other changes need to be reviewed by Historic Landmarks Commission. 10) The wall signs on both faces of the building may be redundant. Major signage on the Carrillo frontage may be sufficient with a small scale sign attached to the trellis on the parking lot frontage.

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

CONCEPT REVIEW – CONTINUED**8. 833 N MILPAS ST**

C-2 Zone

(3:15) 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 in the Haley-Milpas Special Design District. 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.)

(3:10)

Dave Tilsner, Applicant, present.

Motion: Final approval of the signs with the conditions that the red color shall match "Pantone 1807" and that the LED be applied in a single row to the back of the front face.

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

**** MEETING ADJOURNED AT 3:19 P.M. ****