



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

**Wednesday, June 1, 2005**                      **David Gebhard Public Meeting Room**                      **630 Garden Street**                      **1:53 P.M.**

**COMMITTEE MEMBERS:**                      DAWN ZIEMER, Chair, Present  
    TOM NILSEN, Vice Chair, Absent  
    STEVE HAUSZ, Absent  
    NATALIE COPE, Absent  
    RANDY MUDGE, Present

**ALTERNATES:**                                      SUSETTE NAYLOR, Present  
    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

### **\*\* 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.

**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 May 27, 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 18, 2005.

Motion: Approval of the minutes of the Sign Committee meeting of May 18, 2005, with corrections.  
Action: Ziemer/Mudge, 2/0/0. Naylor abstained.

## C. Listing of Approved Conforming Signs:

The signs approved on Conforming Sign Review from May 19, 2005 to June 1, 2005 are listed as follows:

1. 21 E. Victoria Street, Towbes Group, Inc. – Countrywide. Final approval of the Review After Final detail as submitted.
2. 601 State Street, Aaron Brothers Art Mart. Final approval of the signage with the condition that the three gooseneck directional light fixtures shall not exceed 100 watts per lamp.
3. 3905 State Street, Countrywide Banking & Home Loans. Final approval of the signs as submitted.
4. 1106 Coast Village Road, The Bank of Montecito. Final approval of the signs as submitted.
5. 1250 Coast Village Road, McCoy Construction. Final approval of the sign as submitted.
6. 15 E. Figueroa, Finestra Caffe. Final approval of the signs as submitted.
7. 12 W. De la Guerra, Los Arcos. Final approval as submitted.

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

## 1. Ms. Johnston announced the following:

- a) Tom Nilsen, Natalie Cope, and Steve Hausz will be absent from the meeting.
- b) Susette Naylor will be standing in as an alternate

Motion: Postpone Item No. 1, 434 E. Haley Street, Suite B, two weeks due to the applicant's absence.  
Action: Ziemer/Mudge, 3/0/0.

## E. Possible Ordinance Violations.

No Ordinance Violations.

**CONCEPT REVIEW - CONTINUED**1. **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. The linear building frontage is 100 feet. The allowable signage is 65 square feet.)*

Postponed two weeks at the applicant's request.

**REFERRED FROM CONFORMING SIGN REVIEW**2. **330 STATE ST** C-M Zone

Assessor's Parcel Number: 037-254-014  
 Application Number: SGN2005-00068  
 Owner: Topakas/Hicks Family Living Trust  
 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 Street frontage and a 7.5 square foot sandblasted directional wall sign facing State Street in El Pueblo Viejo Landmark District. 28.50 square feet of signage is being requested. The linear building frontage is 50 feet. The allowable signage is 50 square feet.)*

**(1:58)**

Raquel Hernandez, Office Manager, present.

Motion: Continued two weeks with the following comments: 1) The Gutierrez Street sign is acceptable as presented. 2) Restudy the sign facing State Street to be the same font and style as the Gutierrez Street sign. 3) Reduce the size of the sign. 4) Restudy the arrow to be a directional hand. 5) Return with full architectural elevations and photographs.

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

**CONCEPT REVIEW - NEW**3. **3791 C STATE ST**

Assessor's Parcel Number: 051-620-003  
 Application Number: SGN2005-00085  
 Owner: Louis Karpf Revocable Living Trust  
 Contractor: Vogue Sign Company

*(Proposal for a 9.7 square foot pin mounted wall sign for Villa La Cresta residential units. There is no lighting associated with this proposal. The project requires an exception for a maximum letter height of 14.25 inches. 9.70 square feet of signage is being requested. The linear building frontage is 80 feet. The allowable signage is 10 square feet.)*

**(PROJECT REQUIRES EXCEPTION FINDINGS.)**

**(2:16)**

Christian Muldoone, Vogue Sign Company; and Bob Stevens, Homeowners Association, present.

Motion: Continued two weeks with the following comments: 1) Restudy integrating the address sign into the proposal in the effort to simplify the font palette and sign placement. 2) Return with architectural elevations.

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

**CONCEPT REVIEW - NEW****4. 500 STATE ST**

C-M Zone

Assessor's Parcel Number: 037-173-020  
 Application Number: SGN2005-00087  
 Owner: RTK Associates  
 Agent: Something's Fishy  
 Contractor: Benton Signs & Designs

*(Three proposed signs totaling 13.5 square feet for "Something's Fishy Japanese Steak House & Sushi Bar" located in El Pueblo Viejo Landmark District. All existing signage is proposed to be removed. The new signs consist of a 6.4 square foot projecting sign and two wall signs (a 3.5 square foot and a 2.4 square foot wall sign). All signs are to be sandblasted redwood signs. Lighting is not a part of the proposal. 13.55 square feet of signage is being requested in addition to 20 square feet of existing signage. The linear building frontage is 40 feet. The allowable signage is 20 square feet.)*

**(2:35)**

Dave Benton, Benton signs of Santa Barbara, present.

Motion: Final approval of the signs as submitted.

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

**CONCEPT REVIEW - NEW****5. 506 CHAPALA ST**

C-M Zone

Assessor's Parcel Number: 037-171-008  
 Application Number: SGN2005-00084  
 Owner: Haimovitz Family Limited Partnership  
 Architect: Marc Perry  
 Business Name: Santa Barbara Harley Davidson

*(This is a Structure of Merit. Conceptual review of a proposal to install three metal wall signs at 12 square feet each and two double faced ground mounted signs at 12 square feet each. 60 square feet of signage is being requested. The linear building frontage is 138 feet. The allowable signage is 90 square feet.)*

**(REVIEW BY THE SUPERVISING TRANSPORTATION ENGINEER WILL BE REQUIRED PRIOR TO APPROVAL.)**

**(2:44)**

Marty Cherrie, Owner, present.

Motion: Continued two weeks with the following comments: 1) Restudy the font on the proposed sign A to be more in keeping with El Pueblo Viejo District Guidelines. The Committee suggested a Serif font, or a font which is a more script like font. 2) Reduce the depth of the letters as much as possible. 3) The same comments apply for signs 1, 2 and 3. 4) The internally illuminated ground sign is not acceptable. 5) Explore more traditional materials that are not internally illuminated with a base that compliments the architecture of the building. 6) The Committee finds that the 45 degree angle placement for the ground signs is acceptable. 7) It is understood that the applicant will return with a design for the service entrance signs and suggested it be painted directly on the building. 8) The Committee expressed its gratitude for the complete and thorough application.

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

**CONCEPT REVIEW - CONTINUED****6. 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 an 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. 63.5 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.)****(3:07)**

Michelle Alfieri, Applicant, present.

Motion: Continued one week to the Conforming Sign Review with the following comments: 1) The Carrillo Street sign is acceptable with the condition that the word "pharmacy" shall be pin mounted off 1/4 inch from the wall. 2) The monument ground sign appears to be acceptable. 3) Return with details of the ground sign that includes a section through the sign that shows the depth of routed letters. 4) The tenant sign or font is not part of the approval. 5) Return with specifications on the lighting for the ground sign. 6) The Committee recommends adding a shallow pyramid on the top of the post. 7) Return with samples of the color signs. 8) The monument sign is to match the color detailing of the wood on the building.

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

**\*\* MEETING ADJOURNED AT 3:17 P.M. \*\***