



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Wednesday, October 19, 2005 **David Gebhard Public Meeting Room: 630 Garden Street** **1:43 P.M.**

COMMITTEE MEMBERS: DAWN ZIEMER, Chair, Absent
 TOM NILSEN, Vice Chair, Absent
 STEVE HAUSZ, Absent
 NATALIE COPE, Present
 RANDY MUDGE, Present, left at 2:53 p.m., returned at 3:16 p.m.

ALTERNATES: SUSETTE NAYLOR, Absent
 CHRISTOPHER MANSON-HING, Present at 2:38 p.m. left at 3:38 p.m.

CITY COUNCIL LIAISON: DAS WILLIAMS, Absent

STAFF: JAIME LIMÓN, Design Review Supervisor, Present
 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.

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 October 14, 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.

Public comment opened at 1:43 p.m.

Ken Sorgman, Signs by Ken, stated a complaint regarding the Cameron Brothers sign and stated the one-half inch acrylic letters with a shiny, glossy finish is not allowed according to the Ordinance.

B. Approval of the minutes of the Sign Committee meeting of October 5, 2005.

Motion: Approval of the minutes of the Sign Committee meeting of October 5, 2005, with corrections.

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

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from October 6, 2005 to October 19, 2005 are listed as follows:

1. 3405 State Street, Skin Deep. Final approval of the Review After Final as submitted.
2. 537 State Street, Game Seeker. Final approval as submitted.
3. 622 Olive Street, Graphic Traffic. Final approval as submitted.
4. 1120 San Andreas Street, Home Gardens Apartments. Final approval with conditions.
5. 3700 State Street, Wells Fargo Home Mortgage. Final approval as submitted.
6. 700 North Milpas, Salvation Army. Final approval of the Review After Final as submitted.
7. 234 E. Haley Street, Calderon's Funeral Home. Final approval as submitted.
8. 511 Bath Street, Santa Barbara Athletic Club. 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 and Steve Hausz will be absent from today's meeting.
- b) The sign application for Ty Warner Sea Center Santa Barbara Museum of Natural History has been appealed and will be heard at the regular Architectural Board of Review meeting, October 24, 2005.

E. Possible Ordinance Violations.

No Ordinance Violations were reported.

Ms. Johnston announced there is a quarterly report available that shows up-to-date pending and abated cases. Ms. Johnston stated that Jaime Limón, Design Review Supervisor/Senior Planner and Danny Kato, Senior Planner are conducting meetings to assure un-permitted signs are documented, photographed, and that correspondence is generated to abate backlogged violations.

CONCEPT REVIEW – CONTINUED

1. **21 W CARRILLO ST**

C-2 Zone

Assessor's Parcel Number: 039-321-002
 Application Number: SGN2005-00129
 Owner: Harold Frank Trust
 Business Name: Spectrum
 Contractor: Santa Barbara Signs & Graphics
 Architect: DesignArc

(This is an enforcement case. This is a revised proposal. Proposal for two wall signs each 6 square feet, two awning signs 1.75 square feet each, and a 10 square foot hanging sign for Spectrum located in El Pueblo Viejo Landmark District. All temporary signs to be removed. 25.50 square feet of signage is being proposed. The linear building frontage is 85 feet. The allowable signage is 65 square feet.)

(1:48)

Tony Calhoun, Applicant; and John Beauchamp, Architect, present.

Staff comment: Mr. Limón requested that the Sign Committee attempt to move the application forward in order to remove the temporary signage at the location. Mr. Limón also explained the difference in color and graphics between the previous logo signage and the currently proposed logo signage, described the definitions of the Sign Ordinance in relation to the proposal, and discussed entry way signage options.

Motion: Continued one week to Conforming Sign Review with the following conditions: 1) Reduce the length of the word "Spectrum" in Sign A. 2) Omit sign B. 3) The rest of the application is approved.

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

Staff comment: In response to various questions from the Commission and the Applicant, Mr. Limón explained the appeal process and the various options available to the applicant regarding a request for a complete denial versus a partial denial and the subsequent review by the Historic Landmarks Commission.

Amended

Motion: Approval of Signs A, C, D, and E and a one week continuance to Conforming Sign Review with following conditions: 1) Sign B is denied without prejudice. The Committee is of the opinion that four sign locations proposed on the Carrillo Street frontage are redundant and violate the intent of the Sign Ordinance. The wall signs A & B do not relate to the entry location for the building. 2) The horizontal spacing of the word "Spectrum" shall be reduced to alleviate the apparent crowding of the architecture. 3) The Sign Committee appreciates the efforts of the applicant team to work with the Committee, over the last three reviews, in an attempt to modify the sign package to come into compliance with El Pueblo Viejo Landmark District.

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

CONCEPT REVIEW – CONTINUED**2. 3908 STATE ST**

C-2/R-O/SD-2 Zone

Assessor's Parcel Number: 057-233-030
 Application Number: SGN2005-00142
 Owner: Navigo Capital Group, LP
 Contractor: Sign Express
 Business Name: Spectrum
 Applicant: Courtland-Dane Management Group
 Applicant: Santa Barbara Signs & Graphics

(Proposal to replace the face on an existing 49 square foot double-sided monument sign, replace face on a 45 square foot wall sign, replace face on a 35.24 square foot wall sign, and replace face on an existing 6 square foot monument sign at the rear of the property. Exceptions are requested to exceed the maximum allowable size of the signs at the property and to exceed the maximum height of a monument sign. 135.24 square feet of signage is being requested in addition to 124.20 square feet of existing signage. The linear building frontage is 101.30 feet. The allowable signage is 90 square feet.)

(PROJECT REQUIRES EXCEPTION FINDINGS FOR SIGNANGE IN EXCESS OF THE ALLOWABLE AND AN OVERHEIGHT GROUND SIGN.)

(BOARD MEMBERS ARE TO DRIVE BY THE SITE PRIOR TO THE MEETING TO DETERMINE IF A SIGN PROGRAM IS REQUIRED.)

(2:27)

Fred Barbaria, Contractor; Tony Calhoun, Applicant; and Jack Stafford, Representative for the Owners, present.

Public comment opened at 2:30 p.m.

Chair Ziemer read a letter from Jack Stafford, Senior Vice President of Courtland – Dane property management company and authorized agent for Steve Golis, Navigo Capital Group, L.P.; and Dirk Probstel and Susan Thomason, Owner's of the property, which stated that, after review of the Ordinance, the opinion is that the property does not fall under the requirement for a sign program and it is their desire that such a program is not mandated.

Public comment closed at 2:32 p.m.

Staff comment: Jaime Limón, Design Review Supervisor/Senior Planner, outlined the interpretation and intent of the Sign Ordinance, discussed various options available to the applicant, explained the purpose and process of the Sign Programs, clarified the City's temporary signage procedures. Responding to questions regarding the City's Sign Program requirements. Mr. Limón explained the process whereby the Sign Committee can determine that a sign program is required for a multi-tenant building but stated that the applicant can request a continuance in order for Staff to evaluate if the Sign Regulation Municipal Code Section does not apply to this type of building. Mr. Limón stated the applicant can appeal the Sign Committee's decision to require a Sign Program or wait for Staff to confer with the City Attorney before making a decision on a possible appeal. Mr. Limón added that usually, signs with corporate logos are expected to comply with all City of Santa Barbara Ordinances and Guidelines.

Staff comment: Suzanne Johnston, Planning Technician II, stated that the plaza was established as a group identity. Ms. Johnston also stated that a sign program can ultimately benefit the applicant in the way that it can allow more signage than the Sign Ordinance requirement.

Motion: Continued two weeks with the comment that Staff will confer with the City Attorney in regards to a potential sign program.

Action: Ziemer/Mudge, 3/0/1. Manson-Hing abstained.

CONCEPT REVIEW – CONTINUED**3. 416 STATE ST** C-M Zone

Assessor's Parcel Number: 037-212-023
 Application Number: SGN2005-00143
 Owner: Kim and Cynthia Hughes
 Contractor: Benton Signs & Designs
 Business Name: Sharkeez

(Proposal to abate sign violations by removing the existing signs and proposal for a new 21 square foot wall sign and a new 4.7 square foot wood projecting sign on a building located in El Pueblo Viejo Landmark District. 25.70 square feet of signage is being requested. The linear building frontage is 40 feet. The allowable signage is 40 square feet.)

The applicant requested a two-week postponement.

Motion: Postpone two weeks at the applicant's request.
 Action: Ziemer/Mudge, 3/0/0.

CONCEPT REVIEW – NEW**4. 101 W CARRILLO ST** C-2 Zone

Assessor's Parcel Number: 039-313-006
 Application Number: SGN2005-00147
 Owner: Lorraine Price, Trustee
 Business Name: Shell/ Sea Side Market
 Architect: Lenvik & Minor

(Proposal to repaint the two existing ground signs totaling 30.2 square feet, to repaint the "Sea Side Market" totaling 18 square feet, to install 4 gas pump faces totaling 27.2 square feet and 4 gas pump toppers totaling 29.3 square feet. Additionally, there is a .5 square foot sign for an ATM machine which will require Historic Landmarks Commission Review for the architectural feature prior to approval of the sign. An exception is requested to allow signage in excess of the allowable for a Shell gas station located in El Pueblo Viejo Landmark District. 56.5 square feet of signage is being requested in addition to 48.68 square feet of existing signage. The linear building frontage is 86.80 feet. The allowable signage is 65 square feet.)

(PROJECT REQUIRES EXCEPTION FINDINGS FOR SIGNAGE IN EXCESS OF THE ALLOWABLE.)

(2:53)

Jeff Gorrell, Architect; and John Price, Owner, present.

Motion: Continued indefinitely with the following comments: 1) The following signs are acceptable: a) the two monument signs, b) the seaside market sign, and c) the ATM sign. 2) Study the pump design to fit better with the architecture. 3) The Sign Committee appreciates the removal of the 13 signs. The following Exception Findings were made: The Committee grants the exception due to the unusual physical configuration of the site based on the fact that the applicant is not requesting anything over and above relating business and the building frontage is smaller than the actual site itself.

Action: Cope/Manson-Hing, 3/0/0.

CONCEPT REVIEW – NEW**5. 2009 DE LA VINA ST**

C-2 Zone

Assessor's Parcel Number: 025-301-023
Application Number: SGN2005-00146
Owner: Kathryn and Susan Miratti, Trustees
Business Name: Ted's Used Books and Collectibles
Applicant: Sonya Tafejian

(Proposal to install a 12 square foot window sign and a 3 1/2 square foot vertical sign on the post of the covered entry way to the building. 15.50 square feet of signage is being requested. The linear building frontage is 30 feet. The allowable signage is 30 square feet.)

(3:16)

Sonya Tafejian, Applicant, present.

Motion: Continued two weeks with the following comments: 1) Sign A: Enhance the detail on the book portion of the sign and provide an accurate drawing of the final product. 2) Sign B: Explore an alternate location and place the letters horizontally as opposed to vertically. Study an option that locates the sign underneath the awning roof form. 3) Mute the colors and return with actual paint sample chips.

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

CONCEPT REVIEW – NEW**6. 2009 DE LA VINA ST**

C-2 Zone

Assessor's Parcel Number: 025-301-023
Application Number: SGN2005-00152
Owner: Kathryn and Susan Miratti, Trustees
Business Name: Los Gallos
Contractor: Signs by Ken

(Proposal to install pin mounted letters for a wall sign 15 square feet in size. Exception requested to allow the sign above the roof element. Two existing signs totaling 33.5 square feet on the side elevations of the two-tenant building will be removed. 15 square feet of signage is being requested. The linear building frontage is 25 feet. The allowable signage is 25 square feet.)

(PROJECT REQUIRES EXCEPTION FINDINGS TO ALLOW THE SIGN ABOVE A ROOF ELEMENT.)**(3:38)**

Ken Sorgman, Applicant, present.

Motion: Continued two weeks with the comment that the applicant is to restudy the application to ascertain if a sign will fit underneath the roof form.

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

CONCEPT REVIEW – NEW**7. 2936 DE LA VINA ST** C-2/SD-2 Zone

Assessor's Parcel Number: 051-180-025
Application Number: SGN2005-00148
Owner: Katherine Guerra, Trustee
Applicant: Betsy Harris
Business Name: McDermott Crocket

(Proposal for one new double-sided 26.4 square foot monument sign. The proposal will reuse the existing base from a ground sign of a previous tenant. 26.40 square feet of signage is being requested. The linear building frontage is 47 feet. The allowable signage is 47 square feet.)

(PROJECT REQUIRES REVIEW BY THE SUPERVISING TRANSPORTATION ENGINEER.)

(3:45)

Dan Morris, Freedom Signs, present.

Motion: Continued one week to Conforming Sign Review with the following comments: 1) Lower the height of the sign as much as possible. 2) The color, form, and layout are acceptable. 3) Study "cleaning up" the electrical outlet boxes and minimizing their appearance. 4) Provide further lighting details.

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

CONCEPT REVIEW – CONTINUED**8. 1005 SANTA BARBARA ST.** C-2 Zone

Assessor's Parcel Number: 029-211-010
Application Number: SGN2005-00137
Owner: Tom Parsai
Applicant: Betsy Harris
Business Name: White Sands Tanning & Hair Salon
Contractor: Freedom Signs

(Proposal to install a 4.6 square foot hanging sign at the new location for White Sands Tanning & Hair Salon located in El Pueblo Viejo Landmark District. 4.60 square feet of signage is being requested. The linear building frontage is 22 feet. The allowable signage is 22 square feet.)

(3:56)

Dan Morris, Freedom Signs, present.

Motion: Final approval as submitted with the following conditions: 1) Include notations on the detailed drawings that state the frame shall be painted black to match the existing black frame. 2) All fasteners and hanging devices shall match the existing black color. 3) The frame shall be 1/4" thick on both faces of the sign and continue on all edges.

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

CONCEPT REVIEW – NEW**9. 132 HARBOR WAY**

HC/SD-3 Zone

Assessor's Parcel Number: 045-250-011
 Application Number: SGN2005-00154
 Owner: City of Santa Barbara
 Contractor: Freedom Signs
 Agent: Scott Reidman
 Business Name: Waterfront Administration
 Business Name: Harbor Patrol

(Proposal for a 5.41 square foot directory sign for upper floor tenants and a 2 square foot hanging sign directing the public upstairs for the Harbor Patrol and Waterfront Administrative offices. The signage for the ground floor tenant West Marine is to remain unaltered totaling 48 square feet. 7.41 square feet of signage is being requested in addition to 48 square feet of existing signage. The linear building frontage is 80 feet. The allowable signage is 80 square feet.)

(4:03)

Dan Morris, Freedom Signs, present.

Motion: Continued one week to the Conforming Sign Review with the comment to restudy the font on sign A to be more readable and in keeping with the font family of other waterfront signs.

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

CONCEPT REVIEW – NEW**10. 1727 STATE ST**

C-2 Zone

Assessor's Parcel Number: 027-101-009
 Application Number: SGN2005-00144
 Owner: Business Center Properties
 Applicant: Geoffrey Quaglino
 Business Name: Santa Barbara Real Estate Mortgage

(Proposal for one 5.25 square foot project sign on a new bracket and a 2 square foot window sign for Santa Barbara Real Estate Mortgage office which occupies a majority of the first floor space of a multi-tenant (15 tenant) building. There is an existing 14 square foot, approved wall sign identifying the building as the "Business Center". 7.25 square feet of signage is being requested in addition to 14 square feet of existing signage. The linear building frontage is 24 feet. The allowable signage is 12 square feet.)

(4:11)

Geoffrey Quaglino, Applicant, present.

Motion: Continued one week to the Conforming Sign Review with the following comments: 1) Make a final determination on the attachment points and supply the appropriate details. 2) Provide the accurate mounting height. 3) If a second tenant wishes to apply for signage in the future, a sign program will be necessary.

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

**** MEETING ADJOURNED AT 4:31 P.M. ****