



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Wednesday, November 16, 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 at 1:46 p.m.
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
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 November 11, 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 November 2, 2005.

Motion: Table the approval of the minutes of the Sign Committee meeting of November 2, 2005.
Action: Mudge/Cope, 4/0/0.

Motion: Untable the approval of the minutes of the Sign Committee meeting of November 2, 2005.
Action: Hausz/Ziemer, 4/0/0.

Motion: Approval of the minutes of the Sign Committee meeting of November 2, 2005 with corrections.
Action: Hausz/Cope, 3/1/0. Ziemer abstained.

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from November 3, 2005 to November 16, 2005 are as follows:

1. 21 W. Carrillo, Spectrum. Final approval of sign A details as submitted.
2. 2936 De la Vina Street, McDermott-Crockett. Final approval as submitted.
3. 532 Santa Barbara Street, Gaza Group Design Studio. Final approval as submitted.
4. 119 North Quarantina, Marborg. Final approval as submitted.
5. 926 Indio Muerto. Goodman Reed Motorcars. Final approval as submitted.
6. 1004 Santa Barbara Street, Brokenberger & Smith. 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. 3, 321 Paseo Nuevo; Item No.5, 1266 Coast Village Road; and Item No. 6, 1272 Coast Village Road, have been postponed to the December 7th, 2005 meeting at the applicant's request.

Motion: Postpone Items No. 3, 5 and 5 to the December 7, 2005 meeting.
Action: Ziemer/ Mudge, 3/0/0.

- b) Beginning the first of the year, the Sign Committee meetings will be held at 9:00 a.m.
- c) The next Sign Committee meeting will be December 7, 2005.

- d) The Spectrum appeal to the Historic Landmarks Commission meeting of November 9, 2005 was denied.
- e) There are no other appeals pending at this time.

2. Chair Ziemer announced the following:

- a) She had received a phone call from Mark Perry representing Harley Davidson stating he thought the signs were too small.
- b) Natalie Cope will be absent from the December 7 and December 21, 2005 meetings.

E. Possible Ordinance Violations.

No possible ordinance violations reported.

CONCEPT REVIEW – CONTINUED

1. **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: Santa Barbara Signs & Graphics.
 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 1.9 square foot plaque on the existing monument sign at the rear of the property. Exceptions are requested to exceed the maximum allowable signage and to exceed the maximum height of a monument sign. 135.24 square feet of signage is being requested. The linear building frontage is 101.30 feet. The allowable signage is 90 square feet.

(PROJECT REQUIRES EXCEPTION FINDINGS.)

(1:38)

Fred Barbaria, Santa Barbara Signs: and Andrew Eastwood, Spectrum Athletic Club, present.

Motion: Continued one week to Conforming Sign Review with the following comments: 1) Sign A is acceptable as proposed. 2) Sign B: Reduce the size of the logo element so that the box behind the swimmer is closer to the height of the two text lines together. 3) Sign C: Reduce the size of the logo element so that the box behind the swimmer is closer to the height of the two text lines together and the additional comment to reduce the overall sign by approximately fifteen percent. 4) Sign D: Is not approved and shall be removed. 5) Sign E: Acceptable as proposed. 6) Provide correctly scaled elevations of all signage. 7) All box signage behind the swimmer shall be metal with the mottled paint finishes used at the applicant's discretion. Exception Findings: The Committee feels an exception can be granted due to: a) distance from the street, b) all text conforms to the Sign Ordinance, and c) The bounding box that defines the sign area is exaggerated by the height of the swimmer and therefore, the actual text area is consistent with the Ordinance. Additional Findings are as follows: 1. There are exceptional or extraordinary circumstances or conditions applicable to the property involved, or to the intended use of the property, that do not apply generally to other properties in the vicinity. 2. The granting of the exception will not be materially detrimental to the public welfare or injurious to the properties or improvements in the vicinity. 3. The proposed sign is in conformance with the stated purpose and intent of the Sign Ordinance.

Action: Hausz/Mudge, 3/1/0. Ziemer opposed.

CONCEPT REVIEW – CONTINUED**2. 3820 STATE ST**

R-O/SD-2 Zone

Assessor's Parcel Number: 057-240-052
 Application Number: SGN2005-00157
 Owner: Hitchcock State Street Real Estate,
 Business Name: Select Personnel Service
 Contractor: Vogue Sign Company*

(This is a revised proposal to install eight signs totaling 134.85 square feet of requested signage. The proposal includes the following signage: two internally illuminated 16.5 square feet monument signs (Signs C and H) with a maximum letter height of 15.25 inches; a 3.6 square foot, individual brushed brass letter monument sign (Sign D not including the concrete monument area) with maximum letter height of 9.5 inches; a 30 square foot, internally and halo lit channel letters wall sign (Sign A) with maximum letter height of 16 inches; a 50.75 square foot, internally and halo lit channel letters wall sign with maximum letter height of 14 inches (Sign B); a 1.7 square foot, individual brushed brass letter wall sign (Sign E); a 10.45 square foot, individual brushed brass letter wall sign (Sign G); and a 5.3 square foot, individual brushed brass letter wall sign (Sign I). The linear building frontage is 151 feet. The allowable signage is 90 square feet. Exceptions are requested for two signs with 15.25 inch letters, two signs with 16 inch letters and 44.85 square feet over the allowable sign area.)

**(PROJECT REQUIRES EXCEPTION FINDINGS.)
 (2:14)**

Christian Muldoone, Vogue Signs; and Lori Maxwell and Lori Weathers, Select Personnel Services, present.

Motion: Continued to the December 7th meeting with the following comments: 1) The Committee cannot support letters over twelve inches and feels most all the sign elements need to be restudied to be more consistent with the context of the neighborhood. 2) The lighting needs to be more appropriate. 3) Return with a larger scale site plan. 4) The monument sign should not be internally illuminated.

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

CONCEPT REVIEW – CONTINUED**3. 321 PASEO NUEVO**

C-2 Zone

Assessor's Parcel Number: 037-400-002
 Application Number: SGN2005-00161
 Business Name: Aldo
 Owner: Redevelopment Agency/Santa Barbara
 Agent: Glen Morris

(Proposal to install a 26.4 square foot pin mounted wall individual letter sign in the Paseo Nuevo Mall. This project does meet the criteria as specified as outlined in the Paseo Nuevo Design Criteria. 28.40 square feet of signage is being requested. The linear building frontage is 53 feet. The allowable signage is 26.50 square feet.)

Postponed to the December 7, 2005 meeting at the applicant's request.

CONCEPT REVIEW – CONTINUED**4. 101 W CARRILLO ST**

C-2 Zone

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

(Proposal to repaint the two existing ground signs totaling 30.2 square feet, to repaint the "Sea Side Market" wall sign 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 proposed 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 40.2 square feet of signage in excess of the allowable for a Shell gas station located in El Pueblo Viejo Landmark District. Proposal to install pump toppers, install ATM sign, and reface all other existing signs for Shell Food Mart/SeaSide Market. 56.50 square feet of signage is 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.)**(2:51)**

Jeff Gorrell, Lenvik & Minor Architects; and John Price, Owner, present.

Motion: Final approval with the following conditions: 1) The two monument signs and the Seaside Market sign is approved. 2) The ATM sign is to be replaced with plastic panel without signage. 3) The text "quality fuels" on the pump toppers is not acceptable and is not approved. 4) Advertising signage on the lower pump panels may not exceed two inches in letter height. Exception Findings: 1. The Committee can grant the exception for sign area over allowable area due to the unusual physical configuration of the site and due to the applicant not requesting anything over and above relating signage. 2. There are exceptional or extraordinary circumstances or conditions applicable to the property involved, or to the intended use of the property, that do not apply generally to other properties in the vicinity. 3. The granting of the exception will not be materially detrimental to the public welfare or injurious to the properties or improvements in the vicinity. 4. The proposed sign is in conformance with the stated purpose and intent of the Sign Ordinance.

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

CONCEPT REVIEW – CONTINUED**5. 1266 COAST VILLAGE RD**

C-1/SD-3 Zone

Assessor's Parcel Number: 009-230-035
 Application Number: SGN2005-00136
 Owner: Martin Foreman, Trustee
 Contractor: Signs by Ken
 Business Name: 1266-1280 Coast Village Rd Business

(Proposal for a sign program for four tenants in a retail shopping complex located at 1266-1280 Coast Village Road. 25 square feet of signage is requested.)

(PROJECT REQUIRES EXCEPTION FINDINGS.)

Postponed to the December 7, 2005 meeting at the applicant's request.

CONCEPT REVIEW – CONTINUED**6. 1272 COAST VILLAGE RD** C-1/SD-3 Zone

Assessor's Parcel Number: 009-230-035
 Application Number: SGN2005-00109
 Owner: Martin Foreman, Trustee
 Contractor: Signs by Ken
 Business Name: Red Studio

(Proposal to replace two wood hanging signs measuring 6 square feet each with one 13 square foot wall sign for Red Studio. An exception is requested for 16" letter height. An exception is required for the proposed signage above the roof. 12.88 square feet of signage is requested. The linear building frontage is 40 feet. The allowable signage is 40 square feet.)

(PROJECT REQUIRES EXCEPTION FINDINGS.)

Postponed to the December 7, 2005 meeting at the applicant's request.

CONCEPT REVIEW – CONTINUED**7. 1269 COAST VILLAGE RD** C-1/SD-3 Zone

Assessor's Parcel Number: 009-293-001
 Application Number: SGN2005-00156
 Owner: Teresina Cantello
 Applicant: Laura Allen
 Business Name: Serafina

(Proposal for two 3-square foot painted wall signs and two 1.25 square foot painted wall signs for Serafina. 8.50 square feet of signage is requested. The linear building frontage is 78 feet. The allowable signage is 65 square feet.)

(3:14)

Laura Allen, Applicant; and Allison Acken, Applicant, present.

Motion: Final approval as submitted with the following conditions: 1) Both Serafina signs are approved.
 2) The two logos over the doors are not approved.

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

CONCEPT REVIEW – NEW**8. 401 N MILPAS ST** C-2 Zone

Assessor's Parcel Number: 031-304-021
 Application Number: SGN2005-00165
 Owner: Merkens, Michaela Trust

(Proposal for a sign Program for the four tenant building at 401 North Milpas Street. The linear building frontage is 60 feet. The allowable signage is 60 square feet.)

(3:23)

Michaela Merkens and Andre Schwartz, Owners, present.

Motion: Continued to the December 7, 2005 meeting with the comments to restudy the sign program to have an integrated appearance with the composition of the building and to be in conformance to the Sign Ordinance in relation to the signage on the second floor.

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

REFERRED FROM CONFORMING SIGN REVIEW9. **3001 STATE ST**

C-2/SD-2 Zone

Assessor's Parcel Number: 051-121-017
Application Number: SGN2005-00155
Owner: 7-11-59 Declaration of Trust Agreement
Applicant: Susannah Gordon
Business Name: Bee's Wing

(Proposal for two five square foot window signs, a one square foot door sign and to reface an existing 14 square can sign for Bee's Wing. 25 square feet of signage is being requested. The linear building frontage is 25 feet. The allowable signage is 25 square feet.)

(3:44)

Susannah Gordon, Applicant, present.

Motion: Final approval as submitted and continued one week to the Conforming Sign Review and the following conditions: 1) The can sign is approved but, shall be painted a low gloss black. 2) The two store front window signs shall be reduced to four inches high. 3) Omit the sign on the door.

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

****MEETING ADJOURNED AT 4:59 P.M.****