



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

Wednesday, December 7, 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, Absent  
RANDY MUDGE, Present

**ALTERNATES:**

SUSETTE NAYLOR, Absent  
CHRISTOPHER MANSON-HING, Absent

**CITY COUNCIL LIAISON:**

DAS WILLIAMS, Absent

**STAFF:**

JAIME LIMÓN, Design Review Supervisor, Absent  
JASON SMART, Temporary Planning Technician, 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**

- \*\* 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 December 2, 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**

## 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 16, 2005.

Motion: Approval of the minutes of the Sign Committee meeting of November 16, 2005, with corrections.  
Action: Hausz/Mudge, 3/0/0.

## C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from November 16, 2005 to December 7, 2005 are listed as follows:

1. 1004 Santa Barbara Street, Grokenberger & Smith. Final approval as submitted.
2. 511 Bath Street, Santa Barbara Athletic Club. Final approval of the Review After Final.
3. 3908 State Street, Spectrum. Final approval of the sign details as submitted.
4. 3001 State Street, Bee's Wing. Final approval as submitted.
5. 801 State Street - A, The Sunglass Hut. Final approval with conditions.

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

## 1. Ms. Johnston announced the following:

- a) There are no changes to the agenda.
- b) Natalie Cope will be absent from today's meeting
- c) The 2006 Sign Committee meeting schedule has been distributed and will need approval.

Motion: Approve the 2006 Sign Committee schedule.  
Action: Hausz/Mudge, 3/0/0.

- d) The January 4, 2006 meeting, and all Sign Committee meetings thereafter, will be held at 9:00 a.m.
- e) Susette Naylor will be attending the December 21, 2005 meeting in order to maintain quorum.

## E. Possible Ordinance Violations.

Mr. Hausz stated his concern regarding un-permitted signage at "Tiramisu."

Ms. Johnston stated the un-permitted signage located at "Tiramisu" is currently an enforcement case and Mr. Jaime Limón, Senior Planner/Design Review Supervisor is attending the matter.

**CONCEPT REVIEW – NEW**1. **1123 CHAPALA ST**

C-2 Zone

Assessor's Parcel Number: 039-222-023  
 Application Number: SGN2005-00168  
 Owner: Chapala Land Company  
 Applicant: Signs by Ken  
 Business Name: Mission Wealth Management, LLC

*(Proposal for a 20.3 square foot, individual pin-mounted metal letters to be flush mounted for Mission Wealth Mgt. LLC located in El Pueblo Viejo Landmark District. There is an existing sign for Bartlett, Pringle & Wolf, LLP. 20.30 square feet of signage is being requested in addition to 20.20 square feet of existing signage. The linear building frontage is 100 feet. The allowable signage is 65 square feet.)*

**(1:48)**

Ken Sorgman, Signs by Ken, present.

Motion: Final approval with the following conditions: 1) "Mission Wealth Management, LLC" letters shall match the typeface of "Bartlett, Pringle, & Wolfe." 2) Delete the second of line of each sign. 3) "LLP" and "LLC" shall be relative smaller size to the main text that currently exists in the "Bartlett, Pringle, & Wolfe" sign. 4) Both signs shall be painted letters Pantone 470C. 5) Applicant may return to the Sign Committee Full Board with an alternate proposal at a future date.

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

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

R-O/SD-2 Zone

Assessor's Parcel Number: 057-240-052  
 Application Number: SGN2005-00157  
 Owner: Peaceful View Properties  
 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 FOR SIGNAGE IN EXCESS OF THE ALLOWABLE AND OVERHEIGHT LETTERS.)**

**(1:58)**

Christian Muldoone, Vogue Signs, present.

Motion: Denial of the signs without prejudice making the following findings: 1) The signs are not in proportion or consistent with the architectural character of the building. 2) The signs are not compatible with other signage in the neighborhood. 3) The size, shape, color, placement, or lighting is not compatible with the neighborhood or the architecture. 4) The Sign Committee cannot approve any letter over twelve inches maximum in height because the building is not far from the street and the lettering would be out of scale with the architecture. 5) The amount of sign area requested is excessive compared to the businesses in the neighborhood.

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

**CONCEPT REVIEW – CONTINUED****3. 401 N MILPAS ST**

C-2 Zone

Assessor's Parcel Number: 031-304-021

Application Number: SGN2005-00165

Owner: Michaela Merkens 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.)*

**(2:01)**

Michaela Merkens, Owner, present.

Motion Continued two weeks with the comment to further develop a sign program and a cohesive program of signage on the building.

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

**CONCEPT REVIEW – NEW****4. 730 N MILPAS ST**

C-2 Zone

Assessor's Parcel Number: 031-122-031

Application Number: SGN2005-00169

Owner: Jaime and J.R. Miller

Applicant: Benton Signs

Business Name: The Doghouse

*(Proposal to install 3 signs for The Doghouse (a hot-dog stand). The proposal consists of a 30 square foot existing monument sign, a 28 square foot wall sign, and a 3.9 square foot awning sign. 61.90 square feet of signage is being requested. The linear building frontage is 62 feet. The allowable signage is 62 square feet.)*

**(2:20)**

Dave Benton, Benton Signs of Santa Barbara, present.

Motion: Continued one week to the Conforming Sign Review with the following comments: 1) Sign A: Acceptable as proposed. 2) Sign B: a) revise to have an arched top, b) reduce the width of the overall sign as much as possible, and c) reduce logo approximately fifty-percent (50%). 3) Sign C: Acceptable as proposed and return to the Conforming Sign Review after approval of the awning by the Architectural Board of Review for final approval.

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

**CONCEPT REVIEW – CONTINUED**5. **416 STATE ST**

C-M Zone

Assessor's Parcel Number: 037-212-023  
Application Number: SGN2005-00143  
Owner: Hughes Land Trust  
Contractor: Benton Signs & Designs  
Business Name: Baja Sharkeez Mesquite-Mex Broiler

*(Revised proposal to abate sign violations by removing the existing signs and proposal to install a new 9.6 square foot square reverse pan channel with red halo lighting and a 4.9 square foot wood projecting sign for Baja Sharkeez Mequite-Mex Broiler on a building located in El Pueblo Viejo Landmark District. 25.70 feet of signage is being requested. The linear building frontage is 40 feet. The allowable signage is 400 square feet.)*

**(2:47)**

Dave Benton, Benton Signs of Santa Barbara, present.

Motion: Continued two weeks with the following comments: 1) The Committee greatly appreciates the vast strides the applicant has made to improve the design. 2) The Committee feels the location of sign A is still not appropriate. It does not relate or respond to the architecture and needs to be centered in the center arch; either in the configuration proposed or could also incorporate the diamond shape that exists in the blade sign. 3) Relocate sign B to an alternate location at one end or the other of the building.

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

**\*\* MEETING ADJOURNED AT 3:06 P.M. \*\***