



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Wednesday, January 4, 2006 **David Gebhard Public Meeting Room:** **630 Garden Street** **9:12 A.M.**

COMMITTEE MEMBERS: DAWN ZIEMER, Chair, Present
 NATALIE COPE, Vice-Chair, Present
 STEVE HAUSZ, 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
 TONY BOUGHMAN, Planning Technician I, 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 four p.m. of the meeting day. Call Tony Boughman, Planning Technician 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.

EPV = EL PUEBLO VIEJO, EX = EXCEPTION, ENF = ENFORCEMENT, C = CONTINUED

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 30, 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 (9:15)

ELECTION OF OFFICERS:

The Committee re-elected Dawn Ziemer as Sign Committee Chair.

Motion: Re-elect Dawn Ziemer as Sign Committee Chair.
Action: Hausz/Cope, 3/0/0.

The Committee nominated Natalie Cope as Vice-Chair.

Motion: Nominate Natalie Cope as Vice-Chair.
Action: Hausz/Ziemer, 3/0/0.

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 December 21, 2005.

Motion: Table the approval of the minutes of the Sign Committee meeting of December 21, 2005.
Action: Hausz/Ziemer, 3/0/0.

Motion: Untable the approval of the minutes of the Sign Committee meeting of December 21, 2005.
Action: Hausz/Ziemer, 3/0/0.

Motion: Approval of the minutes of the Sign Committee meeting of December 21, 2005 with corrections.
Action: Hausz/Mudge, 2/0/2. Ziemer and Cope abstained.

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from December 22, 2005 to January 4, 2006 are listed as follows:

1. 1 North Calle Cesar Chavez, Suite 200, Shubin & Donaldson. Final approval as submitted.
2. 1 North Calle Cesar Chavez, Suite 110, Arts Alive. Final approval as submitted.
3. 416 State Street, Sharkeez. Final approval as submitted.
4. 619 Paseo Nuevo, Bath & Body Works. Final approval as submitted.

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

1. Ms. Johnston announced she has accepted a position in Enforcement with the City of Santa Barbara and welcomed Tony Boughman as the new Sign Committee Planning Technician.

E. Possible Ordinance Violations.

Steve Hausz reported a Nordstrom hanging sale banner which is facing State Street.

REVIEW AFTER FINAL1. **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 and Graphics
 Architect: DesignArc

(Revised project proposal in response to comments by the Historic Landmarks Commission. This is an enforcement case. Proposal for a 9.8 square foot, wall sign, two awning signs 1.75 square feet each, and a 3.5 square foot hanging sign for Spectrum located in El Pueblo Viejo Landmark District. Temporary signs to be removed. 25.50 square feet of signage is being requested. The linear building frontage is 85 feet. The allowable signage is 65 square feet.)

(This project is returning to the Sign Committee for Review After Final changes made based on comments from the Historic Landmarks Commission at the appeal hearing.)

(9:22)

Andrew Eastwood, Regional Director for Spectrum; and John Beauchamp, DesignArc, present.

Motion: Final approval of the project with the following comments and conditions: 1) The Committee appreciates the applicant working with the Sign Committee. 2) The lettering shall be either a true bronze material or painted a bronze color on metal. 3) Relocate and conceal the alarm bell with an architectural treatment that is appropriate to El Pueblo Viejo Historical District. 4) Staff is to find documentation of the dimensions of the logo wall sign and add to the approved set of plans.

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

CONCEPT REVIEW – CONTINUED2. **432 STATE ST**

C-M Zone

Assessor's Parcel Number: 037-212-027
 Application Number: SGN2005-00171
 Owner: Ray Mahboob
 Business Name: Beca Christian
 Architect: DesignArc
 Contractor: Young Construction
 Contractor: Sign-A-Rama

(Proposal to install one 6 square foot projecting blade sign for "Beca Christian". 6 square feet of signage is being requested. The linear building frontage is 18 feet. The allowable signage is 9 square feet.)

(9:32)

Mark Stienecker, Sales Representative for Sign-a-Rama, present.

Staff comment: Suzanne Johnston, Planning Technician, stated the applicant may use their trademark logo; however, it can be modified with various materials and colors of the District.

Motion: Continued two weeks with the following comments: 1) Due to the status of the building as a Structure of Merit, the signage needs to be carefully considered to respect the architecture. 2) The Committee is

reluctant to approve a blade sign but could be considered if it was architecturally appropriate in both the bracket and the sign shape. 3) Alternatives include a hanging sign within the arch or a sign within the window. 4) The applicant is encouraged to work with the architect. 5) The existing signage in the window is not approved and must be a part of this application.

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

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
 Contractor: Signs by Ken

(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.)

(9:47)

Michaela Merkens, Owner; and Ken Sorgman, Signs by Ken, present.

Motion: Final Approval of the sign program and a two week continuance with the following conditions:
 1) Return with the revised sign program for the Committee to review. 2) The sign location for signs C and D shall be lowered so the top of the signage is no higher than the bottom of the soffit above the tenant B location. 3) Tenant A and tenant B locations are approved as submitted. 4) Text and logos at final locations A and B shall be contained within a rectangle no more than twelve inches high, and letters shall be a maximum of ten inches if they are all capitals. 5) Text and logos at final locations C and D logos and text shall be contained within a rectangle no more than eighteen inches high, and letters shall be a maximum ten inches if the letters are all capitals.

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

CONCEPT REVIEW – NEW

4. 135 E DE LA GUERRA ST

C-2 Zone

Assessor's Parcel Number: 031-011-010
 Application Number: SGN2005-00178
 Owner: State of California
 Business Name: The Wedding Gallery
 Contractor: Signs by Ken

(Proposal for a 8.36 square foot painted wall sign for the Wedding Gallery located in El Pueblo Viejo District. 8.36 square feet of signage is being requested. The linear building frontage is 17 feet. The allowable signage is 17 square feet.)

(10:07)

Ken Sorgman, Signs by Ken, present.

Motion: Final approval as submitted with the condition that the letter height shall not exceed nine inches maximum.

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

CONCEPT REVIEW – NEW**5. 515 FIG AVE**

C-M Zone

(10:10)

Assessor's Parcel Number: 037-171-006
 Application Number: SGN2005-00179
 Owner: Jose and Francis Fabian Trust
 Business Name: HP Autowerks, Inc.
 Contractor: Signs by Ken

(Proposal for a 35 square foot, painted, wooden wall sign in El Pueblo Viejo District for HP Autowerks, Inc. Lighting is not a part of this proposal. 35 square feet of signage is being requested. The linear building frontage is 45 feet. The allowable signage is 45 square feet.)

(10:25)

Ken Sorgman, Signs by Ken, present.

Motion: Final approval with the condition that the individual letters shall be a maximum of ten inches and shall be flush mounted on the stucco.

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

CONCEPT REVIEW – NEW**6. 403 E MONTECITO ST**

M-1 Zone

Assessor's Parcel Number: 031-343-010
 Application Number: SGN2005-00180
 Owner: Richard Spann
 Business Name: KRUZ 97.5 Magic 106.3
 Contractor: Signs by Ken

(Proposal for a 10 square foot wall sign for KRUZ 97.5 and MAGIC 106.3. There is an existing 7.25 square foot sign to remain unaltered. The linear building frontage is 95 feet. The allowable signage is 65 square feet.)

(10:12)**THIS ITEM WAS TAKEN OUT OF ORDER.**

Ken Sorgman, Signs by Ken; and Julie Shay, General Manager, present.

Motion: Continued one week to Conforming Calendar with the following comments: 1) Stack "KRUZ 97.5" and "MAGIC 106.3" and relocate the signage to the right of the pergola and underneath the bottom of the pergola. 2) The letter finish is to be a satin sheen.

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

CONCEPT REVIEW – NEW**7. 401 W PUEBLO ST (FORMER MRI BLDG)**

C-O Zone

Assessor's Parcel Number: 025-171-039
 Application Number: SGN2005-00172
 Owner: Santa Barbara Cottage Hospital
 Agent: Isaac Romero
 Architect: SKA Design
 Business Name: Cottage - Knapp Parking Structure

(Proposal for new signs for the new Pueblo Parking Structure adjacent to the Cottage Hospital campus. 44.66 square feet of signage is being requested. The linear building frontage is 400 feet. The allowable signage is 90 square feet.)

(10:28)

Brooks Larson, Director Facilities Planning for Cottage Hospital; Joseph Stoddard, Architect; and Isaac Romero, Agent, present.

Motion: Final approval as submitted.

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

**** MEETING ADJOURNED AT 10:42 A.M. ****