



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

**Wednesday, February 1, 2006 David Gebhard Public Meeting Room: 630 Garden Street 9:00 A.M.**

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

**ALTERNATES:** LOUISE BOUCHER, Absent  
CHRISTOPHER MANSON-HING, Absent

**CITY COUNCIL LIAISON:** DAS WILLIAMS, Absent

**STAFF:** JAIME LIMÓN, Design Review Supervisor, Absent  
TONY BOUGHMAN, Planning Technician, Present  
KATHLEEN GOO, 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 4:00 P.M. The day before the meeting. Call Tony Boughman, Planning Technician I, 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**

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- \*\* 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 January 27, 2006 at 4:00 P.M., this agenda was duly posted at the Community Development Department at 630 Garden Street.

**GENERAL BUSINESS (9:00):****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 January 18, 2006.**

Motion: Approval of the minutes of the Sign Committee meeting of January 18, 2006, with corrections.  
Action: Hausz/Ziemer, 3/0/0.

**C. Listing of Approved Conforming Signs.**

The signs approved on Conforming Sign Review from January 25, 2006 to February 1, 2006 are listed as follows:

1. 101 W. Carrillo Street, Shell/Sea Side Market, Final approval as submitted.
2. 3532 State Street, Footbath Massage, Final approval with conditions.
3. 3892 State Street, Pueblo Radiology, Final approval as submitted.
4. 3892 State Street, The Apartment Specialists, Final approval as submitted.
5. 801 Paseo Nuevo, Bath & Body Works, Final approval as submitted.
6. 623 Paseo Nuevo, Ann Taylor LOFT, Final approval as submitted.
7. 1636 State St., AppleOne, Final approval with conditions.

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

Mr. Boughman announced the following changes to the agenda:

- a) Committee member Hausz made the correction to the cover page of the agenda that Louise Boucher was appointed as the Historic Landmarks Commission alternate.
- b) 3532 State Street was already taken off the agenda and moved to the Conforming agenda.
- c) 403 E. Montecito Street has been moved up as Item #2 on the agenda.
- d) It was requested of the Chair that all motions and actions be restated for accuracy for the Acting Recording Secretary.
- e) [Announcement added later: 432 State Street was postponed at the applicant's request for two weeks to the next Committee meeting on Feb. 15, 2006.]

**E. Possible Ordinance Violations.**

No possible ordinance violations reported.

**CONCEPT REVIEW - NEW****1. 1101 COAST VILLAGE RD**

C-1/SD-3 Zone

Assessor's Parcel Number: 009-291-001  
 Application Number: SGN2006-00015  
 Owner: David T & Peggy L Lane  
 Applicant: Signs by Ken  
 Business Name: SeaSpa Day Spa

*(Proposal for new sign consisting of individual pin-mounted letters and wave logo for Sea Spa Day Spa. 9.33 square feet of signage is being requested, in addition to 1.00 square feet of existing signage. The linear building frontage is 34.00 feet. The allowable signage is 34.00 square feet.)*

(9:12)

Ken Sorgman, applicant, present.

Motion: Continued two weeks with the following comments: 1) The sign on gable end of building is not in an appropriate location. 2) To consider alternate locations. 3) Determine if the sign on the door is permitted, and if not permitted, document it for this proposal and application for review. 4) Final approval is given for the sign on the door.

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

**CONCEPT REVIEW - CONTINUED****2. 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. There is an existing 7.25 sq. ft. sign to remain unaltered. The building frontage is 95.00 feet. The allowable signage is 65.00 square feet.)*

(9:24)

Ken Sorgman, contractor; Julie Shay for Cumulus Broadcasting; and Richard Spann, property owner, present.

Motion: Continued two weeks with the following comments: 1) The letters of " KRUZ@97.5" and "MAGIC 106.3" shall be: a) identical to the letters of "Carpenters' Union" in terms of font, height, material, color, and b) installed above the letters of "Carpenters' Union." 2) Any future signage would also have to meet identical specifications and be located below the letters of "Carpenters' Union." 3) Spacing between lines of signage should be equal to 1/2 size of the text of "Carpenters' Union." 4) Applicant may also return with additional proposals for consideration.

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

**CONCEPT REVIEW - NEW****3. 228 W CARRILLO ST**

C-2 Zone

Assessor's Parcel Number: 039-271-019  
Application Number: SGN2006-00017  
Owner: Roger & J Carol Duncan  
Agent: Freedom Signs  
Business Name: Southbay Realty

*(Proposal for two three square foot wall signs and one two square foot face change to the existing ground sign for Southbay Realty. 7.90 square feet of signage is being requested in addition to 19.25 square feet of existing signage. The linear building frontage is 58.00 feet. The allowable signage is 58.00 square feet.)*

(9:57)

Dan Morris, agent for Freedom Signs, present.

Motion: Final approval as submitted.  
Action: Hausz/Ziemer, 4/0/0.

**CONCEPT REVIEW - NEW****4. 717 STATE ST**

C-2 Zone

Assessor's Parcel Number: 037-400-018  
Application Number: SGN2006-00011  
Owner: Nancy B Rogers & Yolanda Bebout, Trustees  
Contractor: Christian Muldoon  
Business Name: Spirits In Stone

*(Proposal for new signs consisting of one set of reverse pan halo-lit channel letters reading "Spirits in Stone" and one 22.00 square foot non-illuminated blade sign. 17.94 square feet of signage is being requested. The linear building frontage is 22.00 feet. The allowable signage is 22.00 square feet.)*

(9:59)

Christian Muldoon, contractor; Christine Pierron, architect; Laura Punter, co-owner of Spirits In Stone; and Anthony Punter co-owner of Spirits In Stone, present.

Motion: Final approval with the following conditions: 1) The illuminated reverse-pan channel letters shall be copper in color on the face and returns, and 2 1/2 inches or less in depth. 2) Applicant is encouraged to use warm LED lighting. 3) Applicant is to return to the Conforming Sign Review with detail of the section through the building and the letters showing the relationship of the letters to the top of the arch, and the location of the raceway behind the arch to the architecture. 4) The blade sign approved as proposed with the condition that the applicant return with a drawing of the blade sign and the bracket together for review. 5) Committee suggests that the blade sign back-board be enhanced with suggestions to include v-groove boards, or sand blasted or other solution at the applicant's choice.

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

**CONCEPT REVIEW – NEW****SIGN PROGRAM****5. 315 MEIGS RD**

C-P/R-2/SD-3 Zone

Assessor's Parcel Number: 045-015-008  
Application Number: SGN2006-00012  
Owner: Robert Louis & Adell Hild, Trustees  
Contractor: Vogue Sign Company  
Business Name: Mesa Village Shops, Ltd.

*(Proposal to update the existing sign program for the Mesa Village Shopping Center to include Channel Letter signs.)*

(10:21)

Christian Muldoon, contractor for Vogue Sign Co., present.

Motion: Continued indefinitely with the following comments: 1) Committee prefers to replace the section in the Sign Program regarding internally illuminated letters with a new section allowing exclusively reverse-pan channel letters with a maximum depth of 3 1/2 inches. 2) Maximum letter height shall be no more than 10 inches. 3) The reference to neon lighting shall be stricken from Item G.

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

**CONCEPT REVIEW - NEW****6. 315 MEIGS RD STE A**

C-P/R-2/SD-3 Zone

Assessor's Parcel Number: 045-015-008  
Application Number: SGN2006-00013  
Owner: Robert Louis & Adell Hild, Trustees  
Contractor: Vogue Sign Company  
Business Name: UPS Store

*(Proposal to install a 10 square foot reverse pan channel letter sign. The linear building frontage is 30.00 feet. The allowable signage is 30.00 square feet.)*

(10:40)

Christian Muldoon, contractor for Vogue Signs Co., present.

Motion: Continued indefinitely with the following comment that the applicant is to return with an accurately scaled elevation of the facade with the proposed signage.

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

\*\*\*THE COMMITTEE RECESSED FROM 10:42 AM TO 10:55 AM\*\*\*

**CONCEPT REVIEW – CONTINUED****7. 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". The linear building frontage is 18.00 feet. The allowable signage is 9.00 square feet.)*

**THIS ITEM WAS POSTPONED AT THE APPLICANT'S REQUEST TO THE FEB. 15, 2006 COMMITTEE MEETING.**

**CONCEPT REVIEW - NEW****8. 901 N MILPAS ST**

C-2 Zone

Assessor's Parcel Number: 029-313-010  
Application Number: SGN2006-00014  
Owner: Philinda Properties  
Business Name: Cities Barbeque  
Applicant: Jonathan Banks

*(Proposal for a new 9.7 square foot wall sign for Cities Barbeque. The linear building frontage is 27.00 feet. The allowable signage is 27.00 square feet.)*

(10:55)

Suzanne Banks, applicant, present.

Motion: Continued two weeks with the following comments: 1) The sign on the building facade above the entry should be either individual cut-out letters pin mounted or letters painted directly on the plaster. 2) The words "All American Barbeque" shall be omitted. 3) Treatment of the letter colors should not be bold, but muted possibly by shading similar to the banner in the window. 4) Banner in window is not approved as part of this application and is to be removed. 5) Applicant to provide an accurately scaled elevation of the entry facade.

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

**CONCEPT REVIEW - NEW****9. 3925 STATE ST**

C-2/SD-2 Zone

Assessor's Parcel Number: 051-010-021  
 Application Number: SGN2006-00009  
 Owner: Five Points Shopping Center  
 Applicant: John Shockey  
 Contractor: Wasantha Mohottige

*(Proposal for one 7.0 square foot channel letter wall sign, one 12.5 square foot wooden hanging sign, and one 3.3 square foot wooden hanging sign. 22.80 square feet of signage is being requested. The linear building frontage is 40.00 feet. The allowable signage is 40.00 square feet.)*

**AN EXCEPTION IS REQUESTED FOR THE CHANNEL LETTER WALL SIGN.**

(11:13)

Wasanthe Mohottige, contractor for Sign-A-Rama, present.

Motion: Continued two weeks with the following conditions: 1) The staff and applicant are to research the Sign Program and provide the Committee with the current and approved version, in order to determine whether the application is consistent with the Sign Program. 2) The applicant is to provide an accurately scaled elevation of the tenant frontage showing the architectural elements and the signage to scale. 3) Staff is to research the height of the letters at the adjacent tenancy (Starbuck's Coffee). 4) Applicant is to return with photos, including the adjacent tenancy.

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

**CONCEPT REVIEW - NEW****10. 803 STATE ST**

C-2 Zone

Assessor's Parcel Number: 037-400-012  
 Application Number: SGN2006-00005  
 Owner: ESJ Centers  
 Applicant: Christine Pierron  
 Business Name: Juicy Couture

*(Proposal to construct a 3 square foot wall sign, a 15.50 square foot window sign, a 4 square foot window sign, and a 12 square foot blade sign. The linear building frontage is 34.00 feet. The allowable signage is 34.00 square feet.)*

(11:34)

Christine Pierron, applicant, and Michele Christianson from the Liz Clairborne store, present.

Motion: Continued two weeks with the following comment that the Committee appreciates the attractive presentation and attempt to meet the El Pueblo Viejo Landmark District design standards.

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

**CONCEPT REVIEW - NEW****11. 1404 DE LA VINA ST**

R-4 Zone

Assessor's Parcel Number: 039-062-011  
Application Number: SGN2006-00018  
Owner: Carl D Johnson  
Agent: Jan Winn  
Business Name: Upham Hotel

*(This is a City Landmark. Proposal for 6 flags (totaling 63.00 square feet) for the first 30 days and then 4 flags (totaling 42.00 square feet) will remain for 11 months of the year to celebrate 135 Years of Hospitality for the Upham Hotel and Country House. The proposed flags are similar those signs approved in 1996 to celebrate the 125 year anniversary flags approved under SGN96-0037. There is an existing 8.50 square foot hanging sign and an existing 37.50 square foot ground sign on site.)*

(11:50)

Jan Martin-Winn, agent for the Upham Hotel, present.

Motion: Continued two weeks with the following comments: 1) Applicant and staff to research the Sign Ordinance language in order to allow the requested flags. 2) Applicant and staff to determine if an exception letter is required. 3) Applicant to return with an exception letter, if so required.

Action: Hausz/Ziemer, 4/0/0

**\*\* MEETING ADJOURNED AT (12:10) P.M. \*\***