



City of Santa Barbara Planning Division

SIGN COMMITTEE MINUTES

Wednesday, February 15, 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, left at 10:12 a.m.
 RANDY MUDGE - Present

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

CITY COUNCIL LIAISON: DAS WILLIAMS - Absent

STAFF: JAIME LIMÓN, Design Review Supervisor - Present at 9:21 a.m., left at 9:27 a.m.
 TONY BOUGHMAN, Planning Technician I - Present
 KATHLEEN GOO, Commission Secretary - Present
 GABRIELA FELICIANO, Commission Secretary - Present

Website: www.SantaBarbaraCa.gov

**** 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, at 564-5470.

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.
- 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.

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

- AGENDAS, MINUTES and REPORTS: Copies of all documents relating to agenda items are available for review at 630 Garden St., and on line at www.SantaBarbaraCa.gov. If you have any questions or wish to review the plans, please contact the Planning Technician at (805) 564-5470 between the hours of 8:30 a.m. to noon and 1:00 p.m. to 4:00 p.m., Monday through Friday.

NOTICE:

That on February 10, 2006, at 4:00 P.M., this agenda was duly posted at the Community Development Department at 630 Garden Street.

GENERAL BUSINESS (9:04):**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 February 1, 2006.

Motion: Approval of the Minutes of the Sign Committee meeting of February 1, 2006, with corrections.

Action: Mudge/Cole, 3/0/1. Hausz abstained.

C. Listing of approved Conforming Signs.

The signs approved on Conforming Sign Review on February 8, 2006, are listed below:

1. 320 East Gutierrez, Final Approval as submitted with comments.

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

1. Mr. Boughman announced the following change to the agenda:

Item # 6, 803 State St., scheduled for 10:00 a.m., will be postponed two weeks at applicant's request (the revised drawings are not ready).

Motion: Two weeks continuance.

Action: Mudge/Cope, 4/0/0

2. Mr. Hausz announced he would leave the meeting at 10:15 a.m.

3. Mr. Boughman introduced Gabriela Feliciano as the newly appointed Commission Secretary for the Sign Committee.

E. Possible Ordinance Violations.

No possible ordinance violations reported.

CONCEPT REVIEW – NEW**1. 540 W PUEBLO ST**

C-O Zone

(9:09) Assessor's Parcel Number: 025-090-032
 Application Number: SGN2006-00024
 Applicant: Dudek & Associates
 Business Name: Cancer Center of Santa Barbara

(Proposal for one 6 square foot, externally illuminated ground sign to be mounted on a 6 foot by 4 foot sandstone boulder and two 1.8 square foot wall signs. The linear building frontage is 122 feet. The allowable signage is 90 square feet.)

Present: April Verbanac, Dudek & Associates
 Brad Haas, Assistant Administrator, Cancer Center of Santa Barbara

Motion: Final approval of the sign as submitted with the condition that the monument sign on the sandstone boulder be made of sandblasted redwood, 1½” thick.

Action: Hausz/Mudge, 4/0/0

CONCEPT REVIEW - CONTINUED**2. 403 E MONTECITO ST**

M-1 Zone

(9:21) 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 linear building frontage is 95 feet. The allowable signage is 65 square feet.)

Present: Ken Sorgman, Signs by Ken
 Brook Williams, Business Manager, Cumulus Broadcasting
 Rick Spann, Owner

Motion: Final approval of the sign as submitted with the following conditions: 1) That the font, color and material match the existing Carpenters' Union sign. 2) That future signage for an additional tenant should match the existing signs in font, color and material.

Action: Mudge/Hausz, 4/0/0

CONCEPT REVIEW – CONTINUED**3. 1102 COAST VILLAGE CIRCLE**

C-1/SD-3 Zone

(9:31) Assessor's Parcel Number: 009-291-001
 Application Number: SGN2006-00015
 Owner: David T & Peggy L Lane
 Applicant: Signs by Ken
 Business Name: Sea Spa-Day Spa

(Proposal of 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 square foot of existing signage. The linear building frontage is 34 feet. The allowable signage is 34 square feet.)

Present: Ken Sorgman, Signs by Ken
 Victoria Kennedy, SeaSpa-Day Spa

Motion: Continued two weeks with the following comments: 1) The Committee does not support the signage on the gable end wall. 2) The applicant is to study alternate proposals.

Action: Hausz/Mudge, 4/0/0

CONCEPT REVIEW - NEW**4. 607 STATE ST**

C-M Zone

(9:47) Assessor's Parcel Number: 037-131-021
 Application Number: SGN2006-00022
 Owner: Pierce Partners
 Business Name: Michael Stars - The Original Tee
 Contractor: Signs by Ken

(Proposed 5.75 square foot wooden blade sign for Michael Stars located in the El Pueblo Viejo Landmark District. The linear building frontage is 20 feet. The allowable signage is 20 square feet.)

Present: Ken Sorgman, Signs by Ken

Motion: Final approval of the sign board as submitted and a two week continuance with the following comments: 1) The bracket is not in conformance with the standards of El Pueblo Viejo Landmark District. 2) Applicant is to return with an alternate bracket design to Full Committee.

Action: Hausz/Ziemer, 4/0/0

CONCEPT REVIEW – CONTINUED

5. 432 STATE ST

C-M Zone

(9:54) Assessor's Parcel Number: 037-212-027
Application Number: SGN2005-00171
Owner: Ray Mahboob
Business Name: Beca Christian
Architect: DesignArc
Contractor: Sign-A-Rama

(Proposal to install one 6 square foot projecting blade sign for "Beca Christian" located in the El Pueblo Viejo Landmark District. The linear building frontage is 18 feet. The allowable signage is 9 square feet.)

Present: Marc Steineker, Sign-A-Rama

Motion: Continued two weeks with the following comments: 1) The blade sign is approvable, but applicant needs to provide accurate scaled architectural elevations of building showing bracket and sign on the elevation. 2) Applicant should also provide a side view of bracket and sign together with accurate scaled dimensions.

Action: Hausz/Mudge, 4/0/0

CONCEPT REVIEW – CONTINUED

6. 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 located in the El Pueblo Viejo Landmark District. The linear building frontage is 34 feet. The allowable signage is 34 square feet.)

This item was postponed to the March 1, 2006 meeting at the applicant's request.

CONCEPT REVIEW – CONTINUED**7. 3925 STATE ST**

C-2/SD-2 Zone

(10:32) Assessor's Parcel Number: 051-010-021
 Application Number: SGN2006-00009
 Owner: Five Points Shopping Center
 Applicant: John Shockey
 Business Name: Massage Envy
 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. The linear building frontage is 40 feet. The allowable signage is 40 square feet.)

An exception is being requested for the channel letter wall sign for Massage Envy.

Present: Wasantha Mohottige, Contractor

Motion: Final approval of two of the three signs and a one week continuance to the Conforming Sign Review with the following conditions: 1) Channel letter wall sign is approved as submitted, but must be reduced proportionally so that there is a 3” minimum clearance between the surrounding architectural element on top and bottom. It is not acceptable to shift the lower case signage up in an attempt to reduce size. The actual text must be reduced. 2) The small hanging sign is approved as submitted. 3) The large wooden hanging sign is not approved and applicant is to return with accurate drawings to Conforming Sign Review.

Action: Mudge/Cope, 3/0/0

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

C-2 Zone

(10:06) 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 feet. The allowable signage is 27 square feet.)

A representative of Cities Barbeque informed the Committee that his partner was not able to attend and requested postponement.

Motion: Postponed two weeks at the applicant's request.

Action: Hausz/Ziemer, 4/0/0

CONCEPT REVIEW - CONTINUED

9. 315 MEIGS RD

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

(10:55) 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.)

Present: Christian Muldoon, Contractor

Motion: Final approval of the sign program as submitted.

Action: Ziemer/Cope, 3/0/0

CONCEPT REVIEW – CONTINUED

10. 315 MEIGS RD SUITE A

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

(11:00) Assessor's Parcel Number: 045-015-008
Application Number: SGN2006-00013
Owner: Robert Louis & Adell Hild Trustees
Contractor: Vogue Sign Company
Business Name: The UPS Store

(Proposal to install a 10 square foot reverse pan channel letter sign. The linear building frontage is 30 feet. The allowable signage is 30 square feet.)

Present: Christian Muldoon, Contractor

Motion: Final approval of the sign as submitted with the condition that the applicant is to verify with Staff whether a letter is required from the landlord giving approval to vary from the sign program.

Action: Ziemer/Mudge, 3/0/0

CONCEPT REVIEW - NEW

11. 3825 STATE ST E-42

C-2/SD-2 Zone

(10:07) Assessor's Parcel Number: 051-010-014
Application Number: SGN2006-00021
Owner: Macerich La Cumbre, LLC
Business Name: Coach Leathergoods
Agent: Glen Morris

(Proposal to remove existing signage and add new signage for Coach Leathergoods. Proposal includes two 7 square foot wall signs and two 5 square foot projecting signs for a requested total of 24.50 square feet. The linear building frontage is 40 feet. The allowable signage is 20 square feet.)

Subject to La Cumbre Plaza Sign Program.

Item was heard out of order and replaced item 6.

Present: Kevin Vuong, Architect for Coach Leathergoods

Motion 1: Final approval as submitted of the two 7 square foot wall signs and continued two weeks for review of the blade signs.

Action: Mudge/Cope, 4/0/0

Present: Glenn Morris, Agent, present at 11:07
Kevin Vuong, Architect

Motion 2: Reconsideration of Item # 11 regarding the blade signs.

Action: Mudge/Ziemer, 3/0/0

Motion 3: Final approval as submitted of the two 7 square foot wall signs and of the two blade signs. Approval to exceed the allowable square footage is based on the reasoning that the side of the store, which is visible to the public (and was the trigger for Sign Committee review), may be used as the frontage for the calculation of the total square footage of signage.

Action: Mudge/Ziemer, 3/0/0

REFERRED FROM CONFORMING SIGN REVIEW

12. 114 E GUTIERREZ ST

C-M Zone

(11:18) Assessor's Parcel Number: 031-331-002
Application Number: SGN2005-00131
Business Name: Lang Motors
Owner: Tam Ngo

(Proposal for new 20 square foot wall sign for Lang Motors. The linear building frontage is 46 feet. The allowable signage is 46 square feet.)

Present: Tuyet Nguyen, Lang Motors

Motion: Continued two weeks with the following comments: 1) Committee would like to see the words "Lang" and "Motors" stacked, with 2 inch font used for "Independent Service and Repair" so that the width of the sign will be the same as the Hair Center sign. 2) The height of the sign could be larger to accommodate the required text for Lang Motors. 3) If possible, switch the Hair Center sign above the Lang Motors sign. 4) The committee appreciates the change in font that Lang Motors has shown. Serif font shall be used for the sign. 5) An arrow could be incorporated into the signage. 6) Border shall be incorporated into the sign.

Action: Cope/Mudge, 3/0/0

**** MEETING ADJOURNED AT 11:36 A.M. ****