



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Wednesday, March 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 at 9:10 a.m.
RANDY MUDGE- Present

ALTERNATES: SUZETTE NAYLOR - Absent
CHRISTOPHER MANSON-HING - Absent

CITY COUNCIL LIAISON: DAS WILLIAMS - Absent

STAFF: JAIME LIMÓN, Design Review Supervisor – Present at 11:41 a.m., left at 12:05 a.m.
TONY BOUGHMAN, Planning Technician I – 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 BE ADVISED

- 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.
- **AMERICANS WITH DISABILITIES ACT:** 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.
- **AGENDAS, MINUTES and REPORTS:** Copies of all documents relating to agenda items are available for review at 630 Garden St. and agendas and minutes are posted online 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 24, 2006, at 4:00 P.M., this agenda was duly posted on the indoor and outdoor bulletin boards at the Community Development Department, 630 Garden Street, and online at www.SantaBarbaraCa.gov.

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 comments.

B. Approval of the minutes of the Sign Committee meeting of February 15, 2006.

Motion: Approval of the Minutes of the Sign Committee meeting of February 15, 2006, with corrections.

Action: Hausz/Ziemer, 3/0/0

C. Listing of approved Conforming Signs.

The signs approved on Conforming Sign Review from February 22 to March 1, 2006, are listed below:

1. 3925 State Street, Massage Envy. Final approval as submitted.
2. 717 State Street, Spirits In Stone. Final approval as submitted.

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

Ms. Cope announced she has been working with Santa Barbara Beautiful. They have annual awards given to great signs displayed around the City. The Sign Committee Members were asked to give information to Ms. Cope on any signs they think could merit review for the award.

E. Possible Ordinance Violations.

Ms. Ziemer mentioned she has noticed that on upper State Street there are many banners that are not in conformance with the City’s Ordinance. The Committee agreed to take blue Sign Committee Complaint forms with them to make note of any violations.

CONCEPT REVIEW – CONTINUED

1. **432 STATE ST** C-M Zone

(9:10) Assessor's Parcel Number: 037-212-027
Application Number: SGN2005-00171
Owner: Ray Mahboob
Business Name: Beca Christian
Contractor: Sign-A-Rama

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

Present: Mark Steineker, Sign-A-Rama

Motion: Continued two weeks at applicant’s request. Applicant was reminded to provide accurate scaled elevations.

Action: Hausz/Ziemer, 4/0/0

CONCEPT REVIEW – NEW

2. **1719 STATE ST** C-2/R-4 Zone

(9:13) Assessor's Parcel Number: 027-101-011
Application Number: SGN2006-00027
Owner: Edith Ziliotto
Business Name: Salon U
Contractor: Sign-A-Rama

(Proposal for a 12 square foot sandblasted wood wall sign, located in El Pueblo Viejo Landmark District. The linear building frontage is 36 feet. The allowable signage is 36 square feet.)

Present: Mark Steineker, Sign-A-Rama

Motion: Final approval of the sign with the following conditions: 1) The overall height of the signboard shall be the same height as the adjacent sign, “The Kitchen Company”, and the width of the sign shall be reduced proportionally. 2) The sign board shall be mounted at the same height as “The Kitchen Company” sign. 3) No lighting is approved as part of this application. Any existing lighting needs to be verified for permit status and either have it removed or apply for a permit. 4) Applicant is to submit drawings with material and detailed attachment call-outs, and scaled dimensions.

Action: Hausz/Mudge, 4/0/0

**** THE COMMITTEE RECESSED FROM 9:14 AM TO 9:30 AM ****

CONCEPT REVIEW – CONTINUED**3. 803 STATE ST**

C-2 Zone

(9:31) Assessor's Parcel Number: 037-400-012
 Application Number: SGN2006-00005
 Owner: ESJ Centers
 Business Name: Juicy Couture
 Applicant: Christine Pierron

(Proposal to construct a 3 square foot wall sign, a 15.5 square foot window sign, a 4 square foot window sign and a 12 square foot blade sign. The project is located in El Pueblo Viejo Landmark District. 34.5 square feet of signage is being requested. The linear building frontage is 34 feet. The allowable signage is 34 square feet.)

Present: Christine Pierron, Agent for Owner
 Michelle Christian, Agent for Liz Claiborne

Motion: Continued two weeks with the following comments: 1) Applicant is to return with material samples for the illuminated lettering over the entry doors and a sample of the logo applied to the glass on the side entry door. 2) The bracket detail shall be revised to be more traditional and consistent with the requirements of El Pueblo Viejo District. 3) Applicant needs to study reducing the size of the blade sign. 4) A sample of the material that will be used on the side entry door shall be submitted.

Action: Hausz/Mudge, 4/0/0

CONCEPT REVIEW – CONTINUED**4. 901 N MILPAS ST**

C-2 Zone

(10:00) 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. The linear building frontage is 27 feet. The allowable signage is 27 square feet.)

Present: Jonathan Banks, Applicant
 Mathu Chrestenson, Owner

Motion: Final approval of the sign with the following conditions: 1) The signage on the spandrel above the entry shall have the letter "C" in a 12 inch font size and the other letters shall be proportionate to that. 2) The lighting is not approved as part of this application. 3) Staff is to determine if the existing lighting has a permit. If not, the lighting should either be removed or the applicant shall return with a proposal for lighting. 4) The thickness of the letters shall be ¾ inch. 5) The color shall be red-black.

Action: Hausz/Cope, 4/0/0

CONCEPT REVIEW – NEW**5. 205 E CARRILLO ST**

C-2 Zone

(10:10) Assessor's Parcel Number: 029-212-028
Application Number: SGN2006-00025
Owner: Rinconada Partners
Business Name: Radius Group Commercial Real Estate
Contractor: Benton Sign Company

(Proposal to construct a 19.75 square foot wall sign located in El Pueblo Viejo Landmark District. The linear building frontage is 121 feet. The allowable signage is 90 square feet.)

Present: David Benton, Benton Sign Company

Motion: Continued two weeks with the following comments: 1) The Committee cannot support the proposed location of the sign above the stringcourse on the building and the elevation above the sidewalk must be consistent with the other tenant signage on the building. 2) Applicant shall work with Staff on the lease line issue. 3) The letters in the sign shall be a bronze color to match the existing tenant signage. 4) The letter height is not to exceed 8 inches. 5) The blue color proposed is acceptable; the black is to be either a red-black or bronze to match the letters. 6) The logo size shall be reduced to approximately 15 inches.

Action: Hausz/Cope, 4/0/0

CONCEPT REVIEW – CONTINUED**6. 607 STATE ST**

C-M Zone

(10:34) 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, located in 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 with the following conditions: 1) Applicant should include additional details of fishtails on the scroll work. 2) The metal work shall be warm black in color.

Action: Hausz/Mudge, 4/0/0

CONCEPT REVIEW – CONTINUED

7. 1102 COAST VILLAGE CIRCLE

C-1/SD-3 Zone

(10:37) Assessor's Parcel Number: 009-291-001
Application Number: SGN2006-00015
Owner: David T and Peggy L Lane
Business Name: Sea Spa-Day Spa
Applicant: Signs By Ken

(Proposal of new sign consisting of individual pin-mounted letters and wave logo. 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

Motion: Continued two weeks with the following comments: 1) The proposed location of the ground sign is not acceptable. 2) The applicant should continue to explore a location closer to the entry and of a smaller scale.

Action: Hausz/Mudge, 4/0/0

CONCEPT REVIEW – NEW

8. 3902 STATE ST

C-2/R-O/SD-2 Zone

(10:50) Assessor's Parcel Number: 057-233-030
Application Number: SGN2006-00030
Owner: Navigo Capital Group, LP
Business Name: Equity Title
Contractor: Signs By Ken

(Proposal to construct a 9 square foot wall sign with pin-mounted gold leaf letters. 9 square feet of signage is being requested in addition to 49 square feet of existing signage. The linear building frontage is 96 feet. The allowable signage is 65 square feet.)

Present: Ken Sorgman, Signs By Ken

Motion: Continued to the Conforming Sign Review with the following comments: 1) The signage should be moved to the wall below and to the left of its proposed location. 2) The letter height should be 10 inches. 3) The face shall be true gold leaf with the returns to be gold paint. 4) Applicant is to provide a scaled elevation of those revisions.

Notice: Hausz/Cole, 4/0/0

CONCEPT REVIEW – NEW

9. 1221 STATE ST

C-2 Zone

(11:00) Assessor's Parcel Number: 039-182-005
Application Number: SGN2006-00031
Business Name: Well Headed Comfort Fashion Footwear
Contractor: Signs By Ken

(Proposal to construct a 9.68 square foot, pin mounted wall sign with logo. The signage is subject to the Victoria Court sign program. The project is located in El Pueblo Viejo Landmark District. The linear building frontage is 26 feet. The allowable signage is 26 square feet.)

Present: Ken Sorgman, Signs By Ken

Motion: Final approval of the sign with the following conditions: 1) The words “Comfort Fashion Footwear” shall be reduced in height to 4 inches and not be a condensed font, but match the font for “Well Heeled”. 2) The lower line of text is to be the same length as the upper line of text. 3) Applicant needs to provide documentation to Staff with changes to the design.

Action: Hausz/Mudge, 4/0/0

CONCEPT REVIEW – NEW

10. 11 W CARRILLO ST

C-2 Zone

(11:08) Assessor's Parcel Number: 039-321-006
Application Number: SGN2006-00032
Owner: Three West Carrillo Partners
Business Name: Unique Tan
Applicant: Vogue Sign Company

(Proposal for an 11.32 square foot, double-faced, sandblasted redwood, blade sign. The project is located in El Pueblo Viejo Landmark District. The linear building frontage is 17 feet. The allowable signage is 17 square feet.)

Present: Christian Muldoon, Vogue Sign Company

Motion: Final approval of the sign with the following conditions: 1) The areas indicated to be yellow, including the sides of the sign board, shall be gold leaf to match the letters. 2) If the applicant wants to reconsider the background color, the project may return to the Conforming Sign Review for approval of the change.

Action: Hausz/Ziemer

Motion withdrawn.

Substitute Motion: Continued two weeks with the comment that applicant is to restudy the proposal with the intention to reduce the total amount of yellow background around the sun element with the suggestion given to simply do a gold border around the sun.

Action: Mudge/Cope, 4/0/0

CONCEPT REVIEW – NEW**11. 1011 STATE ST**

C-2 Zone

(11:23) Assessor's Parcel Number: 039-281-022
 Application Number: SGN2006-00033
 Owner: David W and Natividad Delisle, Trustees
 Business Name: Sprint
 Agent: Vogue Sign Company

(Proposal for one wall sign using flat steel letters and replacement of one sandblasted redwood blade sign using the existing bracket. The project is located in El Pueblo Viejo Landmark District. 7.54 square feet of signage is being requested in replacement of 8.6 square feet of existing signage. The linear building frontage is 15 feet. The allowable signage is 15 square feet.)

Present: Christian Muldoon, Vogue Sign Company

Motion: Final approval of the signs with the following conditions: 1) On Sign 1, the letters are to have a mottled finish to give them a slight patina of age. The application is to return to Conforming Sign Review with a color sample. 2) On Sign 2, the background color shall be changed to off-white to match the building color and the logo element shall be gold leaf. 3) All finishes are to be satin sheen or less. 4) The Committee would prefer a Serif font on the word "Sprint".

Action: Hausz/Mudge, 4/0/0

CONCEPT REVIEW – NEW**12. 3130 STATE ST**

C-2/SD-2 Zone

(11:36) Assessor's Parcel Number: 053-332-020
 Application Number: SGN2006-00026
 Owner: Chang-Fu and Mei-Kuei Wang
 Business Name: El Caballo Restaurant
 Applicant: Sign-A-Rama

(Proposal for new 36 square foot sign face in existing 36 square foot wall sign for new tenant. The linear building frontage is 25 feet. The allowable signage is 25 square feet.)

An exception is being requested to exceed the allowable square footage.

Present: Al Williams, Sign-A-Rama

Motion: Final approval of the sign as submitted. The exception is granted on the grounds that the property had an existing 36 square foot sign cabinet, the signage is not detrimental to public welfare, and the sign is attractively designed and meets the purpose and intent of the Sign Ordinance. The signage does not constitute an adverse visual impact.

Action: Hausz/Cope, 4/0/0

REFERRED FROM CONFORMING SIGN REVIEW**13. 906 GARDEN ST**

C-2 Zone

(11:39) Assessor's Parcel Number: 029-301-037
 Application Number: SGN2006-00029
 Owner: Environmental Defense Center Inc.

(Proposal to replace canvas on three existing window awnings and one rear door awning in same color and add signage on the three window awnings facing Garden Street. Six inch letter height and total signage of 7.5 square feet is requested. The linear building frontage is 30 feet and allowable signage is 30 square feet. The structure is a City Historic Landmark.)

Present: Cameron Benson, Director of the Environmental Defense Center

Motion: Continued two weeks with the following comments: 1) The Committee cannot support the awning and signage as fabricated. 2) The awning itself is approvable, but the problem is the contrast between the white letters and green awnings. One suggested solution would be to tone-down the color of the letters to have less of a contrast. A second possibility is to have blank valances affixed to each of the awnings and propose signage in alternate locations other than the awnings. 3) The Committee requests that the sign maker be present at the next meeting.

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

CONCEPT REVIEW – CONTINUED**14. 114 E GUTIERREZ ST**

C-M Zone

(12:06) Assessor's Parcel Number: 031-331-002
 Application Number: SGN2005-00131
 Owner: Tam Ngo
 Business Name: Lang Motors

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

Present: Tuyet Nguyen, Lang Motors

Motion: Continued one week to Conforming Sign Review with the following conditions: 1) The sign shall be painted on a board ¾ inch thick. 2) The “Lang Motors” letters are to be in one line, not to exceed 8 inches tall. 3) “Independent Service and Repair” shall have the same line length as “Lang Motors” and font size is to be proportionate. 4) Applicant is to return with color samples and a scaled drawing of the sign and a scaled drawing of the building showing the height of the sign above sidewalk and the location of the building’s address letters. 5) All text must use serif font.

Action: Hausz/Mudge, 4/0/0

**** MEETING ADJOURNED AT 12:26 P.M. ****