



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Wednesday, March 29, 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: SUZETTE NAYLOR – Absent
CHRISTOPHER MANSON-HING – Absent

CITY COUNCIL LIAISON: DAS WILLIAMS – Absent

STAFF: JAIME LIMÓN, Design Review Supervisor – Absent
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, 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 March 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 (9:02):

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 March 15, 2006.

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

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

C. Listing of approved Conforming Signs.

The signs approved on Conforming Sign Review from March 22 to March 29, 2006, are listed below:

1. 735 N Milpas, Milpas Motors. Final approval with conditions.
2. 1305 Chapala, Sabrina Salon. Final approval with conditions.

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

1. Mr. Boughman announced that the discussion item regarding project submittals will be scheduled for another meeting.

2. Mr. Hausz explained that he has been more aware of streetlights in the city since becoming Streetlight Advisory Subcommittee liaison for the Sign Committee. He has also noticed that there are a number of streets that now have an extension raising the signs as much as five feet, but they are all different heights and look grossly out of scale. He spoke to someone at Public Works and was told people have been stealing the street signs. Each replacement can be expensive at \$60 each. One previous solution was to grease the poles, but raising the street signs is what has actually worked. Yet, other possible solutions will have to be looked at. Mr. Mudge agreed to inform the Architectural Board of Review and Mr. Hausz will let the Historic Landmarks Committee know about this issue.

E. Possible Ordinance Violations.

Ms. Ziemer provided Staff information about an unpermitted hanging sign replacing the approved wooden sign at the McDonald’s establishment on 1213 State Street.

CONCEPT REVIEW – NEW

1. **901 OLIVE ST** C-2 Zone

(9:09) Assessor's Parcel Number: 029-302-018
 Application Number: SGN2006-00043
 Owner: 433 ECP LP
 Contractor: Signs By Ken
 Business Name: Softshare

(Proposal for one 5.25 square foot wall sign. The linear building frontage is 85 feet. The allowable signage is 65 square feet.)

Present: Ken Sorgman, Signs By Ken
 Motion: Final approval of sign as submitted.
 Action: Hausz/Cope, 4/0/0.

CONCEPT REVIEW – NEW

2. **120 E DE LA GUERRA ST** C-2 Zone

(9:12) Assessor's Parcel Number: 031-081-004
 Application Number: SGN2006-00042
 Owner: HCAC West, LLC
 Contractor: Signs By Ken

(Proposal for a 9 square foot directory sign to be painted on the wall. The linear building frontage is 56 feet. The allowable signage is 20 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Ken Sorgman, Signs By Ken
 Motion: Final approval of the sign with the following conditions and comments: 1) Font shall match the building name signs, but it can be simplified. 2) Sign shall be located to allow a minimum amount of clearance above the painted band on the building. 3) Committee appreciates the artistic quality of the sign and appropriateness to El Pueblo Viejo Landmark District.
 Action: Hausz/Cope, 4/0/0.

**** THE COMMITTEE RECESSED FROM 9:22 AM TO 9:28 AM ****

CONCEPT REVIEW – NEW

3. **320 PASEO NUEVO** C-2 Zone

(9:47) Assessor's Parcel Number: 037-400-002
Application Number: SGN2006-00040
Owner: Redevelopment Agency/Santa Barbara
Agent: Glen Morris
Business Name: Victoria's Secret

(Proposal for four awning signs at 6 square feet each and one 4 square foot blade sign. The linear building frontage is 58 feet. The allowable signage is 29 square feet. This project is subject to the Paseo Nuevo Sign Program. The awnings were previously approved by the Historic Landmarks Commission. The project is located in El Pueblo Viejo Landmark District.)

This item was heard out of order.

Present: Glen Morris, Agent for Paseo Nuevo

Motion: Final approval with the following conditions: 1) There shall be only two awning signs located over the two entries. 2) Lighting for the blade sign is to be well recessed under the awnings.

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

CONCEPT REVIEW – NEW

4. **435 E HALEY ST** C-M Zone

(9:28) Assessor's Parcel Number: 031-212-026
Application Number: SGN2006-00044
Owner: John Robert Bianchi
Applicant: Freedom Signs
Business Name: Mastercraft Motors

(Proposal for a single-sided 7.3 square foot monument sign and two wall-mounted 24 square foot wall signs. The linear building frontage is 100 feet. The allowable signage is 65 square feet.)

This item was heard out of order.

Present: Dan Morris, Freedom Signs

Motion: Continued one week to Conforming Sign Review with the following comments: 1) Sign A shall be perpendicular to the sidewalk. 2) Post should be a 6 x 6 minimum at each end of the sign and rising above the sign with post caps. 3) Consider a frame or border around the sign to make it look less temporary. 4) Sign B is acceptable for size and is to be relocated a minimum of 6 to 8 inches below the soffit. 5) Sign C shall be reduced in size to the size of Sign A or smaller. 6) The Committee strongly recommends simplifying the sign by eliminating some, or all, of the checkerboard. 7) At the applicant's option, Sign A may be double-faced.

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

CONCEPT REVIEW – CONTINUED**5. 906 GARDEN ST**

C-2 Zone

(9:53) Assessor's Parcel Number: 029-301-037
 Application Number: SGN2006-00029
 Owner: Environmental Defense Center Inc
 Business Name: Environmental Defense Center
 Contractor: Freedom Signs

(Proposal for awning signage on three existing window awnings. The linear building frontage is 30 feet. The allowable signage is 30 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Cameron Benson, Director of the Environmental Defense Center
 Dan Morris, Freedom Signs

Motion: Approval of Option A (painted sign on stucco wall) as submitted with the following comments: 1) Committee appreciates Freedom Signs' work and the efforts of the Environmental Defense Center. 2) The option for awning signs is not approved and should be removed.

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

CONCEPT REVIEW – CONTINUED**6. 11 W CARRILLO ST**

C-2 Zone

(9:56) Assessor's Parcel Number: 039-321-006
 Application Number: SGN2006-00032
 Owner: Three West Carrillo Partners
 Applicant: Vogue Sign Company
 Business Name: Unique Tan

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

Present: Christian Muldoon, Vogue Sign Company

Motion: Final approval with the strong suggestion that applicant convey more of the sun shape on the top of the sign, whether by reducing the number of spikes or extending back their reach to the center, and possibly softening the points to have it look more handmade rather than laser cut.

Action: Ziemer/Hausz, 2/2/0. Mudge/Cope opposed.

Motion failed.

Alternate Motion:

Continued two weeks with the following comments: 1) Committee is concerned that the sign has too much of a contemporary look and should be leaning more towards a traditional look appropriate to El Pueblo Viejo Landmark District. 2) Minimize the points on the sun in depth and quantity and explore making the straight lines to be curved. 3) Reduce the width of the sun to give more clearance from the chain. 4) Widen the border to be at least as wide as the thick stroke of the larger letters.

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

CONCEPT REVIEW – CONTINUED**7. 436 N MILPAS ST**

C-2 Zone

(10:13) Assessor's Parcel Number: 031-311-032
Application Number: SGN2006-00036
Owner: Mary Lou Sherwin, Trustee
Applicant: Vogue Sign Company
Business Name: Kragen Auto Parts

(Proposal to install two sets of reverse-pan halo-lit channel letters with maximum logo and letter height of 12 inches, totaling 37.6 square feet. The linear building frontage is 101 feet. The allowable signage is 75 square feet.)

Present: Christian Muldoon, Vogue Sign Company

Motion: Final approval with the following conditions: 1) Sign A location approved as submitted. 2) Sign B is to be located on the east side of the building close to the parking lot. 3) Sign C shall be lowered to the same height as sign A. 4) All red letters shall be changed to match Pantone 188C. 5) Applicant is to provide revised documentation to Staff.

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

CONCEPT REVIEW – NEW**8. 728 STATE ST B**

C-2 Zone

(10:28) Assessor's Parcel Number: 037-092-025
Application Number: SGN2006-00039
Owner: 728 State Moreau Limited Partnership
Contractor: Mark Stienecker
Business Name: Java Jones Coffee House

(Proposal for one 21 square foot wall sign and one 4.5 square foot blade sign. The linear building frontage is 28 feet. The allowable signage is 28 square feet. The project is located in the El Pueblo Viejo Landmark District.)

Present: Mark Stienecker, Sign-A-Rama

Motion: Continued two weeks with the following comments: 1) The proposed location of the wall sign is not acceptable. 2) Signage should be more pedestrian-scaled. 3) Committee suggests hand-painted lettering on awning valance or perhaps a window sign. 4) Blade sign is not acceptable as installed. The size may be too large and needs study. 5) Attachment of the blade sign to the awning as installed is not acceptable. 6) Lighting that exists shall be removed. A permit should be obtained for any desired lighting. 7) Blade sign materials and execution do not relate to El Pueblo Viejo Landmark District and should be restudied to be appropriate to the district.

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

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