



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

**Wednesday, April 12, 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 – Absent

**ALTERNATES:** LOUISE BOUCHER (HLC) – Absent  
CHRISTOPHER MANSON-HING (ABR) – Absent

**CITY COUNCIL LIAISON:** GRANT HOUSE – Absent

**STAFF:** JAIME LIMÓN, Design Review Supervisor – Absent  
TONY BOUGHMAN, Planning Technician I– Present  
GABRIELA FELICIANO, Commission Secretary– Present

*Website: [www.SantaBarbaraCa.gov](http://www.SantaBarbaraCa.gov)*

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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, 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](http://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 April 7, 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](http://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 comment.

**B. Approval of the minutes of the Sign Committee meeting of March 29, 2006.**

Motion: Approval of the minutes of the Sign Committee meeting of March 29, 2006, with corrections.

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

**C. Listing of approved Conforming Signs.**

The signs approved on Conforming Sign Review for April 12 are listed below:

1. 435 E. Haley Street, Mastercraft Motors. Final approval as submitted.
2. 213 W. Cañón Perdido, Collins & Associates. Final approval as submitted.

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

1. Mr. Boughman announced that an anonymous letter was received regarding the sign at the bridal store located next to the Arlington.

Chair Ziemer read the letter from a "Concerned Citizen of Santa Barbara" who expressed concern over the sign at Mary Linn's Bridal located at 1315 State Street. He or she asked if the Committee actually consented to this sign and stated that it seems out of character with Santa Barbara.

Chair Ziemer responded that the Committee certainly did not approve the sign and the City is already addressing this issue.

2. Mr. Hausz informed that he has been in contact with Paul Casey, Community Development Director, regarding the need to have a discussion item in two weeks as to how sign enforcement cases are processed and prioritized.

E. Possible Ordinance Violations.

No possible ordinance violations reported.

**CONCEPT REVIEW – NEW**

1. **111 SANTA BARBARA ST** OC/SD-3 Zone

(9:08) Assessor's Parcel Number: 033-084-005  
 Application Number: SGN2006-00046  
 Owner: Phantom Cargo  
 Business Name: Cabana Home  
 Applicant: Signs By Ken

*(Proposal for a 13 square foot wall sign. The linear building frontage is 108 feet. The allowable signage is 81 square feet.)*

Present: Ken Sorgman, Signs By Ken

Motion: Final approval of sign as submitted.

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

**CONCEPT REVIEW – CONTINUED**

2. **728 STATE ST B** C-2 Zone

(9:11) 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 El Pueblo Viejo Landmark District.)*

Present: Mark Stienecker, Contractor  
 Brett Winslow, Business Owner

Motion: Continued two weeks with the following comments: 1) Committee cannot support the wall sign as proposed or the blade sign as installed. 2) Committee is open to considering individual dimensional letters applied to the face of the building.

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

**REVIEW AFTER FINAL****3. 436 N MILPAS ST**

C-2 Zone

(9:34) 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.)*

**(Review after final for addition of lighting to approved wall signs.)**

Present: Christian Muldoon, Vogue Sign Company

Motion: Final approval of lighting with the following conditions: 1) Lamps are to be 42 watt fluorescent. 2) Color of the lighting fixtures shall be white, or shall match the building color.

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

**CONCEPT REVIEW – CONTINUED****4. 11 W CARRILLO ST**

C-2 Zone

(9:44) Assessor's Parcel Number: 039-321-006  
 Application Number: SGN2006-00032  
 Owner: Three West Carrillo Partners, L.P.  
 Applicant: Vogue Sign Company  
 Business Name: Unique Tan

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

Present: Christian Muldoon, Vogue Sign Company  
 Monique Predovich and Kate Falberg, Business Owners

Motion: Final approval of the blade sign as submitted.

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

**CONCEPT REVIEW – NEW****5. 23 E CANON PERDIDO ST**

C-2 Zone

(9:47) Assessor's Parcel Number: 039-322-038  
 Application Number: SGN2006-00045  
 Owner: Lippincott Family Trust 8/27/91  
 Applicant: Mark Whitehurst  
 Business Name: Casa Santa Barbara Magazine

*(Proposal for a 3.5 square foot wooden hanging sign. The project is subject to the El Centro Building Sign Program. The El Centro Building is on the Potential Historic Resources list. The linear building frontage is 22 feet. The allowable signage is 22 square feet. The project is located in El Pueblo Viejo Landmark District.)*

Present: Mark Whitehurst, Applicant

Motion: Final approval with the following conditions and comment: 1) Black color shall be a warm black. 2) Heavy chains and hooks shall be used to hang the sign and shall be painted the same warm black. 3) Committee appreciates applicant's efforts in developing an artistic sign that is also appropriate to El Pueblo Viejo Landmark District.

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

**CONCEPT REVIEW – NEW****6. 611 STATE ST**

C-M Zone

(9:54) Assessor's Parcel Number: 037-131-021  
 Application Number: SGN2006-00047  
 Owner: Pierce Partners  
 Applicant: Doug Reeves  
 Business Name: The Levi's Store

*(Proposal for one 4.6 square foot blade sign and one 4.3 square foot hanging sign. The linear building frontage is 32 feet. The allowable signage is 32 square feet. The project is located in El Pueblo Viejo Landmark District.)*

Present: Doug Reeves, Liaison for The Levi's Store

Motion: Continued two weeks with the following comments: 1) Committee prefers a different solution for the hanging sign that is more legible and that does not compete as much with storefront elements. 2) If the proposal for the hanging sign continues as designed, the letters should be of steel material instead of copper. 3) Bracket material for the hanging sign should be solid steel stock and a warm black color. 4) Applicant needs to provide more information on the material finish for the letters on the blade sign. 5) Black color on the blade sign needs to be warm black. 6) The existing bracket for the blade sign is not acceptable and a more appropriate design needs to be proposed. 7) The registered trademark symbol on the blade sign needs to be minimized to one inch maximum or removed.

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

**CONCEPT REVIEW – NEW**

**7. 3401 STATE ST**

C-P/SD-2 Zone

**(10:19)** Assessor's Parcel Number: 051-063-013  
 Application Number: SGN2006-00049  
 Owner: Laurel Company  
 Contractor: DCM Graphics  
 Business Name: Chique Boutique

*(Proposal for a new 14.9 square foot facing on an existing internally illuminated wall sign and one 2.6 square foot wooden hanging sign. The linear building frontage is 18 feet. The allowable signage is 18 square feet.)*

Present: Robert Fratrack, Laurel Company  
 Franco Rosso, DCM Graphics

Motion: Continued one week to Conforming Sign Review with the following comments:  
 1) Hanging sign is approved as submitted. 2) Colors for the wall signs are acceptable as proposed. 3) Staff is to research the permit history of the sign on the building façade as to its height, whether it is recessed, and any other details that are specified by the Sign Program. 4) Applicant is to return with a scaled drawing of the cabinet and the letters showing correct proportion.

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

**\*\* MEETING ADJOURNED AT 10:37 A.M. \*\***