



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

**Wednesday, April 26, 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 at 9:06 a.m.

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

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

**STAFF:** JAIME LIMÓN, Design Review Supervisor – Present, left at 9:46 a.m.  
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 21, 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 comments.

**B. Approval of the minutes of the Sign Committee meeting of April 12, 2006.**

Motion: Approval of the Minutes of the Sign Committee meeting of April 12, 2006.

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

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

The signs approved on Conforming Sign Review from April 12 to April 26, 2006, are listed below:

1. 1104 Cacique Street, Joyce Communications Water. Final approval as submitted.
2. 3401 State Street, Chique Boutique. Final approval as submitted.

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

None reported.

**E. Possible Ordinance Violations.**

No ordinance violations reported.

**DISCUSSION ITEM**

(9:05)

**Sign Enforcement**

Present: Paul Casey, Community Development Director  
Bettie Weiss, City Planner  
Jaime Limón, Design Review Supervisor  
Danny Kato, Zoning and Enforcement Supervisor  
Marshall Rose, Downtown Organization

Mr. Casey gave an overall view of sign enforcement and expressed appreciation for the Committee members' commitment to quality signage in the City. He explained that from a budget standpoint, signage enforcement has always been difficult. A few years ago, Ms. Weiss and Mr. Kato recognized that the department was behind in enforcement and improvements were made, including the implementation of a citation program and the hiring of temporary help, to reduce the backlog from around 320 cases to 44.

Mr. Kato explained that complaints are prioritized into 20 categories. First on the priority list are, for example, major vegetation and referrals from City Council. Second are prohibited signs such as banners, portable signs, those that look like traffic signs, etc. Towards the end of the list are unpermitted signs that may or may not be approvable by the Sign Committee. Mr. Kato said that for prohibited signs a notice to remove it within 24-48 hours can be given. Ms. Weiss mentioned that inspectors are looking for specific health and safety violations.

Mr. Casey explained that the Administrative Citation Program is used as a compliance tool, not to be punitive, and that fines are adopted by ordinance. Sign violation fines are \$100 for the first 30 days, increased to \$200 after another 30 days, and so on. In the last year, the Department was given the ability to charge daily fines of up to \$100 per day. The County Tax Collector is informed and if the fine is not paid, amounts get added to property taxes. Historically, the Administrative Citation warning letter has been effective in taking care of 75% of violations. The first citation of \$100 takes care of 75% of those that did not initially comply. So that those two first steps take care of 94% of all violations. That is why fines are not the first step in the enforcement process.

Mr. Hausz said that nothing changes the look of Santa Barbara more quickly than inappropriate signage and he would like to see quicker enforcement and stiffer fines before violations throughout the City become an overwhelming problem. Mr. Rose mentioned that violations are especially noticeable on weekends when more banners and sandwich boards are displayed.

Ms. Weiss stressed the importance of receiving official complaints from Sign Committee members. Mr. Hausz said that he recognized financial burdens and large workloads. He suggested that the Sign Committee be included in the priority process and agreed that members can do their own triage by suggesting a priority when making sign violation complaints. It was suggested that the Committee members take photos of illegal signs and submit them to the Sign Committee Staff along with their comments as to whether the signage is a top priority. Photographs would allow immediately assigning a priority before an on-site evaluation is made. It was agreed that immediate enforcement priority would be given to unpermitted signs that the Sign Committee believed had little chance of being approved. The Sign Committee requested these type of sign violations be abated quickly.

Mr. Hausz asked if sign and building permits are revenue neutral or if they are subsidized, and if there is a motivation for the City to issue sign permits. Mr. Casey responded that the cost of having sign proposals reviewed by the Sign Committee is subsidized through the City's general fund. The fee for sign review is kept low to avoid discouraging people from applying. The cost of the building permit and inspection is recovered through the fees. Mr. Limón said that discussions are underway as to how applicants can be better informed that obtaining Sign Committee approval is not the final step in the sign permit process and that a building permit is required.

Mr. Hausz suggested that there be more continuity between the Sign Committee Staff (that is always present at the sign review meetings) and the Building Inspectors and Zoning Enforcement Staff (that are not always aware of what was actually approved). Mr. Casey mentioned that there is a plan to have a discussion with the Building and Safety Division about possibly creating a two-tier sign approval system. Those signs that do not require electrical or structural inspection and that do not have mounting or other safety issues may be able to be inspected by Sign Committee Staff.

Ms. Ziemer requested updates or status reports on top priority violations through Sign Committee Staff to let Committee members know what is going on with complaints made and to be informed of any changes in the enforcement process. It was agreed that the Sign Committee members will be included in the enforcement process and the Committee will be updated on a regular basis regarding complaints that have been classified as top priority.

### **CONCEPT REVIEW – CONTINUED**

1. **611 STATE ST** C-M Zone  
 (9:48) 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 to Conforming Sign Review with the following comments and conditions: 1) The hanging sign is not approved. 2) Blade sign is approved with the condition that sign shall be relocated to the recessed arch with the bracket to match exactly the installed sign bracket at 613 State Street, Michael Stars. 3) Blade sign shall be reoriented to be a horizontal rectangle using the color and materials as presented. 4) Window sign next to the door is approved with the condition that it shall be reduced in size by 50% to 18" tall and 7" wide. 5) Other window signs shall be reduced in quantity from 3 to 2, eliminating the one in the center. 6) The two remaining window signs shall be reduced proportionally to have a maximum letter height of 3 inches. 7) No lighting is approved with this application. 8) Existing blade sign bracket shall be removed. 9) Applicant shall provide full documentation of revisions.
- Action: Hausz/Mudge, 4/0/0.

**CONCEPT REVIEW – CONTINUED****2. 728 STATE ST B**

C-2 Zone

(10:21) 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, Sign-A-Rama

Motion: Continued two weeks with the following comments: 1) Applicant is to return with accurately scaled drawings with a specified scale. 2) Elevation drawing is to more closely resemble the architecture and the actual store front. 3) The bronze raised letters shall be lowered in their mounting height. 4) Section drawing showing mounting details of bronze raised letters shall be provided. 5) Applicant is to return with a bronze paint sample or may use real bronze letters. 6) Blade sign shall be relocated to the left of entry door. 7) Applicant shall return with all necessary drawings to convey blade sign design and details of bracket. 8) Blade sign height shall be consistent with neighboring blade signs.

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

**CONCEPT REVIEW – NEW****3. 1101 STATE ST**

C-2 Zone

(10:33) Assessor's Parcel Number: 039-231-015  
 Application Number: SGN2006-00048  
 Owner: George C. Price Trust 9-2-76  
 Applicant: Sign-A-Rama  
 Business Name: Java Jones

*(Proposal for two 4.5 square foot blade signs and one 10 square foot wall sign. 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 Stienecker, Sign-A-Rama

Motion: Continued two weeks for applicant to provide more details with appropriate scaled elevations and scaled drawings of signage.

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

**CONCEPT REVIEW – NEW**

**4. 126 E CARRILLO ST**

C-2 Zone

(10:35) Assessor's Parcel Number: 029-410-005  
Application Number: SGN2006-00051  
Owner: Carole Reid Christian  
Applicant: Sign-A-Rama  
Business Name: Ghitterman, Ghitterman & Feld

*(Proposal for a 8.26 square foot wall sign. The linear building frontage is 30 feet. The allowable signage is 20 square feet. The project is located in El Pueblo Viejo Landmark District.)*

Present: Mark Stienecker, Sign-A-Rama

Motion: Final approval with the following conditions: 1) The letters shall be pin-mounted off the building and are to match the Pueblo Building letters in color and material. 2) Applicant is to return to Conforming Sign Review in one week with documentation as to the material, color and thickness.

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

**CONCEPT REVIEW – NEW**

**5. 502 N MILPAS ST**

C-2 Zone

(10:42) Assessor's Parcel Number: 031-241-037  
Application Number: SGN2006-00052  
Owner: Victor William & Susan Marie Schaff  
Applicant: Freedom Signs  
Business Name: Mars Travel

*(Proposal for a 9 square foot wall sign and a 3.5 square foot window sign. The linear building frontage is 23 feet. The allowable signage is 23 square feet.)*

Present: Dan Morris, Freedom Signs

Motion: Continued one week to Conforming Sign Review with the following comment and conditions: 1) The window signage is approved as submitted. 2) The wall sign shall be centered over the right hand awning. 3) The slash between business names shall be eliminated. 4) Lettering shall match the font and color of the Beauty College sign.

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

**CONCEPT REVIEW - NEW****6. 530 CHAPALA ST**

C-M Zone

(10:56) Assessor's Parcel Number: 037-171-001  
Application Number: SGN2006-00053  
Owner: Lane Family Trust 4/10/92  
Business Name: Montecito Motors

*(Proposal for 39.9 square feet of signage consisting of two 4.5 square foot blade signs, one 7.6 square foot pinned-letter wall sign, two 7.6 square foot painted wall signs, and three 2.7 square foot awning signs. The linear building frontage is 100 feet. The allowable signage is 65 square feet. The project is located in El Pueblo Viejo Landmark District.)*

Motion: Continued two weeks due to absence of applicant.

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

**\*\* MEETING ADJOURNED AT 11:01 A.M. \*\***