



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Wednesday, May 10, 2006 **David Gebhard Public Meeting Room: 630 Garden Street** **9:00 A.M.**

COMMITTEE MEMBERS: DAWN ZIEMER, Chair – Absent
 NATALIE COPE, Vice Chair – Present
 STEVE HAUSZ – Present
 RANDY MUDGE – Present at 9:09 a.m.

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
 SUZANNE JOHNSTON, Planning Technician II – Present at 10:54 a.m.
 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 May 5, 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 (9:10):**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 26, 2006.

Motion: Approval of the minutes of the Sign Committee meeting of April 26, 2006, with corrections.

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

C. Listing of approved Conforming Signs.

The signs approved on Conforming Sign Review from May 3 to May 10, 2006, are listed below:

1. 611 State Street, Levi's Store. Final approval as submitted.
2. 126 East Carrillo Street, Ghitterman, Ghitterman & Feld. Final approval as submitted.
3. 502 North Milpas Street, Omar's Travel. Final approval as submitted.
4. 615 East Gutierrez Street, Café de Velo. Final approved with conditions.
5. 1 North Calle Cesar Chavez, A-American Self Storage. Final approval as submitted.

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

1. Mr. Boughman announced the following:

- a) La Cumbre Plaza is under new ownership and management. They called Mr. Boughman to inquire about new entrance signage for the mall. A new tenant in La Cumbre Plaza called asking what the reviewing process is for interior signs that are not visible from outside the mall. Glenn Morris, who was present, responded that signs that were not visible from the outside previously were approved by her as a La Cumbre Plaza representative and all other signage would be referred to the Sign Committee. Ms. Morris is no longer working for La Cumbre Plaza and does not know who is currently authorized to make those decisions. Ms. Morris also said the current mall entrance signage exceeds the allowable square footage.

Mr. Hausz suggested that these issues should be scheduled as a future discussion item with La Cumbre Plaza's new management.

- b) Updates on sign enforcement cases previously reported by the Sign Committee:
Mary Linn's Bridal, 1315 State Street, unpermitted sign has been removed.
The Corner Liquor, 341 State Street, plan to apply for the existing signs to be reviewed.
McDonald's, 1213 State Street, sign had been replaced with an unpermitted sign. Their explanation was that the approved sign had been stolen twice and they decided to replace it with a less expensive sign.
Santa Barbara Audio/Verizon, on State Street, signs were abated within two days.
Allstate signs, on upper State Street and La Cumbre, were said to be abated within one week, but Sign Committee reported the oversize window signage is still there.

2. Mr. Hausz announced that he will be absent from the June 7, 2006, Sign Review Committee meeting.

E. Possible Ordinance Violations.

Motion: To table the sign ordinance violations to the end of the meeting (9:18).

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

Motion: To untable the sign ordinance violations (11:07).

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

The Committee discussed 68 possible Sign Ordinance violations with photographs and measurements submitted by Mr. Hausz. The Committee agreed that it was necessary to prioritize the violations according to urgency. The Committee and Staff plan to establish criteria for sorting violations into urgency categories in the future. For this meeting, however, the Committee used simple straw votes to determine Priority 1 (most urgent), Priority 2 and Priority 3 sign violations for the 68 violations. The Design Review and Zoning & Enforcement supervisors will review the Committee's prioritization of the possible Sign Ordinance violations.

Priority 1

127 West Canon Perdido Street, Opportunity Shop; 909-A De La Vina, Santa Barbara Mattress; 932 De La Vina Street, Jiffy Lube; 2009 De La Vina Street, Los Gallos Mexican Restaurant; 2305 De La Vina, CBRE lease sign; 2609 De La Vina Street, Renga Brothers Interiors; 2718 De La Vina Street; 2922 De La Vina Street, Wagner Chiropractic; 812 State Street; 836 Anacapa Street, Post Office; 820 State Street, 24 Hour Fitness; 1019 State Street, Pacifica lease sign; 1213 State Street, McDonald's; 1213 State Street, SIMA lease sign; 1936 State Street, Mobil Service; 2019 State Street, Blue Shield of California; 2707 State Street, American Red Cross; 3116 State Street, Tiburon Tavern; 3210 State Street, Enterprise; 3313-A State Street, Qui Si Bella Medi-Spa; 3455 State Street, Arturo's Salon Americana & Spa; 3528 State Street, Pay Day Advance; 3623-A State Street, Modern Nails; 3763 State Street, Epstein & Associates lease sign; 3768 State Street, Professional Investment Planning lease sign; 3883 La Cumbre Plaza Lane; 3791 State Street, Village Properties for sale banner; 15 South Hope Avenue, AGA John Oriental Rugs; 3889 La Cumbre Plaza Lane, Cingular Wireless; 3892 State Street, Pueblo Radiology Medical Group MRI Center; 3891 State Street, Allstate; 3905 State Street, Leider Hayes lease sign; 3905-9 State Street, MediZone; 3920 State Street at the Five Points State Street entrance; 3956 State Street, Econo Lube at the Five Points and La Cumbre entrance; 101 South La Cumbre Road, Leider Hayes; and 150 South La Cumbre Road, La Cumbre Superstation.

Priority 2

1024 De La Vina Street, Santa Barbara Auto Connection; 2701 De La Vina Street, Santa Barbara Tire and Service Center; 1228 State Street, Sportz Nutz; 41 South Calle Laureles, DCM Graphics; 39 South Calle Laureles, Rudenko School of Dance; 10-B South Calle Laureles, Rainbow Nails; 3005 State Street, Butera's Northside Motor Parts; 3008-A State Street, Best Nails; 3114 State Street, Today's Nails; 3124 State Street, Santa Barbara Nails; 3411 State Street, Corner Liquor Store; 3435 State Street, La Rumba Bar & Grill; 3609 State Street; 3615 State Street, 3 Day Blinds; 3621-A State Street, Magic Nails; 3768 State Street, Washington Mutual; and 3920 State Street, Warehouse Discount Center.

Priority 3

913 De La Vina Street, Medina Envelope & Business Printing; 133 West Figueroa Street, Superior Brake and Alignment; 1919 De La Vina Street, Angelica's World of Beauty; 2915 De La Vina, CCSBC; 2015 State Street, Kling Chiropractic; 3008 State Street, Bazinet Hair Design; 3014 State Street, San Roque Market & Liquors; 3206 State Street, Salon Patine and Atlantis Aquariums; 3343 State Street, Via Maestra 42; 3351 State Street, One Hour Martinizing; 3443 State Street, Three Wishes Inc.; 3463 State Street, Santa Barbara Pack & Post; and 3611 State Street, Cash Now.

CONCEPT REVIEW – NEW**1. 727 STATE ST A**

C-2 Zone

(9:19) Assessor's Parcel Number: 037-400-015
 Application Number: SGN2006-00057
 Owner: Santa Barbara Redevelopment Agency
 Agent: Glen Morris
 Business Name: Rip Curl

(Proposal for a 7.6 square foot non-illuminated, reverse channel letter wall sign and a 4.1 square foot painted aluminum blade sign. Signage is subject to the Paseo Nuevo Sign Program. The linear building frontage is 30 feet. The allowable signage is 15 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Glenn Morris, Paseo Nuevo Representative

Motion: Continued two weeks with the following comments and conditions: 1) The wall sign is acceptable with the words "Rip Curl" to be either a warm off -black or, preferably, a dark oxidized natural copper. 2) The wall sign logo color should be muddied, patinated or mottled. 3) The thickness of the letters in the logo shall not exceed one inch and the Committee would prefer to see them pegged off the wall approximately ¾ of an inch. 4) The blade sign design as proposed is acceptable although aluminum is too contemporary for El Pueblo Viejo District and the Committee suggests a sandblasted redwood sign. 5) The Committee prefers the letters and logo to have an outline as shown on the color drawings. 6) The Committee suggests that the hanging chain links not be welded. 7) The red and the black colors should be muddied and the white shall match the building color. 8) Applicant should show on the drawings the adjacent Chipotle business signage. 9) No lighting is being reviewed as part of this application.

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

CONCEPT REVIEW – CONTINUED**2. 530 CHAPALA ST**

C-M Zone

(9:43) 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.)

Present: Ashleigh Bowman, Montecito Motors

Motion: Continued two weeks with the following comments: 1) The number of signs is excessive and the Committee suggests eliminating the awning signs. 2) Materials and fonts are appropriate. 3) Applicant shall return with scaled architectural elevations, showing signage and details of architectural features, for all areas where the signage will be installed. 4) The Committee appreciates the color coded references to various signs on the plans.

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

CONCEPT REVIEW – NEW**3. 700 STATE ST**

C-2 Zone

(10:04) Assessor's Parcel Number: 037-092-016
 Application Number: SGN2006-00056
 Owner: 700 State Moreau Limited Partnership
 Applicant: Freedom Signs
 Business Name: Left at Albuquerque

(Proposal for two 15.6 square foot wall signs with two gooseneck lights mounted above each sign. The linear building frontage is 50 feet. The allowable signage is 50 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Dan Morris, Freedom Signs

Motion: Continued two weeks with the following comments: 1) Signage needs to be more in conformance with the El Pueblo Viejo District, specifically to reflect the nature of the cedar wood that the signage is made from. 2) The logo should be reduced in size by two-thirds or half of the size proposed. 3) The Committee is concerned about the proposed lighting and whether or not it is necessary considering the location of adjacent streetlights. The Committee will make a site visit to review lighting. 4) Applicant shall provide samples of actual proposed aged paint finish for all colors.

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

CONCEPT REVIEW – NEW**4. 3500 MCCAWE AVE**

P-R/SD-2 Zone

(10:20) Assessor's Parcel Number: 051-230-005
 Application Number: SGN2006-00054
 Owner: City of Santa Barbara
 Applicant: Freedom Signs
 Business Name: Santa Barbara Municipal Golf Course

(Proposal for a 3.8 square foot sign consisting of 6 inch pin-mounted letters mounted on a new 4 foot by 10 foot poured concrete wall. The golf course directional sign is proposed to be located on the corner of McCaw Avenue and Las Positas Road. The linear building frontage is 189 feet. The allowable signage is 90 square feet.)

Present: Dan Morris, Freedom Signs
 Scott Jorgensen, Golf Course Superintendent

Motion: Continued two weeks with the following comments: 1) Applicant is to provide a more accurate site plan and a landscaping plan around the monument sign. 2) Consider adding more architectural detail to the backboard of the monument sign.

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

CONCEPT REVIEW – NEW**5. 930 LAGUNA ST**

C-2 Zone

(10:32) Assessor's Parcel Number: 029-302-001
Application Number: SGN2006-00059
Owner: John G. and Suzanne E. Roberts, Trustees
Applicant: Sign-A-Rama
Business Name: Nursecore

(Proposal for one 36" x 48" wall sign. The linear building frontage is 24 feet. The allowable signage is 24 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Mark Stieneker, Sign-A-Rama

Motion: Final approval with the following conditions: 1) Plywood backboard is to be eliminated and the letters shall be painted directly on the stucco. 2) Lettering size shall be five inches. 3) Red color is acceptable as proposed and the black shall be an off-black. 4) The position of the letters on the building are acceptable as shown on the elevation drawings.

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

CONCEPT REVIEW – CONTINUED**6. 728 STATE ST B**

C-2 Zone

(10:36) Assessor's Parcel Number: 037-092-025
Application Number: SGN2006-00039
Owner: 728 State Moreau Limited Partnership
Contractor: Sign-A-Rama
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 Stieneker, Sign-A-Rama

Motion: Continued two weeks to the Conforming Sign Review with the following comments: 1) The wall sign should be increased in size so that the letters "J" are ten inches, instead of nine inches, and the rest of the letters should be increased proportionally. 2) The top of the sign should be 13 ½ feet above the sidewalk. 3) Letters should have a paint finish and be an off-black color. 4) The letters should be pegged off the wall a maximum of approximately 1 ½ inches for the larger letters and ¾ of an inch for the smaller letters. 5) The blade sign location is approved. 6) Applicant shall provide drawings of the bracket and back plate showing the weights of materials, details of the chain to be used, and details of the sign board showing the frame that will surround it; and shall return with paint chips showing the bracket color and the sign colors. 7) Yellow color shall be toned down. 8) No lighting is approved as part of this application. The existing lighting, if it does not have a permit, shall be removed

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

CONCEPT REVIEW – CONTINUED

7. 1101 STATE ST

C-2 Zone

(10:51) 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 Coffee House

(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 Stieneker, Sign-A-Rama

Motion: Continued two weeks with the following comments: 1) The Committee cannot support the wall sign above the upper architectural element as proposed. 2) There is some support for a sign in the wall space directly above the storefront, below this architectural detail. 3) Study the possibility of a hanging sign facing State Street under the soffit. 4) The blade signs are acceptable. 5) Applicant shall provide drawings of the bracket and back plate showing the weights of materials, details of the chain to be used, and details of the sign board showing the frame that will surround it; and shall return with paint chips for the blade signs showing the bracket color and the sign colors.

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

**** MEETING ADJOURNED AT 11:43 A.M. ****