



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Wednesday, May 24, 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

**** 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 19, 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 (9:04):**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 May 10, 2006.

Motion: To table the approval of the minutes of the Sign Committee meeting of May 10, 2006, to the end of the meeting (9:05)

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

Motion: To untable the approval of the minutes of the Sign Committee meeting of May 10, 2006. (11:54)

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

Motion: Approval of the minutes of the Sign Committee meeting of May 10, 2006, with corrections.

Action: Hausz/Cope, 2/0/1. Ms. Ziemer abstained.

C. Listing of approved Conforming Signs.

There were no signs approved on Conforming Sign Review.

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

Mr. Boughman announced that Robinson-May at the La Cumbre Plaza will be requesting new signage for the name change to "Macy's".

E. Possible Ordinance Violations.

Mr. Hausz gave an update on the Allstate signs, on upper State Street and La Cumbre, saying they have been removed from all the window signs.

CONCEPT REVIEW – NEW

1. **607 STATE ST**

C-M Zone

(9:14) Assessor's Parcel Number: 037-131-021
 Application Number: SGN2006-00064
 Owner: Pierce Partners
 Contractor: Vogue Sign Company
 Business Name: Design Within Reach

(Proposal for a two square foot blade sign. This location, Pierce Block, is on the California Inventory of Historic Resources and is on the List of Potential Structures of Merit and Landmarks. 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: Chrisitan Muldoon, Vogue Sign Company

Motion: Continued two weeks with the following comments: 1) Clarify the finish on the sign board. If it is to be a red stain on cedar, a sample of the finish material should be provided; if it is to be a solid paint color, the red should be toned down. 2) Provide dimensions of the neighboring signs to give an idea of the relationship of the proposed sign to the existing signs on the building. 3) Provide information about the hanging hardware; heavy chain should be used. 4) White lettering should be an off-white, similar to the building color.

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

CONCEPT REVIEW – CONTINUED

2. **727 STATE ST B**

C-2 Zone

(9:30) Assessor's Parcel Number: 037-400-015
 Application Number: SGN2006-00057
 Owner: Redevelopment Agency/Santa Barbara
 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: Glen Morris, Agent for Paseo Nuevo

Motion: Continued one week to the Conforming Sign Review with the following comments: 1) The Committee appreciates the applicant’s efforts to make a very nice sign for El Pueblo Viejo District. 2) Mounting plates for the steel bracket should be turned diagonally and the edges hammered. 3) The entire bracket is to be an off-black color. 4) Colors for the blade sign should be off-black and off-white. 5) Elevation of the wall sign should visually align with the Chipotle sign next door.

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

CONCEPT REVIEW – CONTINUED

3. **3500 MCCAWE AVE** P-R/SD-2 Zone

(9:42) 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 proposed golf course directional sign would 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: Scott Jorgensen, Golf Course Superintendent
 Dan Morris, Freedom Signs

Motion: Final approval with the condition that the monument should be 12 feet wide.

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

CONCEPT REVIEW – CONTINUED

4. **700 STATE ST** C-2 Zone

(9:45) 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: Final approval of signs as submitted with the following conditions for the lighting: 1) The light source shall be the lesser of 26 watts fluorescent or as allowed by the State energy code. 2) The fluorescent lighting is to have a temperature lighting of 2800K. 3) No exposed conduits are allowed for surface mounted boxes.

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

REVIEW AFTER FINAL**5. 205 E CARRILLO ST**

C-2 Zone

(9:57) Assessor's Parcel Number: 029-212-028
Application Number: SGN2006-00025
Owner: Rinconada Partners
Contractor: Benton Sign Company
Business Name: Radius Group Commercial Real Estate

(Proposal to construct a 10 square foot wall sign for Radius Group. The linear building frontage is 121 feet. The allowable signage is 90 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: David Benton, Benton Sign Company

Motion: Final approval of the signs with the following comment and conditions: 1) Applicant's effort to make improvements is greatly appreciated. 2) Applicant is to provide revised documentation for Staff to verify the change to the wording on the signs. 3) The letters are to be painted and not anodized.

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

CONCEPT REVIEW – NEW**6. 220 E FIGUEROA ST**

R-O Zone

(10:04) Assessor's Parcel Number: 029-212-005
Application Number: SGN2006-00062
Owner: Barbara A. Christoff, Trustee
Applicant: Benton Signs
Business Name: LivHOME

(Proposal for an 8.7 square foot painted wall sign. The linear building frontage is 38 feet. The allowable signage is 38 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: David Benton, Benton Sign Company

Motion: Final approval with the following conditions: 1) The capital letters shall be 8 inches and the remainder of the sign should be reduced proportionally. 2) The green color is to be muddier, similar to the green color on the business' stationery.

Action: Hause/Ziemer, 3/0/0.

CONCEPT REVIEW – NEW**7. 200 E CARRILLO ST**

C-2 Zone

(10:09) Assessor's Parcel Number: 029-292-025
 Application Number: SGN2006-00066
 Owner: Joe A. Freitas & Sons
 Agent: Benton Signs
 Business Name: Price Postel & Parma LLC

(Proposal for two 5.1 square foot wall signs for an office building. The linear building frontage is 100 feet. The allowable signage is 20 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: David Benton, Benton Sign Company

Motion: Continued two weeks for Staff to review the minutes and audio recording of the Santa Barbara Asset Management sign review at this location to determine what guidance was given regarding future placement of signage for a third floor tenant. The concern is that the signage on the building façade is becoming a billboard. One suggestion would be to reconsider eliminating or relocating the building name elsewhere on the building.

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

CONCEPT REVIEW – CONTINUED**8. 530 CHAPALA ST**

C-M Zone

(11:49) 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 and Al Hyman, Montecito Motors

Motion: To table this agenda item to the end of the meeting. (10:25)

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

Present: Ashleigh Bowman, Montecito Motors Representative
 David Shelton, Owner of Montecito Motors

Motion: To untable this agenda item. (11:49)

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

Motion: Continued one week to Conforming Sign Review with the following comments: 1) Final approval of the two blade signs as submitted. 2) The two painted wall signs are not approved. 3) The pin-mounted wall sign shall have 8 inch letters with closer spacing of the letters. 4) The three awning signs are not approved. 5) Applicant is to return with a proposal for window signage on the Cota and Chapala Street elevations. 6) Remove all unpermitted signs.

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

CONCEPT REVIEW – CONTINUED**9. 1101 STATE ST**

C-2 Zone

(10:43) 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 Stieneker and Wasantha Mohottige, Sign-A-Rama

Motion: Final approval of the signs with the following conditions : 1) The words “Java Jones” on the wall sign facing State Street should be centered within the height of the recessed area of the wall. 2) The sign boards on the blade signs are to be ¾ inch thick and the borders are to be 6 millimeters thick by 1 inch wide. 3) The sign boards and borders are to be painted brown. 4) Letters on blade signs shall be painted yellow and should not be vinyl. 5) The bracket and all mounting hardware shall be painted off-black.

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

CONCEPT REVIEW – NEW**10. 3905 STATE ST**

C-P/SD-2 Zone

(11:00) Assessor's Parcel Number: 051-021-005
 Application Number: SGN2006-00063
 Owner: SPI La Cumbre, LP
 Applicant: Dave's Signs
 Business Name: Medi Zone

(Proposal for one halo lit channel letter wall sign and one blade sign. Signage is subject to the State & La Cumbre Retail Center sign program. The linear building frontage is 40 feet. The allowable signage is 40 square feet.)

Present: Lydia Welch, Dave’s Signs

Motion: Continued two weeks with the following comments: 1) The Committee cannot support the white backboard with the pin mounted letters located on the beam above the door. 2) Applicant should consider other locations for signage, either as specified in the Sign Program above the windows, or possibly on either side of the wall. 3) Study lowering the blade sign to a height of approximately 7½ feet. 4) Provide photos of the other signage at the State & La Cumbre Retail Center.

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

CONCEPT REVIEW – NEW

11. 120 S HOPE AVE F-27

C-2/SD-2 Zone

(11:21) Assessor's Parcel Number: 051-010-014
Application Number: SGN2006-00065
Owner: Macerich La Cumbre, LLC
Applicant: The Conceptual Motion Company
Business Name: Lane Bryant

(Proposal for two 9.75 square foot channel letter wall signs and one 6 square foot blade sign. Signage is subject to the La Cumbre Plaza sign program. The linear building frontage is 50 feet. The allowable signage is 25 square feet.)

Present: Ryan Mills, The Conceptual Motion Company

Motion: Continued two weeks with the following comments: 1) Applicant is to bring proposal into compliance with the La Cumbre Plaza Tenant Design Handbook. 2) Wall sign letters may not have an illuminated face. 3) Blade sign illumination must be mounted on the building.

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

REFERRED FROM CONFORMING SIGN REVIEW

12. 37/41 W CALLE LAURELES

C-2/SD-2 Zone

(11:38) Assessor's Parcel Number: 051-122-008
Application Number: SGN2006-00060
Owner: Foothill Pacific, LLC
Applicant: Franco Rizzo
Business Name: DCM Graphics

(Proposal for an 8 square foot vinyl window sign. The linear building frontage is 16 feet. The allowable signage is 16 square feet.)

Present: Franco Rizzo and William Martin, DCM Graphics

Motion: Continued two weeks to Full Board with the following comments: 1) The vinyl window sign should be on a clear background instead of white and the top of the logo should be aligned with the mullion above the door. 2) All other signage in the window is to be removed 3) Applicant shall provide photographs that accurately represents the existing storefront. 4) All drawings shall have a proper architectural scale.

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

**** MEETING ADJOURNED AT 11:58 A.M. ****