



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

**Wednesday, July 5, 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

**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 June 30, 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 (9:07):**

## 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 June 21, 2006.

Motion: To table the approval of the minutes of the Sign Committee meeting of June 21, 2006, to the end of the meeting. (9:07)

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

Motion: To untable the approval of the minutes of the Sign Committee meeting of June 21, 2006. (10:16)

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

Motion: Approval of the minutes of the Sign Committee meeting of June 21, 2006.

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

## C. Listing of approved Conforming Signs.

The signs approved on Conforming Sign Review on June 28, 2006, are listed below:

1. 130 Harbor Way, Santa Barbara Yacht Club. Final approval as submitted.
2. 636 West Carrillo Street, U.S.A. Gasoline. Final approval with a condition.

- D. Announcements, requests by applicants for continuances and withdrawals, and future agenda items.  
None.
- E. Possible Ordinance Violations.  
None reported.

**CONCEPT REVIEW – CONTINUED**

- 1. **1721 STATE ST** C-2/R-4 Zone  
 Assessor's Parcel Number: 027-101-011  
 Application Number: SGN2006-00072  
 Owner: Edith Ziliotto, Trustee (for) Ziliotto  
 Applicant: Sign-A-Rama  
 Business Name: Cielo Spa Boutique  
*(Proposal for a 12 square foot ground sign. The linear building frontage is 37 feet. The allowable signage is 37 square feet. The project is located in El Pueblo Viejo Landmark District.)*  
  
 Motion: Postponed indefinitely due to applicant’s absence.  
 Action: Hausz/Mudge, 3/0/0.

**CONCEPT REVIEW – CONTINUED**

- 2. **716 STATE ST** C-2 Zone  
 Assessor's Parcel Number: 037-092-020  
 Application Number: SGN2006-00071  
 Owner: 710 State St Partners, LLC  
 Applicant: Douglas Keep  
 Business Name: M.A.C.  
*(Proposal for a 3.75 square foot projecting sign and a 1.1 square foot 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.)*  
  
 Motion: Postponed indefinitely due to applicant’s absence.  
 Action: Hausz/Mudge, 3/0/0.

**CONCEPT REVIEW – NEW**

- 3. **930 MIRAMONTE DR** A-1 Zone  
 (9:40) Assessor's Parcel Number: 035-023-003  
 Application Number: SGN2006-00083  
 Owner: Pat Snyder  
 Contractor: Signs By Ken  
 Business Name: Visiting Nurse & Hospice Care  
*(Proposal for a 12 square foot temporary painted sign on existing monument. The linear building frontage is 40 feet. The allowable signage is 40 square feet.)*

This item was heard out of order.

Present: Ken Sorgman, Signs By Ken  
Pat Snyder, Director

Motion: Final approval as submitted.

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

**CONCEPT REVIEW – NEW**

**4. 402 E GUTIERREZ ST**

M-1 Zone

(10:13) Assessor's Parcel Number: 031-343-009  
Application Number: SGN2006-00084  
Owner: Laguna Industrial Partners  
Applicant: Bermant Development Company  
Contractor: Signs By Ken  
Business Name: Santa Barbara Business and Technology Center

*(Proposal for a 12.5 square foot painted wall sign. The linear building frontage is 107 feet. The allowable signage is 80 square feet.)*

This item was heard out of order.

Present: Ken Sorgman, Signs By Ken

Motion: Final approval with the condition that the letters shall be a cool black or green black.

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

**CONCEPT REVIEW – NEW**

**5. 215 PESETAS LN**

C-2/SD-2 Zone

(9:43) Assessor's Parcel Number: 057-203-003  
Application Number: SGN2006-00085  
Owner: Sansum-Santa Barbara Medical Foundation Clinic  
Applicant: Christopher Williams  
Contractor: Ken Sorgman  
Business Name: Sansum Clinic

*(Proposal for new signage for existing clinic consisting of five wall signs and two ground signs totaling 193 square feet. The linear building frontage is 140 feet. The allowable signage is 90 square feet.)*

**(Exceptions are requested to exceed the allowable square footage and for mounting height of wall signs.)**

This item was heard out of order.

Present: Ken Sorgman, Signs By Ken  
Christopher Williams, Marketing Manager  
Ana Drucker, Vice-President of Marketing

**Motion:** Continued two weeks with the following comments: 1) The Committee accepts the exception request for overall sign area and mounting height of wall signs. 2) All of the black letters shall be a warm black. 3) The secondary text shall be restudied for a font that works better with the primary font. 4) The proposed new monument signs are acceptable, but study providing more space for the address text. 5) The pharmacy wall sign is acceptable with the font for "Pharmacy" to be restudied. 6) The font for the pharmacy window sign should be restudied. 7) The existing letters for the Rykenboer Pavilion, which are to be relocated, shall be replaced with font, material, and color to match the proposed new signage, and the composition of this sign should be restudied. 8) The wall sign facing La Colina Road is not acceptable as proposed; it was suggested studying an additional monument sign for better way-finding. 9) Lighting on the monument signs are to be energy efficient.

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

### **CONCEPT REVIEW – NEW**

#### **6. 3805 STATE ST**

C-2/SD-2 Zone

(9:14) Assessor's Parcel Number: 051-010-013  
 Application Number: SGN2006-00086  
 Owner: Patricia S. Nettleship, Trustee  
 Applicant: John Walker  
 Contractor: J. Walker Signs  
 Business Name: Macy's

*(Proposal for three 167 square foot channel letter wall signs and one 15 square foot channel letter wall sign. The existing signage to be replaced had similar square footage with four foot high letters. The linear building frontage is 250 feet. The allowable signage is 90 square feet.)*

**(Exceptions are requested to exceed allowable square footage and to allow letters five feet in height.)**

This item was heard out of order.

**Present:** John Walker, J. Walker Signs  
 Armineh Petrossian, Store Manager  
 Gregory N. Coulas, Macerich Mall Representative  
 Leelah Cain, Visual Manager

**Motion:** Continued two weeks with the following comments: 1) The wall sign facing the mall interior is approved as submitted. 2) The three exterior wall signs shall have 4 foot high "m", "a", "c", and "s" letters; and the entire sign shall be reduced proportionally. 3) Letters shall be a dark bronze color and are to be halo lit. 4) Applicant is to return with alternate proposals to the red internal illumination of the stars.

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

**\*\* MEETING ADJOURNED AT 10:17 A.M. \*\***