



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Wednesday, July 19, 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

**** 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 monument 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 July 14, 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 (9:05):**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 July 5, 2006.

Motion: Approval of the minutes of the Sign Committee meeting of July 5, 2006, with correction.
Action: Hausz/Mudge, 3/0/0.

C. Listing of approved Conforming Signs.

The signs approved on Conforming Sign Review from July 12 to July 19 are listed below:

1. 11 East Anapamu Street, Sullivan Goss – An American Gallery. Final approval as submitted.

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

Mr. Boughman announced for Jaime Limón, Design Review Supervisor, that City Council formed an Ad-hoc Subcommittee to review processes, categories, and terms, etc., for the various Advisory Committees. The Subcommittee decided that all 2-year terms need to be changed to 4-year terms so that there is continuity on the committees.

E. Possible Ordinance Violations.

- 1. Mr. Hausz reported a banner at Enterprise Rent-A-Car on the 600 block of Chapala Street.
- 2. Mr. Mudge reported that the Minute Market at 2735 De La Vina has placed banners on the side of their building.

CONCEPT REVIEW – NEW

1. **800 STATE ST** C-2 Zone

(9:26) Assessor's Parcel Number: 037-052-010
 Application Number: SGN2006-00090
 Owner: Westen Fam Group
 Contractor: Benton Sign Company
 Business Name: Haggie

(Proposal for a 4.4 square foot wood projecting sign and two 1 square foot window signs. The linear building frontage is 20 feet. The allowable signage is 20 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: David Benton, Benton Signs Company

Motion: Continued two weeks with the following comments: 1) Final approval of the two window signs and the blade sign board as submitted. 2) The bracket is not acceptable and needs to be redesigned to be of a high quality solid steel material. 3) The bracket shall have detailing that reflects the other iron detailing on the building and is of the appropriate proportions to this sign. 4) Applicant shall return with documentation showing details of the bracket.

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

CONCEPT REVIEW – NEW

2. **110 S HOPE AVE** C-2/SD-2 Zone

(9:39) Assessor's Parcel Number: 051-010-014
 Application Number: SGN2006-00079
 Owner: Macerich La Cumbre, LLC
 Designer: Albert Gregor
 Business Name: Janie and Jack

(Proposal for a 10 square foot wall sign and an 8.86 square foot threshold sign. This signage is subject to the La Cumbre Plaza sign program. The linear building frontage is 20 feet. The allowable signage is 10 square feet.)

(An exception is requested to exceed the allowable square footage for signage.)

Present: Ryan Mills and Edward de Vicente, The Conceptual Motion Company

Motion: Continued one week to Conforming Sign Review with the following comments: 1) The two signs are acceptable as proposed. 2) The lighting is not acceptable due to the industrial nature of the fittings. 3) It is suggested to study fluorescent lighting either in the soffit or in the projecting awning aiming up at the sign.

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

CONCEPT REVIEW – CONTINUED

3. 716 STATE ST

C-2 Zone

(9:49) 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.)

Present: Douglas Keep, Architect

Motion: Continued one week to Conforming Sign Review with the following comments: 1) The wall sign is approved as submitted. 2) The blade sign should be revised as follows: a) Eliminate the raised border so that the sandblasting goes to the edges of board. b) The sign board should have a ¼” x 1 ½” steel border. c) The width of sign board is to be increased to allow more room to the right and left of the text, and the extension of the bracket is to be increased accordingly. d) Applicant shall provide detailed drawings of the bracket materials and sizes. e) The letters are to be pegged off ¼” and the letter thickness shall be reduced to a maximum 1 ¼”. f) The letter color shall match the white building color.

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

CONCEPT REVIEW – CONTINUED

4. 1721 STATE ST

C-2/R-4 Zone

(10:15) 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 monument 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.)

Present: Mark Steineker, Sign-A-Rama

Motion: Continued two weeks to Full Board to allow applicant more time to prepare presentation.

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

CONCEPT REVIEW – CONTINUED**5. 3805 STATE ST**

C-2/SD-2 Zone

(10:25) 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.)

Present: John Walker, J. Walker Signs

Motion: Final approval as submitted with four foot, bronze-color letters.

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

CONCEPT REVIEW – NEW**6. 126 E HALEY ST**

C-M Zone

(9:10) Assessor's Parcel Number: 031-271-026
 Application Number: SGN2006-00093
 Owner: Rodney Eugene Caughell
 Applicant: AKC Services
 Contractor: Tako Tyko
 Business Name: GolfTEC

(Proposal for one 20.6 square foot internally illuminated channel letter wall sign, one 9.2 square foot window sign, and one 4.5 square foot door sign. Total requested signage is 34.3 square feet. The linear building frontage is 35 feet. The allowable signage is 35 square feet.)

This item was reviewed out of order.

Present: Chris Polster, AKC Services

Motion: Continued one week to Conforming Sign Review with the following comments: 1) The wall sign should be revised as follows: a) The text should be reduced from 19" to 12" and the entire sign should be reduced proportionally. b) Reduce the depth of the letters to 2" and the standoff to 1½". c) Lower the sign so that the bottom of the logo visually aligns to the existing address signage. d) The red and green colors need to be toned down to be appropriate to Santa Barbara. e) The black color should be an off-black and all finishes should be satin sheen. 2) The window signs are acceptable as proposed, except that the vinyl should be on the interior surface of the windows. 3) Applicant shall provide revised drawings reflecting those changes.

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

CONCEPT REVIEW – CONTINUED**7. 215 PESETAS LN**

C-2/SD-2 Zone

(10:31) Assessor's Parcel Number: 057-203-003
 Application Number: SGN2006-00085
 Owner: Sansum-Santa Barbara Medical Foundation
 Applicant: Christopher Williams
 Contractor: Signs By Ken
 Business Name: Sansum Clinic

(Proposal for new signage for existing clinic consisting of five wall signs and two monument 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.)

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 wall sign facing Calle Real is acceptable. 2) The monument signs are heading in the right direction and should be restudied to: a) Simplify the molding detail. b) Step in the upper portion. c) Give more clearance to the address letters. 3) The pharmacy sign is acceptable as proposed. 4) The Rykenboer Pavilion sign above the entrance is acceptable as proposed with "Rykenboer Pavilion" to be more closely engaged with "Sansum Clinic." 5) The "Rykenboer Pavilion" sign facing La Colina Road shall remain without "Sansum Clinic." 6) The Sansum Clinic sign facing La Colina Road is to be eliminated. 7) The warm black (Pantone 412C or similar) is acceptable as proposed. 8) The letter material is acceptable and should be 1½" thick for the wall signs and ¾" thick for the monument signs. 9) The address letters on the monument signs shall have the same relationship between the small and large capitals as the Rykenboer Pavilion signs.

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

CONCEPT REVIEW – NEW**8. 301 W PUEBLO ST**

C-O Zone

(11:04) Assessor's Parcel Number: 025-172-028
 Application Number: SGN2006-00091
 Owner: Encinal Properties, LLC
 Applicant: Christopher Williams
 Contractor: Signs By Ken
 Business Name: Sansum Santa Barbara

(Proposal to replace two existing monument signs, remove one monument sign, and replace one existing wall sign. Total requested signage is 64 square feet. The linear building frontage is 53 feet. The allowable signage is 53 square feet.)

(An exception is requested to exceed the allowable square footage for signage.)

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 monument sign in the parking lot is acceptable as proposed, but applicant should restudy the architectural detailing and the text used for the address. 2) Final approval of the wall sign as proposed. 3) Study the architectural detailing and the overall height. 4) The requirements for monument signs shall be verified with the Transportation Department.

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

CONCEPT REVIEW – NEW

9. 317 W PUEBLO ST

C-O Zone

(11:24) Assessor's Parcel Number: 025-172-028
Application Number: SGN2006-00092
Owner: Encinal Properties, LLC
Applicant: Christopher Williams
Contractor: Signs By Ken
Business Name: Sansum- Santa Barbara

(Proposal to replace one existing corner monument sign, replace two existing two-sided monument signs, and remove one monument sign. Total requested signage is 92.5 square feet. The linear building frontage is 100 feet. The allowable signage is 65 square feet.)

(An exception is requested to exceed the allowable square footage for signage.)

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 locations and configurations for the three monument signs are acceptable as proposed. 2) Applicant shall restudy the proportions and details of the monument signs with respect to the architectural detailing, the text used for the address, and the height. 3) The requirements for monument signs shall be verified with the Transportation Department.

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

CONCEPT REVIEW – NEW

10. 25 E ANAPAMU

C-2 Zone

(11:33) Assessor's Parcel Number: 039-183-037
Application Number: SGN2006-00088
Owner: 1201 Anacapa Partners
Contractor: Signs By Ken
Business Name: La Playa Properties, LLC

(Proposal for two 11.7 square foot wall signs. The linear building frontage is 62 feet. The allowable signage is 31 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Ken Sorgman, Signs By Ken
Claude Dorais, Dorais, McFarland, Grattan & Polinsky

Motion: Continued one week to Conforming Sign Review with the following comments: 1) Wall signs on adjacent faces of the building shall be the same height. 2) The separator between the two lines of text shall be enhanced to be more ornamental.

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

CONCEPT REVIEW – NEW

11. 705 PASEO NUEVO

C-2 Zone

(11:46) Assessor's Parcel Number: 037-400-002
Application Number: SGN2006-00089
Owner: Santa Barbara Redevelopment Agency
Contractor: Signs By Ken
Business Name: Lululemon Athletica

(Proposal for one 6.7 square foot hanging sign. The linear building frontage is 20 feet. The allowable signage is 10 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Ken Sorgman, Signs By Ken

Motion: Continued one week to Conforming Sign Review with the following conditions and comments: 1) The sign board red circle and border shall also have chiseled faces. 2) The logo in the red circle shall be sandblasted in. 3) Restudy the bracket with the scroll work to be solid square stock. 4) Restudy the arrangement of the scrolls and the attachment of the pieces to one another.

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

**** MEETING ADJOURNED AT 11:57 A.M. ****