



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Wednesday, August 2, 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 at 9:04 a.m.
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 – Present from 11:11 a.m. to 11:24 a.m.
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 July 28, 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 (9:01):**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 19, 2006.

Motion: To table the approval of the minutes to the end of the meeting. (9:01)
Action: Mudge/Cope, 3/0/0. (Hausz absent.)

Motion: To untable the approval of the minutes. (11:28)
Action: Ziemer/Cope, 4/0/0.

Motion: Approval of the minutes of the Sign Committee meeting of July 19, 2006.
Action: Mudge/Hausz, 3/0/1. Ziemer abstained.

C. Listing of approved Conforming Signs.

The signs approved on Conforming Sign Review from July 26 to August 2 are listed below:

1. 716 State Street, MAC. Final approval as submitted.
2. 25 East Anapamu Street, Dorais, McFarland, Grattan & Polinsky. Final approval as submitted.
3. 1233 State Street, Robert Craymer. Final approval as submitted.
4. 705 Paseo Nuevo, Lululemon Athletica. Final approval as submitted.
5. 110 South Hope Avenue, Janie & Jack. Final approval with condition.

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

- 1. Mr. Boughman announced the following change to the agenda:

The applicant for Item 1, 800 State Street, will be later in the meeting.

Motion: To postpone Item 1.
 Action: Ziemer/Cope, 4/0/0.

- 2. Mr. Boughman announced that the proposed Caltrans changeable message sign located at the Las Positas overpass and northbound Highway 101 is scheduled for a courtesy review by the Architectural Board of Review on August 21, 2006.
- 3. Mr. Hausz read a memo summarizing past discussions of logos and how they should be reviewed by the Sign Committee.
- 4. Mr. Mudge announced that he has a scheduling conflict and will be resigning as a Sign Committee member.

E. Possible Ordinance Violations.

Mr. Hausz reported that Left at Albuquerque has installed exposed electrical conduit on the face of the building although they were specifically told not to do so in their sign approval.

Mr. Hausz reported that Kragen Auto Parts has placed three posts on the parapet with braces on the roof for lighting.

CONCEPT REVIEW – CONTINUED

- 1. **800 STATE ST** C-2 Zone
 (10:40) Assessor's Parcel Number: 037-052-010
 Application Number: SGN2006-00090
 Owner: Westen Family Group
 Contractor: Benton Sign Company
 Business Name: Hagle

(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.)

This item was heard out of order.

Present: David Benton, Benton Sign Company

Motion: Final approval of the bracket as submitted with the condition that the color shall match the other iron work on the building.

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

CONCEPT REVIEW – NEW**2. 1103 STATE ST**

C-2 Zone

(9:47) Assessor's Parcel Number: 039-231-014
 Application Number: SGN2006-00101
 Owner: Ronald J. Gillio
 Applicant: Don Frisk
 Contractor: Freedom Signs
 Business Name: Off Leash

(Proposal for a 4.3 square foot hanging sign and a 5.8 square foot wall sign. The linear building frontage is 11 feet. The allowable signage is 11 square feet. The project is located in El Pueblo Viejo Landmark District.)

Motion: To table this item to later in the meeting. (9:07)
 Action: Hausz/Mudge, 4/0/0.

Motion: To untable this item. (9:47)
 Action: Ziemer/Cope, 4/0/0.

Present: Dan Morris, Freedom Signs
 Don Frisk, Applicant

Motion: Final approval with the following conditions: 1) The blade sign and wall sign shall have undulating edges as per the sample. 2) The lettering on both signs shall appear to have shadows. 3) The blade sign shall be 1 inch thick. 4) The wall sign shall be ½ inch thick.
 Action: Hausz/Mudge, 4/0/0.

REFERRED FROM CONFORMING SIGN REVIEW**3. 3534 STATE ST**

C-2/SD-2 Zone

(9:48) Assessor's Parcel Number: 053-313-015
 Application Number: SGN2006-00098
 Owner: Bill Yee & Amy Yee Chung Revocable Trust
 Applicant: DCM Graphics
 Business Name: Pizza Guru

(Proposal to replace face panels in existing 15 square foot ground sign. The linear building frontage is 20 feet. The allowable signage is 20 square feet.)

Present: Franco Rizzo, DCM Graphics
 Daniel Kiyoi, Designer, DCM Graphics
 Bill Chung, Owner

Motion: Final approval with the following conditions: 1) "A Slice of Enlightenment" shall be reduced to two inches. 2) No additional lighting is to be added to the cabinet.

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

CONCEPT REVIEW – NEW

4. 949 VERONICA SPRINGS RD

E-1 Zone

(9:59) Assessor's Parcel Number: 049-040-022
Application Number: SGN2006-00094
Owner: Santa Barbara First Baptist Church
Applicant: Hans Kistner

(Proposal for concept review of an as-built, off-premises, 5.2 square foot ground sign.)

Present: Clarence Brown, Santa Barbara First Baptist Church Representative
Doug Miller, member of the public

Motion: Final approval of sign as submitted. No exception for off-premises signage is required by the Sign Committee.

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

Comments: The Committee decided that since a sign had been at this location many years before the property was annexed into the City, it would be allowed to remain and considered to be an existing non-conforming sign.

CONCEPT REVIEW – NEW

5. 10 W CALLE LAURELES B

C-2/SD-2 Zone

(10:04) Assessor's Parcel Number: 051-121-017
Application Number: SGN2006-00070
Owner: 7-11-59 Declaration of Trust Agreement
Applicant: DCM Graphics
Business Name: Rainbow Nails

(Proposal for a 13.75 square foot wall sign. The linear building frontage is 40 feet. The allowable signage is 40 square feet.)

Present: Franco Rizzo, DCM Graphics
Daniel Kiyoi, Designer, DCM Graphics

Motion: Continued two weeks to Full Board with the following comments: 1) The sign mounted to the building valance as proposed is not acceptable. 2) The Committee would prefer to see signage on the window in keeping with the adjacent businesses or the applicant could consider adding an awning. 3) Applicant is urged to improve the quality of the design.

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

CONCEPT REVIEW – NEW**6. 222 W CARRILLO ST**

C-2 Zone

(10:17) Assessor's Parcel Number: 039-271-013
 Application Number: SGN2006-00082
 Owner: Roger and J. Carol Duncan
 Applicant: J. Walker Signs & Lighting
 Business Name: CVS Pharmacy

(Proposal for a 12 square foot reverse channel-letter wall sign, a 1.9 square foot replacement face for an existing ground sign, a 3 square foot door sign, and a 2.4 square foot wall sign. The linear building frontage is 64 feet. The allowable signage is 64 square feet. The project is located in El Pueblo Viejo Landmark District.)

(An exception is requested for 18 inch letters on channel-letter wall sign.)

Present: Cindy Fear, J. Walker Signs

Motion: Continued two weeks with the following comments: 1) The channel letter wall sign needs to be restudied. a) It was suggested that the 16 inch letters be reduced to 14 or 12 inches, with remaining letters to be reduced proportionally so that the word “pharmacy” ends up no larger than 7 inches in lower case letters. b) The sign should be lowered on the building elevation. c) The color should be a muddier shade of red such as “blood red”. d) The depth of the letters should be reduced as much as practical. e) Suggest using LED lighting instead of neon. f) Reduce the stroke thickness of the CVS letters. 2) Receiving entrance sign: a) Eliminate the board and mount the letters directly on the door. b) Remove “CVS pharmacy”. c) “Receiving entrance” on the door should be a serif font in upper and lower case. 3) The ground sign shall have the same muddy red or blood red color and the sign board is to be sandblasted wood similar to the previous “Sav-on Drugs” sign. 4) Applicant shall return with a larger graphic and documentation for the store hours plaque. 5) Letter finishes shall not have a glossy finish.

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

CONCEPT REVIEW – NEW**7. 302 N MILPAS ST**

C-2 Zone

(9:16) Assessor's Parcel Number: 031-371-023
 Application Number: SGN2006-00095
 Owner: Tarlow Family Trust/D 2/8/01
 Applicant: Chris Polster
 Business Name: Wescom Credit Union

(Proposal for three 12.23 square foot wall signs and one .62 square foot awning sign. The linear building frontage is 80 feet. The allowable signage is 65 square feet.)

This item was heard out of order.

Present: Tim Dolan, Wescom Credit Union
 Chris Polster, AKC Services
 Max Rhodes, Elro Signs

Motion: Continued one week to Conforming Sign Review with the following conditions:
 1) Channel letter sign at the corner of North Milpas and East Montecito is to be lowered so that the center line of the sign is 2/5 of the way from the top of the arch to the bottom of the cornice. 2) The awning and awning signage is not a part of this application. 3) The channel letter sign facing Milpas Street is to be eliminated. 4) The channel letter sign on the north elevation is to be relocated to the left of the corner buttress and the top of the sign should be aligned with the top of the buttress. 5) The blue color is to be muted per the replacement submitted (301U). 6) The channel letter signs: a) Letters are to be reduced in thickness. b) The logos are to be face-lit for the white color, and the cabinets shall be mounted tight to the wall with no halo-lighting. 7) The applicant is to submit a request for an exception to the Sign Ordinance for the logo "W" to be in excess of 12 inches in height.

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

CONCEPT REVIEW – CONTINUED

8. 215 PESETAS LN

C-2/SD-2 Zone

(10:44) Assessor's Parcel Number: 057-203-003
 Application Number: SGN2006-00085
 Owner: Sansum-Santa Barbara Medical Foundation Clinic
 Applicant: Christopher Williams
 Contractor: Signs By Ken
 Business Name: Sansum-Santa Barbara

(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.)

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

Motion: Final approval with the following conditions: 1) The address numerals on the ground signs shall be reduced to 5 inches. 2) The bottom of the "Rykenboer Pavilion" wall sign is to align with the bottom of the Sansum logo. 3) Applicant shall submit to Staff a cut sheet of the lighting for the new monument sign, which is to be energy efficient.

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

CONCEPT REVIEW – CONTINUED**9. 301 W PUEBLO ST**

C-O Zone

(10:52) 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: Final approval with the following conditions: 1) The ground signs shall have a hand-troweled Mediterranean stucco finish with slightly eased edges. 2) The address numerals on the corner ground sign at the corner of Bath and Pueblo Streets shall be reduced to 5 inches. 3) The address numerals on the parking lot ground sign shall be reduced to approximately 3.3 inches.

Action: Hausz/Cope, 3/1/0. Ziemer opposed.

CONCEPT REVIEW – CONTINUED**10. 317 W PUEBLO ST**

C-O Zone

(10:57) 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: Final approval with the following conditions: 1) The ground signs shall have a hand-troweled Mediterranean stucco finish with slightly eased edges. 2) The address numerals on the corner ground sign at the corner of Pueblo and Castillo Streets shall be reduced to 5 inches. 3) The address numerals on the parking lot ground sign shall be reduced to approximately 3.3 inches.

Action: Hausz/Mudge, 3/1/0. Ziemer opposed.

CONCEPT REVIEW – NEW

11. 515 W PUEBLO ST

R-3 Zone

(11:02) Assessor's Parcel Number: 025-160-027
 Application Number: SGN2006-00102
 Owner: Sansum-Santa Barbara Medical Foundation Clinic
 Applicant: Christopher Williams
 Contractor: Signs By Ken
 Business Name: Sansum-Santa Barbara

(Proposal for a 31 square foot monument sign and a 8.75 square foot wall sign. The linear building frontage is 89 feet. The allowable signage is 65 square feet.)

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

Motion: Final approval with the following conditions: 1) The ground sign shall have a hand-troweled Mediterranean stucco finish with slightly eased edges. 2) The address numerals on the ground sign shall be reduced to 5 inches.

Action: Hausz/Cope, 3/1/0. Ziemer opposed.

CONCEPT REVIEW – NEW

12. 29 STATE ST

HRC-2/SD-3 Zone

(11:10) Assessor's Parcel Number: 033-102-014
 Application Number: SGN2006-00099
 Owner: Beach Motel Partners
 Contractor: Signs By Ken
 Business Name: State Street Coffee

(Proposal for a 2 square foot blade sign and a 2 square foot wall sign. The linear building frontage is 25 feet. The allowable signage is 25 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Mark Romasanta, State Street Coffee

Motion: Continued one week to Conforming Sign Review with the following comments:
 1) Applicant should restudy the scroll work on the blade sign bracket to eliminate the uppermost scroll and revise the detailing on the remainder to reflect traditional iron work methods. 2) Restudy the mounting height of the bracket with the suggestion that it be lowered to replace the electrical cover plate and be more pedestrian oriented. 3) The wall sign shall be painted directly on the stucco in the same brown color as the background of the blade sign.

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

**** MEETING ADJOURNED AT 11:34 A.M. ****