



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Wednesday, August 16, 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
GARY MOSEL – 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 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 August 11, 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 August 2, 2006.

Motion: Approval of the minutes of the Sign Committee meeting of August 2, 2006, with corrections.

Action: Hausz/Cope, 3/0/1. Mosel abstained.

C. Listing of approved Conforming Signs.

The signs approved on Conforming Sign Review from August 9 to August 16 are listed below:

1. State Street Coffee, 29 State Street. Final approval as submitted.
2. Tiburón Tavern, 3116 State Street. Final approval as submitted.
3. Riviera Fine Art, 927 State Street. Final approval with condition.
4. Vercal Building Sign Program, 1 North Calle César Chávez. Final approval of Review After Final as submitted.
5. Golf Tec, 126 East Haley Street. Final approval as submitted.
6. Wescom Credit Union, 302 North Milpas Street. Final approval as submitted.

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

Gary Mosel announced he is the new member of the Sign Committee. (Mr. Mosel is the liaison from the Architectural Board of Review.)

E. Possible Ordinance Violations.

No possible ordinance violations reported.

CONCEPT REVIEW - CONTINUED

1. **10 W CALLE LAURELES B** C-2/SD-2 Zone

(9:11) 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

Motion: Continued one week to Conforming Sign Review with the following comments: 1) The words "Rainbow Nails" shall be reduced in width to allow approximately 3 inches relief on both ends of the lettering to the edge of window. 2) The top of the lettering shall align with the mullion above the door. 3) The red color is to be toned down to a muddier red. 4) The applicant shall provide a scaled elevation drawing of the entire storefront with the signage shown in relation to the architecture.

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

CONCEPT REVIEW - NEW

2. **520 E HALEY ST** C-M/M-1 Zone

(9:20) Assessor's Parcel Number: 031-291-010
 Application Number: SGN2006-00097
 Owner: Helen M. Craviotto, Trustee
 Applicant: DCM Graphics
 Business Name: La Orquídea Flowers

(Proposal for a 3 square foot blade sign. The linear building frontage is 24 feet. The allowable signage is 24 square feet.)

Present: Franco Rizzo, DCM Graphics

Motion: Continued one week to Conforming Sign Review with the following comments: 1) The sign as proposed is acceptable, except that the material shall be ¾ inch thick. 2) The sign surface shall be a matte finish. 3) The mounting height is acceptable. 4) The bracket design is not sufficient; the material needs to be heavier and reflect a more handmade appearance. 5) The bracket should be painted an off-black color.

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

CONCEPT REVIEW - NEW

3. 15 S HOPE AVE

C-2/SD-2 Zone

(9:35) Assessor's Parcel Number: 051-040-058
Application Number: SGN2006-00104
Owner: Johnman Holding, LLC
Applicant: Jerry Illouian
Business Name: Aga John Oriental Rugs

(Proposal to reface a 15 square foot ground sign and obtain permits for as-built 29 and 15 square foot wall signs. The linear building frontage is 71 feet. The allowable signage is 65 square feet.)

Present: Esteban Granados, Aga John Oriental Rugs

Motion: Continued two weeks with the following comments: 1) The Committee needs more information and suggests that applicant retain a sign contractor for representation at the next meeting. 2) The wall sign facing Hope Avenue may be acceptable as installed. 3) There are concerns regarding the monument sign on State Street as to whether the sign was originally installed with required permits, whether the frame is salvageable, and whether or not it is off premises signage. 4) The wall sign facing the parking lot is not acceptable because the placement on the wall needs to be restudied and the size of the sign needs to be reduced. 5) Applicant shall provide scaled elevations of the building showing signage.

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

CONCEPT REVIEW - NEW

4. 41 HITCHCOCK WAY

R-O/SD-2 Zone

(9:45) Assessor's Parcel Number: 051-040-044
Application Number: SGN2006-00108
Owner: The Braun Family Partnership
Applicant: Chris Williams
Contractor: Signs By Ken
Business Name: Sansum Clinic

(Proposal for a 14 square foot wall sign. The linear building frontage is 65 feet. The allowable signage is 65 square feet.)

Present: Ken Sorgman, Signs By Ken
Christopher Williams, Marketing Manager

Motion: Final approval as submitted.

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

CONCEPT REVIEW - NEW**5. 29 W ANAPAMU ST**

C-2 Zone

(9:49) Assessor's Parcel Number: 039-231-002
 Application Number: SGN2006-00109
 Owner: Orfalea Family Foundation
 Applicant: Christopher Williams
 Contractor: Signs By Ken
 Business Name: Sansum Clinic

(Proposal for one 16 square foot wall sign, one 7 square foot wall sign, and two 5 square foot projecting signs for the linear building frontage is 75 feet. The allowable signage is 65 square feet. The project is located in the El Pueblo Viejo Landmark District. A total of 33 square feet of signage requested.)

Present: Ken Sorgman, Signs By Ken
 Christopher Williams, Marketing Manager

Motion: Continued two weeks with the following comments: 1) The location of the signage is generally acceptable considering that it may be changed again in the near future. 2) The quality of signage needs to be upgraded with a font more appropriate to El Pueblo Viejo District and perhaps to include some graphic embellishments. 3) The blade sign board needs to be of a thicker material. 4) The bracket should be made of a heavier material with more of a handmade character.

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

CONCEPT REVIEW - NEW**6. 51 HITCHCOCK WAY**

R-O/SD-2 Zone

(10:04) Assessor's Parcel Number: 051-040-060
 Application Number: SGN2006-00107
 Owner: Sansum-Santa Barbara Medical Foundation
 Contractor: Signs By Ken
 Applicant: Christopher Williams
 Business Name: Sansum Clinic

(Proposal for one 19.25 square foot wall-mounted cabinet sign and one 22 square foot ground sign. The linear building frontage is 80 feet. The allowable signage is 65 square feet.)

Present: Ken Sorgman, Signs By Ken
 Christopher Williams, Marketing Manager

Motion: Continued two weeks with the following comments: 1) The Committee does not accept refacing the existing wall cabinet sign and directs applicant to study other solutions. 2) The Committee can work with the applicant on refacing the existing internally illuminated ground sign, but the graphics should be more cohesive.

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

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