



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Wednesday, August 30, 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 25, 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 (9:06):

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.

B. Approval of the minutes of the Sign Committee meeting of August 16, 2006.

Motion: Approval of the minutes of the Sign Committee meeting of August 16, 2006, with corrections.

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

C. Listing of approved Conforming Signs.

The signs approved on Conforming Sign Review from August 23 to August 30 are listed below:

1. La Orquídea Flowers, 520 E. Haley Street. Final approval as submitted.
2. Rainbow Nails, 10 Calle Laureles. Final approval as submitted.
3. The Corner Liquor Store, 3407 State Street. Final approval with condition.

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

1. Mr. Boughman announced that the applicant for Item 3 on today's agenda, Aga John Oriental Rugs, 15 S. Hope Avenue, requested a two week postponement.
2. The Committee thanked Mr. Hausz for writing a letter to City Council regarding the proposed Caltrans computerized message board signage.

E. Possible Ordinance Violations.

Mr. Hausz expressed his frustration with the prohibited signs displayed on Milpas Street and the Committee concurred.

CONCEPT REVIEW – CONTINUED**1. 29 W ANAPAMU ST** C-2 Zone

(9:12) 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 a total of 33 square feet of signage requested. The linear building frontage is 75 feet. The allowable signage is 65 square feet. The project is located in El Pueblo Viejo Landmark District.)

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

Motion: Continued one week to Conforming Sign Review with the following comments: 1) The wall signs are approvable. 2) The initial capital letters shall be 7 inches tall and the remaining letters shall be 5 inches tall. 3) The shields behind the initial letters should be infilled with paler or muddier versions of Sansum's green and blue colors. 4) The blade sign board should be a minimum 1½ inches thick, sandblasted redwood, and the background is to be the same color as the building. 6) The proposed bracket design is to return with further details showing a handmade quality appropriate to El Pueblo Viejo District.

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

CONCEPT REVIEW – CONTINUED**2. 51 HITCHCOCK WAY** R-O/SD-2 Zone

(9:28) Assessor's Parcel Number: 051-040-060
 Application Number: SGN2006-00107
 Owner: Sansum-Santa Barbara Medical Foundation
 Applicant: Christopher Williams
 Contractor: Signs By Ken
 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
 Ana Drucker, Vice-President of Marketing

Motion: Final approval as submitted. The Committee appreciates applicant's willingness to remove the existing sign cabinet over the entry.
 Action: Hausz/Cope, 4/0/0.

CONCEPT REVIEW – CONTINUED

3. **15 S HOPE AVE** C-2/SD-2 Zone
 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.)

This item was postponed two weeks at applicant's request.

CONCEPT REVIEW – CONTINUED

4. **222 W CARRILLO ST** C-2 Zone
 (9:35) 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: Steve Fear, J. Walker Signs

Motion: Continued two weeks with the following comments: 1) The wall sign is acceptable as proposed, except that the color needs to be a darker red with a mottled finish. 2) The mounting height above the window sill should be specified. 3) Applicant shall provide a construction drawing of the wall sign showing a cross-section and the illumination details. 4) The LED lighting shall be white. 5) Applicant shall provide a scaled drawing of the receiving entrance sign. 6) The ground sign is acceptable as proposed, except that the red color shall be a muddier red. 7) The landscaping in the planter needs to be filled in with more of the same plant material, placed so that the lighting and the base of the monument sign are concealed. 8) Applicant shall provide scaled drawings and photos to show the proposed store hours plaque, its location in the entry way, the mounting height, and letter heights.

Action: Hausz/Cope, 4/0/0

CONCEPT REVIEW – NEW**5. 330 STATE ST**

C-M Zone

(10:00) Assessor's Parcel Number: 037-254-014
 Application Number: SGN2006-00112
 Owner: Topakas and Hicks Family Living Trust 5
 Applicant: Freedom Signs
 Business Name: Santa Barbara Consignment Company

(Proposal for a 19 square foot hand-painted wall sign. The linear building frontage is 48 feet. The allowable signage is 48 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Dan Morris, Freedom Signs

Motion: Continued one week to Conforming Sign Review with the following comments: 1) The colors are acceptable as proposed. 2) Reduce the size of the body text to 5¾ inches. 3) Initial capital letters to be approximately 7 to 7¼ inches high; overall sign width should not exceed the width of the awning.

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

REFERRED FROM CONFORMING SIGN REVIEW**6. 3804 STATE ST**

C-P/SD-2 Zone

(10:07) Assessor's Parcel Number: 057-240-055
 Application Number: SGN2006-00111
 Owner: Hilf Company, LLC
 Applicant: Dan Neibaum
 Business Name: Wells Fargo

(Proposal for two 18 square foot wall signs. The linear building frontage is 75 feet. The allowable signage is 65 square feet.)

Present: Dan Niebaum, Permit Consultants

Motion: Continued one week to the Conforming Sign Review with the following comments: 1) The Committee cannot accept the yellow and red colors as proposed. 2) The Committee is extremely reluctant to approve a change to the existing signs which are of very high quality and appropriate to Santa Barbara. 3) Elevating the existing location and eliminating the word "Bank" is acceptable, but the Committee would prefer that the existing gold leaf letters be kept. 4) The rule line under the text is acceptable, but the color should be a blood red and a mottled finish; other alternatives could be copper or gold leaf.

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

CONCEPT REVIEW – NEW

7. 135 E CARRILLO ST

C-2 Zone

(10:25) Assessor's Parcel Number: 029-211-010
Application Number: SGN2006-00113
Owner: Tom and Poursan Parsai
Applicant: Anne Pazier
Business Name: The 805 Deli

(Proposal for one 7 square foot painted wall sign and one 6 square foot painted wall sign. The linear building frontage is 70 feet. The allowable signage is 65 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Anne Pazier, Business Owner

Motion: Continued one week to Conforming Sign Review with the following comments: 1) The signage color is acceptable. 2) The lettering style chosen is too heavy and needs to feel more traditional. 3) The elevations need to be redrawn to show the signage in proper scale in relationship to the architecture.

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

CONCEPT REVIEW – NEW

8. 40 E ALAMAR AVE

R-O Zone

(10:36) Assessor's Parcel Number: 051-141-031
Application Number: SGN2006-00114
Owner: Stephen E. and Janis F. Drammer Trustees
Applicant: DCM Graphics
Business Name: Hub International

(Proposal for a 5.3 square foot projecting sign and a 34.5 square foot wall sign. The linear building frontage is 52 feet. The allowable signage is 52 square feet.)

Present: Franco Rizzo and Erin Anderson, DCM Graphics

Motion: Continued one week to Conforming Sign Review with the following comments: 1) Modify the shape of the blade sign to match the shape of the painted address sign. 2) Add a border to match the blue in the logo and increase the height of the sign board to accommodate the border. 3) Color for the hanging devices should match the existing bracket. 4) The thickness of the blade sign should be 1½ inches and the bottom line of text “Talbot-Caesar & Seider” is to be upper and lower case. 5) Reduce the size of the wall sign to approximately 75% and revise drawings to reflect reduction. 6) Provide cross-section drawings of the wall sign and blade sign. 7) Blue color shall be muddied and a sample is to be provided.

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

**** MEETING ADJOURNED AT 10:57 A.M. ****