



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

**Wednesday, September 27, 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 (HLC) – Present  
GARY MOSEL (ABR) – Present

**ALTERNATES:** LOUISE BOUCHER (HLC) – Absent  
CHRISTOPHER MANSON-HING (ABR) – Absent

**CITY COUNCIL LIAISON:** GRANT HOUSE – Absent

**STAFF:** JAIME LIMÓN, Design Review Supervisor – Present 9:05 a.m. to 9:11 a.m.  
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 September 22, 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 (9:03):**

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 September 13, 2006.

Motion: Approval of the minutes of the Sign Committee meeting of September 13, 2006.

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

C. Listing of approved Conforming Signs.

The signs approved on Conforming Sign Review from September 20 to September 27 are listed below:

1. 15 E. Figueroa Street, Knit & Pearl Boutique. Final approval as submitted.

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

1. Mr. Boughman announced the following:

- a) A City of Santa Barbara Advisory Group Vacancy Notice has been issued to announce Sign Committee vacancies. Ms. Cope's and Ms. Ziemer's terms will expire at the end of the year.
- b) The applicant for Item 1 requested a two week postponement.

2. Jaime Limón, Senior Planner/Design Review Supervisor, discussed the term limit change from two years to four years. The Ad-hoc Subcommittee appointed by City Council concluded that the number of years for terms should be four years for all Advisory Committees. He has suggested looking into how Board and Committee members can be recruited and retained, perhaps through the use of incentives.
3. Mr. Limón stated that the role of the alternates is to represent ABR/HLC Sign Committee members when the ABR/HLC representatives are absent from a meeting. It may be necessary for the ABR/HLC alternate to replace other members in order to form a quorum and City Council will be asked to consider allowing this.

E. Possible Ordinance Violations.

Mr. Hausz reported “going out of business” banners at Copeland’s Sports.

**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: Signs By Ken  
 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.)*

This item was postponed two weeks at the applicant’s request.

**CONCEPT REVIEW – NEW**

2. **1 STATE ST** HRC-2/SD-3 Zone  
 (9:13) Assessor's Parcel Number: 033-102-017  
 Application Number: SGN2006-00120  
 Owner: Romasanta Family Living Trust 12/3/03  
 Contractor: Signs By Ken  
 Business Name: Eladio's  
*(Proposal for an 8 square foot projecting sign and a 5.2 square foot wall sign. The linear building frontage is 78 feet. The allowable signage is 78 square feet. The project is located in El Pueblo Viejo Landmark District.)*

**(ENFORCEMENT CASE ABATEMENT IS REQUIRED)**

Present: Mark Romasanta, Owner

- Motion: Continued one week to Conforming Sign Review with the following comments: 1) The wall sign: a) Relocating from Cabrillo Boulevard to State Street is acceptable. b) The Committee appreciates the deletion of the horizontal bars. c) The relocated letters should be placed more closely together as proposed. d) The paint finish should remain the same as existing. e) The location where the sign is removed should be replastered and repainted as necessary. 2) The blade sign board is acceptable as proposed and should have a 1½ inch thickness. 3) The blade sign bracket is not acceptable and should be redesigned appropriate to El Pueblo Viejo District. All dimensions of the elements need to be shown and the dolphins should be better integrated into the design.
- Action: Hausz/Cope, 4/0/0.

### **REVIEW AFTER FINAL**

3. **29 STATE ST** HRC-2/SD-3 Zone  
 (9:31) 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 to add 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, Owner
- Motion: Final approval of Review After Final as submitted.
- Action: Hausz/Ziemer, 4/0/0.

### **CONCEPT REVIEW – NEW**

4. **820 E MASON ST** M-1 Zone  
 (9:33) Assessor's Parcel Number: 017-123-002  
 Application Number: SGN2006-00123  
 Owner: Paul N. and Barbara C. Franz, Trustee  
 Applicant: Freedom Signs  
 Business Name: Infinity Realty Group - Oak Tree Lending  
*(Proposal for two 8.6 square foot ground signs. The linear building frontage is 26 feet. The allowable signage is 26 square feet.)*
- Present: Dan Morris, Freedom Signs
- Motion: Continued two weeks with the following comments: 1) Signage, as proposed, does not relate to the architecture of the building. 2) Other options should be explored for the location of the front ground sign. Applicant should consider relocating the sign to mid-point of the picket fence and turning it so that it is parallel to the street. 3) Provide architectural detail of the posts; they should relate to the architecture. 4) The ground sign nearest to the building would be more appropriate as a wall sign.
- Action: Hausz/Cope, 4/0/0.

**CONCEPT REVIEW – CONTINUED****5. 15 S HOPE AVE**

C-2/SD-2 Zone

(9:45) 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: Christian Muldoon, Vogue Sign Company

Motion: Continued two weeks with the following comments: 1) The sign on west elevation could be used as currently installed. 2) Some Committee members feel that the letters, if painted darker, need to be smaller. 3) The sign on the south elevation: a) Should reflect the sign on the west elevation. b) Should be lowered. c) Position should be changed to work better between the lantern and window. d) Letter size may need to be smaller than the west elevation sign letters. 4) The ground sign is to stay with the same brown and ivory palette. 5) Applicant should provide more detailed elevations showing the entrance, windows, lanterns, and a plan showing full detail on the monument sign.

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

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

C-2 Zone

(10:08) Assessor's Parcel Number: 039-271-013  
 Application Number: SGN2006-00082  
 Owner: Roger and J. Carol Duncan  
 Business Name: CVS/Pharmacy  
 Applicant: J. Walker Signs & Lighting

*(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.)*

Present: Steve Fear, J. Walker Signs

Motion: Continued two weeks with the following comments: A) Applicant is to return with the red color suggested for a solution that provides a muddier deep red, such as was installed by the Sav-on business, which related better to El Pueblo Viejo District. B) It is unacceptable to have 18 inch height letters and two wall signs. C) Carry forward the prior motion from August 30<sup>th</sup>, Items 1-8, which stated: 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: Ziemer/Mosel, 4/0/0.

### **CONCEPT REVIEW – NEW**

#### **7. 431 STATE ST**

C-M Zone

(10:22) Assessor's Parcel Number: 037-211-008  
 Application Number: SGN2006-00122  
 Owner: William and Dolores Fauling Family Trust  
 Contractor: DCM Graphics  
 Business Name: All India Cafe

*(Proposal for an 8 square foot blade sign and a 9.75 square foot wall sign. The linear building frontage is 18 feet. The allowable signage is 18 square feet. The project is located in El Pueblo Viejo Landmark District.)*

Present: Franco Rizzo, DCM Graphics

Motion: Continued two weeks with the following comments: 1) The signage concept is acceptable. 2) Both the blade and wall signs should be a ¾ inch material. 3) Provide detail on attachment of the wall sign and hardware for the blade sign. 4) The blade sign board should follow the contour of the outline. 5) The bracket shall be reviewed by Staff to see if it was installed with a permit and, if not approved, applicant should propose a new bracket. 6) The blade sign should be lowered and scaled down to approximately three feet wide. 7) No lighting is included as part of this proposal. The existing lighting is not acceptable and either needs to be removed or an alternative proposed. 8) The Committee is concerned about using a sign board for the wall sign versus painting on the wall, and applicant should provide photos of other similar installations in immediate area.

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

### **CONCEPT REVIEW – CONTINUED**

#### **8. 1906 CLIFF DR**

C-P/R-2 Zone

(10:33) Assessor's Parcel Number: 035-141-008  
 Application Number: SGN2006-00116  
 Owner: Levon Investments, Inc.  
 Applicant: Cearnal Andrulaitis  
 Business Name: The Mesa Center

*(Proposal for Conceptual Review of a new sign program. The linear building frontage is 687 feet. The allowable signage is 90 square feet.)*

- Present: Brian Cearnal, Architect; and Adam Cunningham, Associate  
Marilyn Leafdale, Investec Management Corporation
- Motion: Continued indefinitely to review the complete Sign Program with the comment that three members of the Committee could support an exception to locate signage above roof elements.
- Action: Ziemer/Mosel, 3/1/0. (Hausz opposed because signage over roofs is a prohibited type of sign and, since this is a large scale remodel, findings cannot be made that there are unusual circumstances.)

**CONCEPT REVIEW – NEW**

**9. 1019 STATE ST** C-2 Zone

(11:01) Assessor's Parcel Number: 039-281-017  
 Application Number: SGN2006-00121  
 Owner: Ray Mahboob  
 Business Name: American Apparel  
 Applicant: Logan Lynn

*(Proposal for a 10.5 square foot projecting sign and 10.5 square feet of window signage. The linear building frontage is 23 feet. The allowable signage is 23 square feet. The project is located in El Pueblo Viejo Landmark District.)*

- Present: Logan Lynn, American Apparel
- Motion: Continued two weeks with the following comments: 1) The Committee cannot approve the signs as proposed because they do not relate to El Pueblo Viejo District (EPV). 2) Applicant should become familiarized to EPV guidelines and submit a proposal that conforms to the Sign Ordinance requirements. 3) The bracket shall be reviewed by Staff to see if it was installed with a permit and, if not approved, applicant should propose a new bracket. 4) No lighting is included as part of this proposal. The existing lighting is not acceptable and either needs to be removed or an alternative proposed.
- Action: Hausz/Cope, 4/0/0.

**CONCEPT REVIEW – NEW**

**10. 742 STATE ST SUITE 3** C-2 Zone

(11:21) Assessor's Parcel Number: 037-092-001  
 Application Number: SGN2006-00117  
 Owner: Atlantico, Inc.  
 Applicant: Eagle Signs  
 Business Name: Lucky Kid

*(Proposal for two 6 square foot wall signs and a two 8 square foot blade signs. This property is on the California Inventory of Historic Resources and is on the List of Potential Structures of Merit and Landmarks. La Placita Building, also known as the McKay-Bothin Building. The linear building frontage is 41 feet. The allowable signage is 41 square feet. The project is located in El Pueblo Viejo Landmark District.)*

Present: Bob Neevers, Eagle Signs

Straw vote: How many members would support two blade signs? 1/3. (Cope/Mosel/Ziemer opposed.)

Motion: Continued two weeks with the following comments: 1) The wall sign on the De La Guerra Plaza side does not relate to an entrance and should be eliminated. 2) As to the wall sign facing De La Guerra Street: a) Applicant shall provide more complete construction details, including electrical routing. b) Applicant shall provide architectural details, including the existing window system, and how the sign is positioned and attached. c) The letters, as proposed, are too large and should be reduced to approximately 8 inches. 3) The blade sign on De La Guerra Street should be relocated closer to the entrance. 4) Some Committee members feel that the blade sign on the De La Guerra Plaza side should be eliminated and some feel that it could be acceptable, but should be moved to the other side of the window. 5) The blade signs appear to be too large and should be restudied to be pedestrian-scale in both terms of height and size. 6) The bracket needs to be designed to have a handmade character, which could include a hammered texture, and traditional ironwork details with this indicated on the drawings.

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

**\*\* MEETING ADJOURNED AT 11:48 A.M. \*\***