



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Wednesday, October 11, 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 – 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 October 6, 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.

Mr. Ken Sorgman, Signs By Ken, inquired as to how the Committee distinguishes between a sign application from a national company that wants to use its registered trademark logo, font, and colors and a local company that may prefer a different font than what is traditionally seen in El Pueblo Viejo District, but does not have a registered trademark.

Mr. Hausz responded that the Committee respects a company's logo and will work with the applicant to bring the proposed signage into conformance with the Sign Ordinance whether the signage is for a local business or a national company with a registered trademark.

B. Approval of the minutes of the Sign Committee meeting of September 27, 2006.

Motion: Approval of the minutes of the Sign Committee meeting of September 27, 2006, with corrections.

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

C. Listing of approved Conforming Signs.

The signs approved on Conforming Sign Review on October 11 are listed below:

1. 40 E. Alamar Avenue, Hub International. Final approval as submitted.
2. 1 State Street, Eladio's. Final approval as submitted.
3. 1229 State Street, Crush Cosmetics. Final approval with a condition.
4. 3825 State Street, J. Crew. Final approval as submitted.
5. 1625 State Street, Robert Good D.C. Final approval with a condition.

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

1. Mr. Boughman announced the following:

- a) The Sign Committee Awards discussion will be continued to a future date due to today's long agenda.
- b) Item 14, 222 West Carrillo Street, CVS/Pharmacy, is requesting an indefinite continuance.

Motion: Continue Item 14 indefinitely at applicant's request.

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

2. Mr. Mosel stated that the Committee should keep in mind that Aga John Oriental Rugs' existing ground sign cabinet, located at 15 S. Hope Avenue, is damaged beyond repair.

E. Possible Ordinance Violations.

Mr. Hausz requested an update on the enforcement violation for Copeland's Sports located at 1137 State Street and 1230 State Street.

CONCEPT REVIEW – CONTINUED1. **1721 STATE ST**

C-2/R-4 Zone

(9:17)

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.)

Present: Ken Sorgman, Signs By Ken

Motion: Continued one week to Conforming Sign Review with the following comments: 1) The Committee appreciates the new direction of the signage. 2) The applicant is to provide color samples. 3) The "Entrance in the Rear" portion of the signage should be separated from the sign board and it was suggested that it be painted on the wall below the sign with the font to be a serif font and the arrow to be more decorative, such as a pointing hand. 4) The "C" in "Cielo" is to be reduced to a maximum of 10 inches; otherwise an exception should be requested. An exception request would require that the application return to the Full Committee.

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

CONCEPT REVIEW – CONTINUED**2. 820 E MASON ST**

M-1 Zone

(9:26) Assessor's Parcel Number: 017-123-002
Application Number: SGN2006-00123
Owner: Paul N. and Barbara C. Franz Trustees
Applicant: Freedom Signs
Business Name: Infinity Realty Group/Oak Tree Lending

(Revised proposal for one 8.6 square foot wall sign and one 8.6 square foot ground sign. The previous proposal was 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 one week to Conforming Sign Review with the following comments: 1) The monument sign is approved as submitted with the comment that the Committee would appreciate that the overall size be reduced by approximately 20%. 2) The wall sign should be scaled down and relocated around the corner adjacent to the door. 3) The applicant needs to provide scaled drawings of the wall sign's dimensions and placement.

Action: Hausz/Mosel, 2/2/0. (Cope/Ziemer opposed.) Motion failed.

Substitute

Motion: Continued two weeks with the following comments: 1) The monument sign needs to be restudied and shall return to Full Committee. a) Staff should check with the Traffic Engineer for approvable locations. b) The applicant should address the Committee's concerns about blocking the view of the architecture, the overall size, and the height feeling out of scale with the Victorian architecture. c) The applicant should work to reduce the size of the sign or in some other way make it more compatible. 2) The wall sign is continued one week to Conforming Sign Review with the comment that it should be scaled down and relocated around the corner adjacent to the door and the applicant shall provide scaled drawings of the wall sign's dimensions and placement.

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

CONCEPT REVIEW – NEW**3. 1111 CHAPALA ST**

C-2 Zone

(9:46) Assessor's Parcel Number: 039-222-025
Application Number: SGN2006-00132
Owner: Wayne G. Siemens, Trustee (for) Siemens
Applicant: Benton Signs
Business Name: Sheppard Mullin, Attorneys At Law

(Proposal for two 13.5 square foot wall signs. 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: David Benton, Benton Signs

Motion: Continued two weeks with the following comments: 1) The Committee cannot support the height of the wall sign on Chapala Street. 2) Both signs should be at the same height. 3) Staff is to determine whether or not the existing signage on the building for Children's Medical Services was approved with a permit; if not, the next review should take into consideration a possible relocation of that signage for all signage to work together with the architecture. 4) Most Committee members could not support the blue background and would prefer to see signage similar to the existing Sheppard Mullin sign on De La Guerra Street. 5) The signage needs to make more of a reference to El Pueblo Viejo District, and suggestions include using mottled colors and using a serif font for all copy.

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

Committee comment: The Committee has concerns about the need for two signs and will visit the site.

CONCEPT REVIEW – CONTINUED

4. 742 STATE ST STE 3

C-2 Zone

(10:07) 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

Motion: Continued two weeks with the following comments: 1) The Committee accepts the two blade signs and their locations as indicated on the elevation drawings. 2) The bracket on the blade signs is still not acceptable and should be of the highest quality design consistent with other historic properties in the vicinity. 3) The blade sign board color should be modified so that what is currently specified as PMS186 should be a muddier red color, slightly darker in color than the PMS187, which is acceptable. 4) Ten inch tall back panels with eight inch tall letter faces are acceptable for the wall sign. 5) The applicant should provide thorough documentation of the mounting of the wood trim on the horizontal mullion showing how it terminates where it meets the window arch.

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

CONCEPT REVIEW – CONTINUED**5. 1019 STATE ST**

C-2 Zone

(10:34) Assessor's Parcel Number: 039-281-017
Application Number: SGN2006-00121
Owner: Ray Mahboob
Applicant: Logan Lynn
Business Name: American Apparel

(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: Christopher Webb, Contractor

Motion: Final approval with the following conditions: 1) The Committee appreciates the applicant's efforts in bringing the signage into conformance with El Pueblo Viejo guidelines. 2) The door signage should be in a white font. 3) The painted wall sign shall have eight inch letters and the color "Java Float, 70YR 15/073" is acceptable.

Action: Mosel/Cope, 3/1/0. (Hausz opposed – does not feel the sign meets the requirements of El Pueblo Viejo District.) Motion carried.

CONCEPT REVIEW – NEW**6. 3730 STATE ST**

R-4/SD-2 Zone

(10:44) Assessor's Parcel Number: 053-300-032
Application Number: SGN2006-00124
Owner: P. Gene and Elaine A. Smith Trustees
Applicant: Brent Daniels
Business Name: Town & Country Apartments

(Proposal for an 8 square foot ground sign. The allowable signage is 25 square feet.)

(An exception is requested for off-premises signage.)

Present: Brent Daniels, L&P Consultants
Richard Scorn, Sign Contractor

Motion: Final approval of the sign with the following conditions: 1) The approval is contingent upon the submission of the executed easement. 2) The accessory signage "Apartment for Rent" letters and the phone number numerals are not to exceed two inches. 3) The existing "Town and Country Apartments" lettering on the building shall be removed and the stucco shall be patched and repainted. 4) The background of the proposed sign shall be the darker brown color and the letters shall be the lighter off-white color submitted and the drawing shall be updated with that change.

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

CONCEPT REVIEW – CONTINUED**7. 431 STATE ST**

C-M Zone

(10:58) Assessor's Parcel Number: 037-211-008
Application Number: SGN2006-00122
Owner: William & Dolores Fauling Family Trust
Applicant: 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 and Erin Anderson, DCM Graphics

Motion: Continued one week to Conforming Sign Review with the following comments: 1) The blade sign is to be reduced in width to three feet. 2) The bracket is to be lowered on the building with the height of the lowered blade sign such that the sign board is approximately centered on the mullion in the storefront. 3) The blade sign board shall be shaped to follow the profile of the graphic outline. 4) The horizontal arm of the sign bracket shall be cut shorter to relate in scale to the sign board and the end shall be finished with a finial. 5) The wall sign board is not acceptable as proposed. 6) Letters and outline painted on the wall would be acceptable, as would cut-out letters with a painted outline on the wall. 7) Lighting is not part of this application and, if no permit can be established for the lighting on the building, it shall be removed.

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

CONCEPT REVIEW – CONTINUED**8. 631 W CARRILLO ST**

C-P Zone

(11:15) Assessor's Parcel Number: 039-291-036
Application Number: SGN2006-00069
Owner: Kathe Schilling Trustee
Applicant: DCM Graphics
Business Name: Los Amigos Dollar & Up Store

(Revised proposal for 7.2 square feet of signage on two "as-built" awnings. The previous proposal was for a 16 square foot wall sign. The linear building frontage is 40 feet. The allowable signage is 40 square feet.)

Present: Franco Rizzo and Erin Anderson, DCM Graphics

Motion: Final approval of the signage on the awning valance with the following conditions: 1) The new canvas is to match the existing awning color. 2) The letters will be an ivory or off-white color, not a bright white. 3) All unpermitted signage on the building and on the garage doors is to be removed. 4) No lighting is included or approved as part of this application. 5) The approval is contingent upon review and approval of the awnings by the Architectural Board of Review and necessary permits obtained.

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

CONCEPT REVIEW – NEW**9. 1315 STATE ST**

C-2 Zone

(11:19) Assessor's Parcel Number: 039-131-008
 Application Number: SGN2006-00125
 Owner: Wayne and Sue Bueche, Trustees
 Applicant: Sign-A-Rama
 Business Name: Mary Lynn's Bridal & Tuxedo

(Proposal for one 19.6 square foot wall sign and one 6 square foot projecting sign. The linear building frontage is 35 feet. The allowable signage is 35 square feet. The project is located in El Pueblo Viejo Landmark District.)

(An exception is requested for letter size to exceed ten inches.)

Present: Ron Smith, Sign-A-Rama

Motion: Continued two weeks with the following comments: 1) The proposed signage should be appropriate to El Pueblo Viejo District (EPV) and for its proximity to a registered historic landmark, the Arlington Theater. 2) The butterfly logo and the average letter size should be reduced. 3) The applicant shall submit proper documentation with scaled drawings of the building elevation with dimensions specifying where the bracket and wall sign are proposed to be located and showing the proposed signage to scale in relation to the architecture. 4) The applicant should provide a sample of the proposed painted foam material. 5) Gold leaf would be appropriate to this type of business and to EPV. 6) It was suggested that "Bridal" and "Tuxedo" be painted on the wall rather than made of painted foam. 7) The italicized sans-serif font on the blade signs is not appropriate for EPV, does not relate to the other signage, and is difficult to read. 8) The blade sign should have a minimum ¾ inch thick board. 9) Vinyl is not appropriate for the sign board, it should be painted.

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

CONCEPT REVIEW – NEW**10. 110 SANTA BARBARA ST**

OC/SD-3 Zone

(11:38) Assessor's Parcel Number: 017-022-007
 Application Number: SGN2006-00127
 Owner: Dario Pini
 Applicant: Tynan Group
 Business Name: Peak Performance Project

(Proposal for a 12.25 square foot projecting sign to be hung from an existing lighted bracket. The linear building frontage is 50 feet. The allowable signage is 50 square feet.)

(An exception is requested to allow a letter in the logo to exceed 12 inches.)

Present: Audrey Dunlop, Applicant
 Nadine Elliott, Peak Performance Project

- Motion: Continued two weeks with the following comments: 1) The Committee cannot support an exception for a 22½ inch letter. The exception findings do not apply to this site and the size of the existing bracket seems to be driving the size of the sign. 2) The Committee could support an exception for the logo letter to exceed 12 inches. 3) The applicant should provide a scaled drawing showing the bracket with the proposed sign. 4) It was suggested that the bracket and sign be relocated to relate more to the new entrance. 5) The applicant should provide a current photograph of the building façade.
- Action: Hausz/Cope, 4/0/0. Motion carried.

CONCEPT REVIEW – NEW

11. 117-A HARBOR WAY

HC/SD-3 Zone

(11:56) Assessor's Parcel Number: 045-250-011
 Application Number: SGN2006-00129
 Owner: City of Santa Barbara
 Applicant: Brian Colgate
 Business Name: Santa Barbara Fish Market

(Proposal for an 18.4 square foot wall sign and an 8 square foot wall sign. The linear building frontage is 27 feet. The allowable signage is 27 square feet.)

Present: Brian Colgate, Applicant

Motion: Continued one week to Conforming Review with the following comments: 1) The sign should be sandblasted redwood, 1½ inches thick. 2) The colors as proposed are acceptable; it was suggested that the seafood icons could be improved by being handpainted. 3) Any lighting proposed should be accompanied by a manufacturer's cut-sheet of the fixture, wattage, type of illumination, and construction details. 4) Conduit on the surface of the building is not acceptable.

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

CONCEPT REVIEW – NEW

12. 609 E HALEY ST

C-M Zone

(12:10) Assessor's Parcel Number: 031-222-017
 Application Number: SGN2006-00130
 Owner: Catholic Charities of Los Angeles, Inc.
 Applicant: Sign-A-Rama Goleta
 Business Name: Catholic Charities

(Concept review of an 18 square foot ground sign. The linear building frontage is 136 feet. The allowable signage is 90 square feet.)

Present: Brian Clark, Catholic Charities
 Wasantha Mohottige, Sign-A-Rama

Motion: Continued two weeks with the following comments: 1) The Committee cannot support the exception requested. 2) Suggestions were given for signage that relates to the driveway entrance, is more eye-catching, and replaces the existing signage. 3) Removing landscaping is not an option for placement of signage.

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

CONCEPT REVIEW – NEW**13. 721 CHAPALA ST**

C-2 Zone

(12:24) Assessor's Parcel Number: 037-082-006
 Application Number: SGN2006-00134
 Owner: BDC Paseo Chapala, LLC
 Applicant: Peikert Group
 Business Name: Paseo Chapala

(Proposal for a Sign Program for a mixed-use development. The linear building frontage is 212 feet. The project is located in El Pueblo Viejo Landmark District.)

(An exception is requested for letter size to exceed ten inches.)

Present: Bonnie Sangster and Lisa Plowman, Peikert Group Architects
 Ken Sorgman, Signs By Ken

Motion: Continued two weeks to allow the Committee to review the proposed Sign Program.

Action: Ziemer/Mosel, 4/0/0. Motion carried.

CONCEPT REVIEW – CONTINUED**14. 222 W CARRILLO ST**

C-2 Zone

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.)

This item was indefinitely continued at applicant's request.

**** MEETING ADJOURNED AT 12:56 P.M. ****