



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Wednesday, October 25, 2006 David Gebhard Public Meeting Room: 630 Garden Street 9:00 A.M.

COMMITTEE MEMBERS: DAWN ZIEMER, Chair – Present
NATALIE COPE, Vice Chair – Absent
STEVE HAUSZ – Absent
GARY MOSEL – Present

ALTERNATES: LOUISE BOUCHER (HLC) – Present
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 20, 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 (9:03):**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 October 11, 2006.

Motion: Approval of the minutes of the Sign Committee meeting of October 11, 2006, with corrections.

Action: Mosel/Boucher, 2/0/1. (Boucher abstained. Cope/Hausz absent.) Motion carried.

C. Listing of approved Conforming Signs.

The signs approved on Conforming Sign Review from October 18 to October 25 are listed below:

1. 431 State Street, All India Cafe. Final approval with condition.
2. 820 E. Mason Street, Infinity Realty Group/Oak Tree Lending. Final approval of wall sign.
3. 1721 State Street, Cielo Spa Boutique. Final approval as submitted.
4. 2820 State Street, Select Remedy. Final approval with condition.

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

Mr. Boughman announced that the applicant for 1315 State Street, Mary Lynn’s Bridal and Tuxedo requested a two week postponement.

Motion: Postpone Item 4 two weeks at applicant’s request.
Action: Boucher/Mosel, 3/0/0. (Cope/Hausz absent.) Motion carried.

E. Possible Ordinance Violations.

No possible ordinance violations reported.

CONCEPT REVIEW – CONTINUED

1. **110 SANTA BARBARA ST** OC/SD-3 Zone

(9:10) 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: Final approval of sign as submitted.
Action: Boucher/Mosel, 3/0/0. (Cope/Hausz absent.) Motion carried.

CONCEPT REVIEW – CONTINUED

2. **820 E MASON ST** M-1 Zone

(9:18) 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: Final approval of sign as submitted.
Action: Mosel/Ziemer, 3/0/0. (Cope/Hausz absent.) Motion carried.

CONCEPT REVIEW – CONTINUED

3. **1111 CHAPALA ST** C-2 Zone

(9:38) Assessor's Parcel Number: 039-222-025
Application Number: SGN2006-00132
Owner: Wayne G. Siemens, Trustee
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: Final approval as resubmitted with the following conditions: 1) The painted border shall be removed. 2) Additional lighting is not approved as part of this application.

Action: Boucher/Mosel, 3/0/0. Motion carried.

**** THE COMMITTEE RECESSED FROM 9:54 A.M. TO 9:57 A.M. ****

CONCEPT REVIEW – CONTINUED

4. **1315 STATE ST** C-2 Zone

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.)

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

CONCEPT REVIEW – CONTINUED**5. 742 STATE ST STE 3**

C-2 Zone

(9:21) Assessor's Parcel Number: 037-092-001
 Application Number: SGN2006-00117
 Owner: Atlantico, Inc.
 Applicant: Eagle Signs
 Business Name: Lucky Kid

(Revised proposal for one 5 square foot wall sign and a two 4.75 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: Roberto Diosdado, California Wrought Iron

Motion: To review this item out of order.

Action: Mosel/Boucher, 3/0/0. (Cope/Hausz absent.) Motion carried.

Motion: Continued two weeks with the following comments: 1) Concerns were raised regarding the appropriateness of the entire application for this location. 2) The bracket design is closer to the Committee's direction, but is not acceptable yet. 3) Applicant shall provide bracket design drawings and samples of materials.

Action: Ziemer/Mosel, 3/0/0. (Cope/Hausz absent.) Motion carried.

Committee

comment: HLC Alternate Louise Boucher will contribute her insight at the next meeting.

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

C-2 Zone

(9:57) 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

(Revised proposal for a 10 square foot reverse channel-letter wall sign and a 1.9 square foot replacement face for an existing ground 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 one week to Conforming Sign Review with the following comments: 1) Final approval of the monument sign as submitted with the muddier red sandblasted sign panel similar to the former Sav-on sign. 2) Applicant shall make sure that the lighting and post are sufficiently concealed by ground landscaping. 3) Applicant shall submit a scaled elevation drawing showing the wall sign and its location on the building; and a scaled drawing showing the details of the wall sign.

Action: Mosel/Ziemer, 2/1/0. (Boucher opposed. Cope/Hausz absent.) Motion carried.

CONCEPT REVIEW – CONTINUED

7. **721 CHAPALA ST** C-2 Zone

(10:15) 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, Peikert Group Architects
Ken Sorgman, Signs By Ken

Motion: Continued two weeks with the following comments: 1) The Committee will review the proposed Sign Program. 2) The color on the blade signs is acceptable with the stained wood background. 3) The switch to De La Guerra font is acceptable. 4) The “Paseo Chapala” sign will be discussed further at the next meeting. 5) The lowering of the blade signs is acceptable. 6) Reduction of the required address signs is acceptable. 7) Required ADA signage may be in custom colors as long as contrast values meet the California Building Code. 8) Applicant is to include window signage in the Sign Program.

Action: Ziemer/Boucher, 3/0/0. (Cope/Hausz absent.) Motion carried.

CONCEPT REVIEW – CONTINUED

8. **609 E HALEY ST** C-M Zone

(10:43) 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

(Proposal for one sign to be mounted on an existing fence. 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: Final approval with the following conditions: 1) The sign shall be centered between fence posts. 2) The background shall be an off-white color. 3) All lettering in “Thrifty Shopper” shall be the same font type.

Action: Boucher/Mosel, 3/0/0. (Cope/Hausz absent.) Motion carried.

**** MEETING ADJOURNED AT 10:50 A.M. ****