



# City of Santa Barbara Planning Division

## SIGN COMMITTEE MINUTES

**Wednesday, November 8, 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 until 10:31 a.m. and again at 10:35 a.m.  
   GARY MOSEL (ABR) – Present

**ALTERNATES:**      LOUISE BOUCHER (HLC) – Present until 10:45 a.m.  
   CHRISTOPHER MANSON-HING (ABR) – Absent

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

**STAFF:**      JAIME LIMÓN, Design Review Supervisor – Present from 9:05 a.m. to 9:23 a.m.  
   TONY BOUGHMAN, Planning Technician I – Present  
   STEPHANIE ROUTHIER, Office Specialist II – Present  
   GABRIELA FELICIANO, Commission Secretary – Present

*Website: [www.SantaBarbaraCa.gov](http://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](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 November 3, 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 (9:04):****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 25, 2006.**

Motion: Approval of the minutes of the Sign Committee meeting of October 25, 2006 with corrections.

Action: Mosel/Ziemer, 2/0/2. (Cope/Hausz abstained.) Motion carried.

**C. Listing of approved Conforming Signs.**

The sign approved on Conforming Sign Review on November 1 is listed below:

1. 222 W. Carrillo Street, CVS/Pharmacy. Final approval as submitted.

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

1. Mr. Boughman made the following announcements:

- a) Copies of a letter were distributed as drafted by Mayor Blum to CalTrans on behalf of the ABR and Sign Committee restating their concerns about the proposed installation of a changeable message sign to be posted at the intersection of Highway 101 and Las Positas Road. Attached to that is a reply from CalTrans regarding those concerns. Chair Ziemer agreed to write a response to Mayor Blum.
- b) The City attorney was contacted with the issue of possibly granting exceptions for signs that are prohibited in the Sign Ordinance, specifically the roof signs for the Mesa Village Center. The City attorney responded that an applicant may request an exception for any provision of Chapter 22.70. If the Sign Committee makes the findings found in Section 22.70.070, Subsection B, which are the three grounds for granting an exception, an application may be approved although it does not comply with one or more of the Sign Ordinance standards. It is within the Sign Committee's discretion to determine whether the particular application conforms with the purpose and intent of the Sign Ordinance.

2. Mr. Mosel reported that the exterior conduit on the Left at Albuquerque sign and the lighting was discussed during the Architectural Board of Review meeting. Mr. Limón added that this is a violation that will be enforced.

E. Possible Ordinance Violations.

No possible ordinance violations reported.

**CONCEPT REVIEW – NEW**

1. **15 W ANAPAMU ST**

C-2 Zone

**(9:23)**

Assessor's Parcel Number: 039-231-037  
 Application Number: SGN2006-00143  
 Owner: 1129 State Street  
 Applicant: Freedom Signs  
 Business Name: California Closets

*(Proposal for one 2.5 square foot projecting sign and two 1.4 square foot window signs. This location, the San Marcos Court Building, is on the list of Potential Historic Resources. The linear building frontage is 19 feet. The allowable signage is 19 square feet. The project is located in El Pueblo Viejo Landmark District.)*

Present: Betsy Harris, Freedom Signs

Motion: Final approval of the signs as submitted and continued one week to Conforming Sign Review for more specifications on the bracket material and the hanging hardware.

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

**CONCEPT REVIEW – NEW****2. 335 N MILPAS ST**

C-2/M-1 Zone

**(9:29)** Assessor's Parcel Number: 031-363-033  
 Application Number: SGN2006-00137  
 Owner: Thomas A. Roth, Trustee 1987 Trust  
 Applicant: Anacapa Signs  
 Business Name: Zoom Motors

*(Proposal for one 6.25 square foot wall sign, one 11.5 square foot wall sign, and one 16.25 square foot monument sign. A total of 34 square feet of signage is requested. The linear building frontage is 58 feet. The allowable signage is 58 square feet.)*

Present: Mary Kirkpatrick, Anacapa Signs

Motion: Continued indefinitely with the following comments: 1) The Committee will wait until the ABR has reviewed and made comments on the proposed site improvements. 2) The Committee has concerns about the two wall signs on the building, both being at the corner and appearing as one large sign. It was suggested that one or both of those signs be centered on their respective frontages. 3) The location of the monument sign seems arbitrary and it is suggested to restudy relocating on the corner and using materials that are more in character with Santa Barbara. 4) Applicant shall return with any proposed sign lighting for review by the Sign Committee.

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

**CONCEPT REVIEW – CONTINUED****3. 721 CHAPALA ST**

C-2 Zone

**(9:52)** Assessor's Parcel Number: 037-082-006  
 Application Number: SGN2006-00134  
 Owner: BDC Paseo Chapala, LLC  
 Applicant: Peikert Group  
 Contractor: Signs By Ken  
 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: Detlev Peikert, Peikert Group Architects  
 Bonnie Sangster, Peikert Group Architects  
 Ken Sorgman, Signs By Ken

Public comment opened at 10:04 a.m.

Louise Boucher, HLC Alternate, expressed concern over the proposed plaque and suggested that Mary Louise Days, Santa Barbara Trust for Historic Preservation, be contacted by the applicant for possible design suggestions.

Public comment closed at 10:04 a.m.

- Motion: Continued two weeks with the following comments: 1) The Committee is supportive of the direction of the Sign Program and appreciates all the detailed documentation. 2) The Committee would like to see the Sign Program revised into a user-friendly document for tenants and future applicants that does not include all the information about the permanent and non-tenant signage. 3) The applicant should address possible sign lighting and neon signage in the Sign Program. 4) The applicant should restudy the location of the "Paseo Chapala" sign with the comment that the majority of the Committee is not favorable to the proposed location.
- Action: Hausz/Mosel, 4/0/0. Motion carried.

### **CONCEPT REVIEW – NEW**

#### **4. 3916 STATE ST**

R-O/SD-2 Zone

**(10:46)** Assessor's Parcel Number: 057-233-006  
 Application Number: SGN2006-00139  
 Owner: Aiken Living Trust 1-11-02  
 Applicant: Signs By Ken  
 Business Name: 3916 State Street

*(Proposal for a sign program and review of the two proposed directory monument signs and one wall sign for current tenants. The linear building frontage is 165 feet. The allowable signage is 90 square feet.)*

This item was reviewed out of order.

Present: Ken Sorgman, Signs By Ken

Motion: Continued two weeks with the following comments: 1) The monument directory sign in the parking lot needs to be restudied to be smaller in scale and not conceal the view of the tree trunk as much. It was suggested to make it identical to the monument directory sign on Via Lucero in scale and dimensions. 2) The tenant wall sign for the garden suite is acceptable as submitted. 3) The monument sign boards shall be thickened to approximately 1½ inches. 4) It was suggested to make the plaques for individual tenants thicker or make them stand off the face of the backboard.

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

### **CONCEPT REVIEW – NEW**

#### **5. 3535 STATE ST**

C-P/SD-2 Zone

**(10:31)** Assessor's Parcel Number: 051-053-001  
 Application Number: SGN2006-00135  
 Owner: Ontare Land Partners, LP  
 Applicant: John Price  
 Contractor: Signs B y Ken  
 Business Name: Wash-N-Go

*(Proposed for a 21.3 square foot ground sign and a 21.3 square foot wall sign. The linear building frontage is 44 feet. The allowable signage is 44 square feet.)*

Motion: To review this item out of order.  
 Action: Ziemer/Mosel, 3/0/0. (Hausz absent.) Motion carried.

Present: Ken Sorgman, Signs By Ken  
 John Price, Applicant

Motion: Continued one week to Conforming Sign Review with the following comments:  
 1) Colors are approved as submitted. 2) The monument sign is not to exceed five feet in height. 3) The applicant is to include ground lighting specifications with landscaping to conceal the base of the sign and light fixture.

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

### **CONCEPT REVIEW – NEW**

#### **6. 345 CHAPALA ST**

C-2 Zone

**(10:57)** Assessor's Parcel Number: 037-245-003  
 Application Number: SGN2006-00144  
 Owner: Gutierrez Limited Partnership  
 Applicant: Vogue Sign Company  
 Business Name: Legacy Media, Inc.

*(Proposal for one 7.6 square foot wall sign. The linear building frontage is 22 feet. The allowable signage is 22 square feet. The project is located in El Pueblo Viejo Landmark District.)*

Present: Christian Muldoon, Vogue Sign Company

Motion: Final approval as submitted with the condition that, in lieu of cut-out metal letters, the signage be painted directly on to the stucco.

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

### **CONCEPT REVIEW – CONTINUED**

#### **7. 1315 STATE ST**

C-2 Zone

**(11:01)** 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.)**

Motion: Postponed indefinitely due to applicant's absence.

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

**CONCEPT REVIEW – CONTINUED**

**8. 742 STATE ST SUITE 3**

C-2 Zone

**(11:02)** 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, the La Placita Building, also known as the McKay-Bothin Building, is on the list of Potential Historic Resources. 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: Continued two weeks with the following comments: 1) Final approval of bracket design as submitted. The Committee appreciates the efforts put into the bracket design drawings. 2) [Previous Comment # 5 from the meeting of October 11, 2006, was carried forward.] Applicant shall 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: Ziemer/Hausz, 4/0/0. Motion carried.

**REFERRED FROM CONFORMING SIGN REVIEW**

**9. 617 STATE ST**

C-M Zone

**(11:03)** Assessor's Parcel Number: 037-131-021  
Application Number: SGN2006-00142  
Owner: Pierce Partners  
Applicant: Sign-A-Rama  
Business Name: Nu-Image Nails & Spa

*(Proposal for a 2.6 square foot projecting sign. This building, the Pierce Block, is on the list of Potential Historic Resources. The linear building frontage is 18 feet. The allowable signage is 18 square feet. The project is located in El Pueblo Viejo Landmark District.)*

Motion: Postponed indefinitely due to applicant's absence.

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

**\*\* MEETING ADJOURNED AT 11:13 A.M. \*\***