



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

**Wednesday, December 20, 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 (HLC) – Present  
   GARY MOSEL (ABR) – Present

**ALTERNATES:**      LOUISE BOUCHER (HLC) – Present until 9:42 a.m.  
   CHRISTOPHER MANSON-HING (ABR) – Absent

**CITY COUNCIL LIAISON:**      GRANT HOUSE – Present until 9:42 a.m.

**STAFF:**      JAIME LIMÓN, Design Review Supervisor – Present  
   TONY BOUGHMAN, Planning Technician I – 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 December 15, 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 (9:00):****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 December 6, 2006.**

Motion: Approval of the minutes of the Sign Committee meeting of December 6, 2006, with corrections.

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

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

The signs approved on Conforming Sign Review from December 13 to December 20 are listed below:

1. 721 Paseo Chapala, Paseo Chapala, Final approval with condition.
2. 719 Paseo Nuevo, California Pizza Kitchen, Final approval with condition.
3. 535 Chapala Street, Axia, Final approval as submitted.
4. 3925 State Street, Carl's Jr., Final approval with conditions.
5. 3455 State Street, Aqua Nail Bar, Final approval with conditions.

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

Mr. Limón announced that on December 19 the City Council appointed Sign Committee members. Ms. Ziemer would no longer be on the Sign Committee because there were new appointees. Mr. Limón reported that Mayor Blum thanked Ms. Ziemer for her service and would encourage her to keep an application on file for future reappointment. New appointees are Natalie Cope, Jennifer Rose, and Bob Cunningham. Mr. Limón thanked Ms. Ziemer on behalf of the City and Staff for her years of service to the Committee.

E. Possible Ordinance Violations.

No possible ordinance violations reported.

### **DISCUSSION ITEM**

1. Caltrans Changeable Message Board sign at Highway 101 and Las Positas Road.  
(9:12)

Present: Grant House, City Council Liaison  
Jaime Limón, Design Review Supervisor  
Louise Boucher, HLC Alternate

The purpose of the discussion is to respond to Caltrans' October 23, 2006, reply to Mayor Blum's September 11, 2006, letter to them restating the concerns of the Architectural Board of Review and the Sign Committee following an August 21, 2006, courtesy review of the proposal by those Committees.

House: Avenues to explore are legal and political. The Highway 101 Guidelines document pertains to the portion of the highway within the Coastal Zone. Some of the relevant Highway 101 guidelines: signs should be the smallest practical size given their function; the use of large cantilevered signs is discouraged; signs which discourage graffiti are encouraged, however use of razorwire or massive sign enclosure shall be avoided. Santa Barbara County has the same provisions in their guidelines. The highway outside of the Coastal Zone is out of the City's jurisdiction and the City was fortunate to get courtesy review. In the past the City Council has prevailed with design requests. There are different sizes of changeable message board signs and Caltrans states that a sign smaller than the proposed 169 square foot model CMS 500 would not be suitable for a high speed multi-lane highway. To get a custom-made sign in a Statewide program would be difficult and the City would need to be very clear about what is wanted. The City may appeal through California State Assemblymember Pedro Nava and Congresswoman Lois Capps.

#### Committee Comments:

Hausz: Some people do not take the highway to get to San Marcos Pass and would not see the proposed sign. Hausz questions what Caltrans has stated as requirements for sign size and letter size. Painting the sign structure green does not make the sign appropriate. Simply using a portable sign when needed may be sufficient, making the proposed sign unnecessary.

Mosel: Is concerned the proposed sign will be used for non-safety messages. The sign could have one line of text and be integrated with the Las Positas bridge structure. We need details of the bridge structure and dimensions.

Ziemer: Caltrans did not convincingly show that a sign could not be mounted on the Las Positas bridge structure. We need more proof that there are no alternatives that could be mounted on the bridge.

Boucher: A temporary installation should be sufficient.

Staff: Mr. Limón in preliminary discussions with Caltrans mentioned that the City's sign ordinance prohibits changeable message signs, off-premise signs, and billboards. CALTRANS's response was that priority would be given to safety and to the statewide Intelligent Transit System as used in other urban centers as part of Caltrans' overall highway improvement program for Highway 101.

House: The best approach may be from a design perspective since Caltrans has been very responsive to the City's interest in having this be a beautiful project through Santa Barbara. Caltrans has stated that communities that care enough to take a stand are listened to, otherwise standard proposals are used. The City can not require changes in this case as it does within its design review jurisdiction. The City might research and find an alternative sign that is acceptable and available from the sign manufacturer. Functional arguments have already been made. Similar to cell towers, we should base arguments on aesthetics. Time is of the essence, there may be an installation date as early as April 2007.

Mr. House will carry forward the Committee's concerns in future conversations with Caltrans and perhaps Pedro Nava and Lois Capps.

## **CONCEPT REVIEW – CONTINUED**

### **2. 506 CHAPALA ST**

C-M Zone

**(9:42)**

Assessor's Parcel Number: 037-171-008  
 Application Number: SGN2006-00152  
 Owner: Haimovitz Family Limited Partnership  
 Applicant: Signs By Ken  
 Business Name: Santa Barbara Business College

(Proposal for one 40 square foot ground sign, one 4 square foot ground sign, and two 11.25 square foot wall signs. This building is a Structure of Merit: the Firestone Building. The linear building frontage is 102 feet. The allowable signage is 77 square feet.)

Present: Ken Sorgman, Signs By Ken  
 Kevin Buckley, Santa Barbara Business College

Motion: Continued two weeks to Full Committee with the following comments: 1) The Committee appreciates the change to much darker shades of red and blue colors and the colors are acceptable. 2) The Committee can not accept an overall width of eight feet for the corner monument sign. 3) It was suggested to relocate the logo to above the text to decrease the overall width of the sign and incorporate a shape in the sign board around the logo. 4) The two wall signs are acceptable, subject to review of the lighting. 5) The ground sign on Haley Street was felt to be excessive signage and not necessary to direct people to the parking lot.

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

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

C-2 Zone

**(10:06)** Assessor's Parcel Number: 037-092-001  
Application Number: SGN2006-00117  
Owner: Atlantico, Inc.  
Applicant: Signs by Ken  
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: Ken Sorgman, Signs By Ken

Motion: Continued two weeks to Full Committee with the following comments: 1) The Committee appreciates the additional detail work but there is concern over the electrical routing to the sign. 2) Applicant shall return with details further worked out, and with a scaled drawing and cross-section of the sign at ½ inch scale and a storefront elevation and signage drawn at ½ or 1 inch scale.

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

**CONCEPT REVIEW – CONTINUED****4. 1226 STATE ST**

C-2 Zone

**(10:22)** Assessor's Parcel Number: 039-183-026  
Application Number: SGN2006-00149  
Owner: Alec P. Alexander, Trust 10-18-88  
Applicant: Dave Mahn Visible Graphics  
Business Name: The Coffee Bean & Tea Leaf

(Proposal for one 15.83 square foot hanging sign, one 4 square foot blade sign, and one 9 square foot wall sign for a total of 28.83 square feet of signage. The linear building frontage is 20 feet. The allowable signage is 20 square feet. The project is located in El Pueblo Viejo Landmark District.)

**(An exception is requested for greater than allowable square footage of signage.)**

Present: Dave Mahn, Visible Graphics

Motion: Continued one week to Conforming Sign Review with the following comments: 1) The committee supports the option of vinyl window lettering. 2) The sign at the rear entrance is acceptable as proposed. 3) The blade sign shall return with additional information about the bracket including dimensions and material details of all parts including the scrollwork, hanging hardware, and details of the backplate showing how it attaches to the wall. 4) The Committee approves the exception request for square footage of sign area over the allowable due to the presence of the additional entrance at the rear and that the amount of signage requested over what is allowed is modest.

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

**CONCEPT REVIEW – NEW****5. 115 S. LA CUMBRE RD**

C-2/SD-2 Zone

**(10:30)** Assessor's Parcel Number: 051-010-015  
Application Number: SGN2006-00158  
Owner: Chevron U.S.A., Inc.  
Applicant: RHL Design Group  
Business Name: Chevron

(Proposal to reface a 26 square foot monument sign, replace canopy signs with two 5.25 square foot canopy signs, replace pump signage with four 2.5 square foot spanner signs, add eight dispenser numbers, replace four trash valets, and add building trim color. The linear building frontage is 73 feet. The allowable signage is 65 square feet.)

Present: Gloria Hicks, RHL Design Group

Motion: Continued one week to Conforming Sign Review with the following comments: 1) The Committee would prefer that the canopy signs be reverse channel letters rather than face-lit. 2) Details should be provided for the pump identifier tags. 3) The reduction of pump signage is appreciated and is acceptable as proposed but there should be no changes or additional advertising added in the future. 4) The refresh decals on the pumps are excessive and redundant and should be solid color or gradient fill without logos or text. 5) The monument sign is acceptable as proposed with details on the plans to specify six inch changeable fuel pricing numerals. 6) The building trim paint is not acceptable and not appropriate with the architecture of the building. 7) An exception for greater than the allowable square footage of signage is not required because this is a major reduction in amount of overall signage.

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

**CONCEPT REVIEW – NEW****6. 3120 STATE ST**

C-2/SD-2 Zone

**(10:47)** Assessor's Parcel Number: 053-332-017  
Application Number: SGN2006-00156  
Owner: Paul Uyesaka  
Applicant: Sign-A-Rama  
Business Name: Tiger Rose Tattoo

(Proposal for one 10.8 square foot wall sign. The linear building frontage is 19 feet. The allowable signage is 19 square feet.)

Present: Wasantha Mohottige, Sign A Rama

Motion: Continued two weeks to Full Committee with the following comments: 1) It was suggested that the black background painted on the sign board is too harsh and dominates the building façade. 2) The Committee encourages using the existing window graphics, and providing a sign that is less billboard-like in character. 3) Applicant should consider painted or cut out letters on the stucco wall and consider an alternate font for the second line of copy and enhance the graphic character of the sign. 4) Applicant shall provide additional photo documentation of the surrounding businesses.

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

**CONCEPT REVIEW – NEW****7. 3892 STATE ST**

C-2/SD-2 Zone

**(10:58)** Assessor's Parcel Number: 057-240-045  
Application Number: SGN2006-00155  
Owner: Alan R. Porter  
Applicant: Sign-A-Rama  
Business Name: Pueblo Radiology

(Proposal for a 5.3 square foot monument sign. The linear building frontage is 74 feet. The allowable signage is 65 square feet.)

Present: Wasantha Mohottige, Sign A Rama

Motion: Continued two weeks to Full Committee with the following comments: 1) The sign board is acceptable with perhaps the blue to be closer to gray, the white to an off-white and the black to an off-black. 2) Applicant shall provide detailed drawings, cut sheets, and photographs of the sign post structure. 3) Applicant shall provide a larger-scale site plan showing the sign relative to the sidewalk and landscaping. 4) If the applicant wishes to make the sign more than six feet tall, an exception request must be provided.

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

**CONCEPT REVIEW – CONTINUED****8. 530 STATE ST**

C-M Zone

**(11:10)** Assessor's Parcel Number: 037-173-026  
Application Number: SGN2006-00147  
Owner: McColm Family Trust 8/13/99  
Applicant: Rod Pearson  
Business Name: Open Wide Modern World Furniture

(Proposal for a 25 square foot wall sign. The linear building frontage is 30 feet. The allowable signage is 30 square feet. The project is located in El Pueblo Viejo Landmark District.

Present: Rod Pearson

Motion: Continued two weeks to Full Committee with the following comments: 1) The Committee appreciates the applicant's efforts but feels that the proposal does not conform to EPV requirements. 2) The Committee can not support the wall sign above the entry opening because it is too high. 3) The Committee suggests locating a sign in the opening in the iron grill framework above the door. 4) The applicant shall provide details on the proposed bracket including materials. 5) The sign board should move in the direction of EPV guidelines.

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

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

C-2 Zone

**(11:24)** Assessor's Parcel Number: 039-131-008  
 Application Number: SGN2006-00125  
 Owner: Wayne & Sue Bueche, Trustees  
 Applicant: Signs of Distinction, LLC  
 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.)

Present: Ron Smith, Signs of Distinction

Motion: Continued two weeks to Full Committee with the following comments: 1) The Committee can not support the vinyl gold-leaf and suggests a warm black or bronze paint for the dimensional letters. 2) It was suggested that the letters "Bridal & Tuxedo" be painted on the stucco, and that the words "Bridal" be brought together in the center next to "& Tuxedo". 3) A vinyl background on the blade sign is not acceptable in EPV. 4) The blade sign could be sandblasted wood, or painted. Gold paint would be acceptable. If a black background is proposed it should be warm black. 5) Staff should verify if the existing bracket was ever approved. 6) Applicant shall provide a building elevation drawing at ¼ inch scale or larger. 7) The Committee is concerned about the edges of the foam letters being subject to pitting.

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

**CONCEPT REVIEW – CONTINUED****10. 335 N MILPAS ST**

C-2/M-1 Zone

**(11:53)** 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

(Revised proposal for one 6.25 square foot wall sign and one 11.5 square foot wall sign. The linear building frontage is 58 feet. The allowable signage is 58 square feet.)

Present: Mary Kirkpatrick, Anacapa Signs  
 Doug Reid, Zoom Motors

Motion: Continued one week to Conforming Sign Review with the following comments: 1) The wall sign orange color shall be Pantone 1595C. 2) The sign lighting needs to be fluorescent and documentation of a correct fixture shall be provided.

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



**CONCEPT REVIEW – CONTINUED****11. 505 STATE ST**

C-M Zone

**(12:05)** Assessor's Parcel Number: 037-172-011  
Application Number: SGN2006-00145  
Owner: 501 State Street, Inc.  
Applicant: Anacapa Signs  
Business Name: Mad Dogs

(Proposal for one 9 square foot hanging sign and one 6 square foot projecting sign. The linear building frontage is 17 feet. The allowable signage is 17 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Bud Jones, Anacapa Signs

Motion: Continued one week to Conforming Sign Review with the following comments: 1) The Committee appreciates the applicant's efforts in addressing EPV requirements. 2) It was suggested that the two sign boards hanging above one another be combined, making the sign board one piece with an outline around the "MAD DOG" letters, and perhaps incorporate a painted hot dog separating the "Mad Dog" from the "Hot Dogs" and "Shave Ice" text. 3) The sign bracket is approvable and all mounting hardware shall be painted off-black.

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

**CONCEPT REVIEW – NEW****12. 509 STATE ST**

C-M Zone

**(12:13)** Assessor's Parcel Number: 037-172-009  
Application Number: SGN2006-00154  
Owner: Ray Mahboob  
Applicant: Milonga, Inc.  
Business Name: Bricks Cafe

(Proposal for a 13.3 square foot illuminated wall sign and a 3 square foot projecting 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: Wally Ronchietto, Bricks Cafe

Motion: Continued two weeks to Full Committee with the following comments: 1) The Committee applauds the applicant's creativity but is concerned about the details of construction and needs to see a physical sample of stucco letters on brick veneer. 2) A suggestion was made to consider shaping the sign board to match the outline of brick veneer with no visible backboard. 3) The Committee feels that lighting is not necessary with the adjacent street lighting and there are concerns that the proposed uplighting may block view of the sign from below and be ineffective. 4) Applicant may explore other methods of lighting. 5) Tubular steel framing is not acceptable for the blade sign bracket and details of bracket design and materials shall be provided.

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

**\*\* MEETING ADJOURNED AT 12:30 P.M. \*\***