



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Wednesday, January 31, 2007 **David Gebhard Public Meeting Room: 630 Garden Street** **9:00 A.M.**

COMMITTEE MEMBERS: NATALIE COPE, *Chair* – Present

BOB CUNNINGHAM, *Vice-Chair* – Present until 9:33 a.m.; 10:04 a.m. to 10:19 a.m.; and 10:31 a.m. to 10:39 a.m.

JIM BLAKELEY (ABR) – Absent

STEVE HAUSZ (HLC) – Present at 9:14 a.m.

JENNIFER ROSE – Present

ALTERNATES:

LOUISE BOUCHER (HLC) – Absent

CHRISTOPHER MANSON-HING (ABR) – Absent

CITY COUNCIL LIAISON: GRANT HOUSE – Absent

STAFF: JAIME LIMÓN, Design Review Supervisor – Present

TONY BOUGHMAN, Planning Technician I – Absent

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 January 26, 2007, 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 (9:09):**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 January 17, 2007.

Motion: Approval of the minutes of the Sign Committee meeting of January 17, 2007, with correction.

Action: Cunningham/Rose, 3/0/0. (Hausz/Blakeley absent.) Motion carried.

C. Listing of approved Conforming Signs.

The signs approved on Conforming Sign Review on January 24 are listed below:

1. 28 E. Victoria Street, The Massage Place. Final approval as submitted.
2. 401 N. Milpas Street, Xtreme Soccer. Final approval as submitted.
3. 3307 State Street, FYE. Final approval with conditions.

The signs approved on Conforming Sign Review on January 31 will be announced at the February 14 Sign Committee meeting.

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

Mr. Limón announced that a discussion item will be scheduled at a future meeting to review existing policies as to whether other government agencies are either compelled to follow or are exempt from the City's Sign Review requirements.

E. Possible Ordinance Violations.

No possible ordinance violations reported.

CONCEPT REVIEW – CONTINUED

1. **509 STATE ST**

C-M Zone

(9:23) 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.)

This item was taken out of order.

Present: Wally Ronchietto, Bricks Café

Motion: **Final approval of the projecting sign as presented (not the alternate) with the condition that all the iron work in the blade sign bracket shall be solid stock;** and the following additional conditions: **1)** The eight inch letters on the wall sign shall be painted directly on the building wall without the painted bricks. **2)** Applicant shall have the option of returning with an alternate wall sign design.

CONCEPT REVIEW – CONTINUED

2. **530 STATE ST**

C-M Zone

(9:12) 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 and a 3 square foot projecting 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.)

This item was taken out of order.

Present: Rod Pearson, Applicant

Motion: **Continued one week to the Conforming Calendar for approval of the bracket with the comment that the sign itself is acceptable.**

Action: Cunningham/Rose, 4/0/0. (Blakeley absent.) Motion carried.

CONCEPT REVIEW – NEW**3. 3775 MODOC RD**

R-2 Zone

(9:33) Assessor's Parcel Number: 049-030-030
Application Number: SGN2007-00006
Owner: Front Porch Communities & Services
Applicant: Paul Musgrove
Business Name: Vista Del Monte Retirement Center

(Proposal to reface a 38.5 square foot monument sign and enlarge an existing monument sign to 36 square feet. The linear building frontage is 450 feet. The allowable signage is 25 square feet.)

(An exception is requested to exceed the allowable square footage of signage.)

Present: Paul Musgrove, Designer
Ann Boyes, Vista Del Monte Retirement Center

Straw vote: How many of the Committee members could support a second ground sign to match the first and be identical in size and height? 2/1. (Hausz opposed.)

Motion: **Continued two weeks with the following comments:** **1)** The Committee does not support the exception request due to fact that the height of Sign 2 is nearly double the height of the existing sign above the landscaping. **2)** The concrete bases are driving the shape of the signage and overall it is not a consistent design or appropriate in a residential neighborhood. **3)** The applicant should explore other signage options.

Action: Hausz/Rose, 3/0/0. (Cunningham stepped down. Blakeley absent.) Motion carried.

CONCEPT REVIEW – CONTINUED**4. 19 E HALEY ST**

C-M Zone

(10:04) Assessor's Parcel Number: 037-173-041
Application Number: SGN2006-00163
Owner: Faulding Hotel, Inc.
Applicant: Trevor Martinson
Business Name: India House

(Proposal for an 8 square foot window sign and an 8 square foot projecting sign. This parcel is adjacent to El Pueblo Viejo Landmark District. The linear building frontage is 18 feet. The allowable signage is 18 square feet.)

Present: Trevor Martinson, Applicant

Motion: **Continued indefinitely to the Conforming Calendar with the following comments:** **1)** The Committee appreciates the quality of the signage design. **2)** Either of the blade sign brackets presented are acceptable. **3)** Details are to be reviewed at Conforming Sign Review.

Action: Hausz/Cunningham, 4/0/0. (Blakeley absent.) Motion carried.

CONCEPT REVIEW – CONTINUED**5. 3892 STATE ST**

C-2/SD-2 Zone

(10:07) 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 with the following comments:** **1)** The Committee has concerns about the legibility of the sign and suggests: **a)** reducing the size of or relocating the logo; **b)** increasing the size of the text; and **c)** possibly making the thin strokes bolder. **2)** The applicant should simplify the sign shape to reflect the architecture of the building.

Action: Hausz/Cope, 3/1/0. (Rose opposed. Blakeley absent.) Motion carried.

CONCEPT REVIEW – NEW**6. 27 E COTA ST**

C-M Zone

(10:19) Assessor's Parcel Number: 037-132-033
 Application Number: SGN2007-00013
 Owner: Lyons Building
 Applicant: Banyan Architects
 Business Name: Lyons Building

(Proposal for a 9.5 square foot directory wall sign. This location is adjacent to El Pueblo Viejo Landmark District. The linear building frontage is 170 feet. The allowable signage is 90 square feet.)

Present: Kirk Gradin, Banyan Architects

Motion: **Continued two weeks with the following comments:** **1)** The location and general design of the sign is acceptable. **2)** Applicant is to return with details of the sign's construction.

Action: Hausz/Rose, 3/0/0. (Cunningham stepped down. Blakeley absent.) Motion carried.

CONCEPT REVIEW – CONTINUED**7. 1208 STATE ST**

C-2 Zone

(10:31) Assessor's Parcel Number: 039-183-018
 Application Number: SGN2007-00002
 Owner: Frank & Isako Nam, Trustees
 Applicant: Signs by Ken
 Business Name: East Sushi and Thai Asian Cuisine

(Proposal for a 2.6 square foot wall sign and a 2 square foot projecting 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: Ken Sorgman, Signs by Ken

- Motion:** Continued one week to the Conforming Calendar with the comment that the detailing of the metal work should be enhanced per the marked-up drawing.
- Action:** Hausz/Cunningham, 4/0/0. (Blakeley absent.) Motion carried.

CONCEPT REVIEW – CONTINUED

8. **742 STATE ST SUITE 3** C-2 Zone

(10:38) 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 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 at applicant's request.
- Action:** Cunningham/Hausz, 4/0/0. (Blakeley absent.) Motion carried.

CONCEPT REVIEW – CONTINUED

9. **506 CHAPALA ST** C-M Zone

(10:38) 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

- Motion:** Continued two weeks at applicant's request.
- Action:** Hausz/Rose, 4/0/0. (Blakeley absent.) Motion carried.

CONCEPT REVIEW – CONTINUED**10. 1906 CLIFF DR**

C-P/R-2 Zone

(10:39) 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 a new sign program. The linear building frontage is 687 feet. The allowable signage is 90 square feet.)

Present: Ken Sorgman, Signs by Ken
 Marilyn Leafgale, The Mesa Center
 Brian Cearnal, Cearnal Andrulaitis

Straw vote: How many of the Committee members could support halo lit letters on the wall above the tile roofs? 1/2. (Cope/Hausz opposed. Rose supports only if there is a consistency among all tenants' signage.)

Motion: **Continued indefinitely with the following comments:** 1) The Committee would prefer that the signage be consistent in terms of illuminated or not, and that the ground signs should have dimensional letters. 2) Two of the Committee members could accept wall signs above the roof elements and one member is opposed.

Action: Hausz/Rose, 3/0/0. (Cunningham stepped down. Blakeley absent.) Motion carried.

CONCEPT REVIEW – NEW**11. 3905 STATE ST**

C-P/SD-2 Zone

(11:14) Assessor's Parcel Number: 051-021-005
 Application Number: SGN2007-00007
 Owner: SPI La Cumbre, LP
 Applicant: Vogue Sign Company
 Business Name: TD Ameritrade

(Proposal for a 19.8 square foot wall sign and a 9.5 square foot wall sign. The linear building frontage is 44 feet. The allowable signage is 43 square feet.)

Present: Christian Muldoon, Vogue Sign Company

Motion: **Final approval and indefinitely continued to the Conforming Calendar with the following conditions:** 1) **Sign A:** a) The sign shall be illuminated with LED. b) The "TD" logo shall have push-through letters with an opaque white face. c) The underscore bar shall be eliminated. d) The letter thickness shall be reduced to 2½ inches. 2) **Sign B:** a) The sign shall not be illuminated. b) The signage shall be aligned with the horizontal member of the trellis. c) The underscore bar shall be eliminated. d) The letters shall be a maximum of one inch thick. 3) The Committee recognizes that the location of Sign B is not per the Sign Program but, pursuant to approval by the landlord, the Committee approves the location. 4) The lighter green color, shown as PMS361, shall be muted and return for review on Conforming.

Action: Hausz/Rose, 3/0/0. (Blakeley/Cunningham absent.) Motion carried.

CONCEPT REVIEW – NEW**12. 1235 CHAPALA ST**

C-2 Zone

(11:35) Assessor's Parcel Number: 039-172-006
 Application Number: SGN2007-00012
 Owner: City of Santa Barbara
 Applicant: Freedom Signs
 Business Name: Twelve 35

(Proposal for a 40 square foot ground sign. The linear building frontage is 49 feet. The allowable signage is 49 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Betsy Harris, Freedom Signs
 Susan Young, Twelve 35

Motion: **Continued two weeks with the following comments:** 1) The Committee would prefer to see a wood sign if it is spanning between brick piers. 2) If the applicant prefers a stucco sign, the brick piers should be eliminated. 3) The sign, in either case, should be lower to the ground. 4) The landscaping and lighting need restudy. 5) The size of ten inch letters should be reduced to approximately eight inches, and the remaining letters should be reduced proportionally.

Action: Hausz/Rose, 3/0/0. (Blakeley/Cunningham absent.) Motion carried.

CONCEPT REVIEW – NEW**13. 1715 STATE ST**

C-2/R-4 Zone

(11:56) Assessor's Parcel Number: 027-101-021
 Application Number: SGN2007-00011
 Owner: Girsh Family Trust 3/30/89
 Applicant: Freedom Signs
 Business Name: DRB Mortgage

(Proposal for a 12.5 square foot ground sign and a 6 square foot wall sign. This location is on the Potential Historic Resource List: Samuel Edwards House Site. 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: Betsy Harris, Freedom Signs

Motion: **Continued one week to the Conforming Calendar with the following comments:** 1) Both the monument sign and the wall sign are acceptable as submitted. 2) Applicant is to return with a landscape plan. 3) **Lighting:** a) Staff is to determine whether the monument sign lighting is permitted. b) Applicant shall submit cut-sheets of new lighting, if required.

Action: Hausz/Rose, 3/0/0. (Blakeley/Cunningham absent.) Motion carried.

**** MEETING ADJOURNED AT 12:02 P.M. ****