



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

**Wednesday, February 14, 2007**     **David Gebhard Public Meeting Room: 630 Garden Street**     **9:00 A.M.**

**COMMITTEE MEMBERS:**

NATALIE COPE, Chair – Present  
BOB CUNNINGHAM, Vice-Chair – Present  
JIM BLAKELEY (ABR) – Absent  
STEVE HAUSZ (HLC) – Present  
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 – Absent  
TONY BOUGHMAN, Planning Technician I and Recording Staff – 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 February 9, 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](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 January 31, 2007.**

**Motion: Approval of the minutes of the Sign Committee meeting of January 31, 2007, with corrections.**

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

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

The signs approved on Conforming Sign Review from February 7 to February 14, 2007, are listed below:

1. 1208 State Street, East Sushi and Thai Asian Cuisine. Final approval as submitted.
2. 1226 State Street, Coffee Bean & Tea Leaf. Final approval as submitted.

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

No announcements

**E. Possible Ordinance Violations.**

No possible ordinance violations reported.

**CONCEPT REVIEW – CONTINUED****1. 1235 CHAPALA ST**

C-2 Zone

(9:10) 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; Nancy Rapp, Parks and Recreation Director; and Susan Young, Supervisor of Teen Program

Public comment from David Herschorn, Chris McDermot, Nancy Davis, Laura Spracher, Megan Lorenzen, Gloria Liggett, Carli Lochner, and Cyrus Vogander.

**Motion:** **Continue two weeks with the following comments:** 1) The Committee supports the sign design and accepts the proposed location and materials. 2) Applicant is to return with construction details of the brick columns and stucco sign board elements, and a color sample of lettering color. 3) The lighting needs further study and it is suggested to be 26 watts fluorescent on each side of the sign.

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

**REFERRED FROM CONFORMING SIGN REVIEW****2. 136 S HOPE AVE B-8**

C-2/SD-2 Zone

(9:38) Assessor's Parcel Number: 051-010-007  
 Application Number: SGN2007-00014  
 Owner: Riviera Dairy Products  
 Applicant: Conceptual Motion  
 Business Name: Claire's

*(Proposal for Concept Review of a blade sign, a wall sign, and awning signs. The linear building frontage is 17 feet. The allowable signage is 9 square feet.)*

Present: Edward DeVincente, Conceptual Motion

**Motion:** **Continued two weeks with the comment that the applicant should restudy the signage proposal to be in accordance with the Sign Ordinance and Guidelines.**

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

**CONCEPT REVIEW – NEW****3. 2006 STATE ST**

R-2/R-O Zone

(9:52) Assessor's Parcel Number: 025-312-012  
Application Number: SGN2007-00016  
Owner: George & Maria Harold Trust  
Applicant: DCM Graphics  
Business Name: Goodwyn & Thyne

*(Proposal for a 23.7 square foot ground sign and a 6.25 square foot ground sign. The linear building frontage is 60 feet. The allowable signage is 60 square feet. The project is located in El Pueblo Viejo Landmark District.)*

Present: Franko Rizzo, DCM Graphics, Bert Haley

**Motion:** **Continued one week to Conforming Sign Review with the following comments:**  
**1)** The posts shall be 6"x6". **2)** The height of the corner sign board shall be diminished appropriately so that the board itself is not as tall, altering the relationship between the letters and the background to be more proportional. **3)** The open sign shall be removed.  
**4)** The white shall be off-white. **5)** The directory sign should use high quality hardware.  
**6)** The applicant shall provide a scaled drawing of the directory sign showing the supports.

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

**CONCEPT REVIEW – CONTINUED****4. 27 E COTA ST**

C-M Zone

(10:14) Assessor's Parcel Number: 037-132-033  
Application Number: SGN2007-00013  
Owner: Lyon 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.)*

**Motion:** **Continued indefinitely due to absence of applicant.**

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

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

C-2/SD-2 Zone

(10:15) 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 one week to Conforming Sign Review with the following comments:**  
**1)** The height of the sign should be reduced by 18 inches (to be 4.5 feet high). **2)** The arrow is to be restyled.

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

**CONCEPT REVIEW – CONTINUED****6. 3775 MODOC RD**

R-2 Zone

(10:23) 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, Sign Contractor; and Ann Boyes, Vista Del Monte

**Motion:** **Final approval with the following conditions and comment:** **1)** If the existing lighting is replaced, it must return to the Sign Committee for approval. **2)** Additional planting shall be provided on either side of the sign at the service entrance. **3)** The exception request is approved for 69.5 square feet of signage rather than the allowed 25 square feet due to the very long frontage of the property and the reuse of existing sign base elements.

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

**IN-PROGRESS REVIEW****7. 1221 ANACAPA ST** C-2 Zone

(10:35) Assessor's Parcel Number: 039-183-034  
 Application Number: SGN2004-00020  
 Applicant: Donnelly Design  
 Architect: Watry Design  
 Business Name: Granada Garage

*(Proposal for final approval of Granada Garage sign program. The linear building frontage is 224 feet. The allowable signage is 90 square feet. The project is located in El Pueblo Viejo Landmark District.)*

Present: Victor Garza, Parking Superintendent for City of Santa Barbara

**Motion: Final approval as submitted.**

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

**CONCEPT REVIEW – CONTINUED****8. 506 CHAPALA ST** C-M Zone

(10:41) 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.)*

**Motion: Continued indefinitely due to absence of applicant.**

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

**CONCEPT REVIEW – CONTINUED****9. 742 STATE ST 3** C-2 Zone

(10:42) 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.)*

**Motion: Continued indefinitely due to absence of applicant.**

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

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

C-P/R-2 Zone

(10:43) 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 Leafdale, Mesa Center; and Adam Cunningham, Cearnal Andrulaitis

**Motion:** **Continued two weeks with the following comments:** 1) Applicant shall provide an exception request letter. 2) Applicant should include the following in the Sign Program document: a) Channel letters will be a painted bronze finish; b) Signs at tenant addresses 1924 and 1960 must use white LED for halo lighting; c) Clarify that the letter height allowed for tenant addresses 1924 and 1960 should be 12 inches; d) The three monument signs will use ¾ inch thick pin-mounted flush metal letters and palm logo.

Action: Cope/Rose, 2/1/0. (Hausz opposed. Blakeley/Cunningham absent.) Motion carried.

**CONCEPT REVIEW – NEW****11. 1023 STATE ST**

C-2 Zone

(11:00) Assessor's Parcel Number: 039-281-015  
 Application Number: SGN2007-00017  
 Owner: Jane Alexander Trust  
 Applicant: Signs by Ken  
 Business Name: K. Frank

*(Proposal for a 4.5 square foot blade sign, an 8 square foot hanging sign, and a 6.75 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: Ken Sorgman, Signs By Ken

**Motion:** **Continued two weeks with the following comments:** 1) The wall sign is acceptable as proposed. 2) The rectangular feature behind the wall sign shall be repainted to closely match building body color and all holes are to be patched smooth. 3) The blade sign should be restudied to be mounted on an acceptable bracket instead of the awning arm. 4) The rear sign should be relocated to the building wall above the rear entrance under the rear canopy. 5) It was suggested that the applicant may explore incorporating the ellipse into the wall sign.

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

**\*\* MEETING ADJOURNED AT 11:12 A.M. \*\***