



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

**Wednesday, April 11, 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 – Present from 9:24 a.m. to 9:28 a.m.  
DEBBIE HUGHEY, Planning Technician – Present  
GABRIELA FELICIANO, Commission Secretary – 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 Debbie Hughey, 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 April 6, 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 (9:05):**

## 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 March 28, 2007.

**Motion: Approval of the minutes of the Sign Committee meeting of March 28, 2007, with correction.**

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

## C. Listing of approved Conforming Signs.

The sign approved on Conforming Sign Review on March 28 is listed below:

1. 9 E. Figueroa Street, Blue Bee Kids. Final approval as submitted.

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

Ms. Hughey announced that the applicant for Item 1, 2905 De La Vina Street, requested a postponement.

## E. Possible Ordinance Violations.

Ms. Rose reported that Marylenn's Bridal, 1315 State Street, installed two additional signs with vinyl lettering on the windows that were not approved by the Committee. The approved blade sign was not placed where approved by the Committee.

Mr. Hausz mentioned he had requested a meeting with the City's building inspectors and would like to have one scheduled. He suggested requiring building inspectors to spend time at a Sign Committee meeting in order to help them understand the process and for them to see the great efforts the Committee goes through in order to have proposed signs be in conformance with the City's Sign Ordinance.

**CONCEPT REVIEW – CONTINUED**1. **2905 DE LA VINA ST** C-2/SD-2 Zone

(9:10) Assessor's Parcel Number: 051-202-009  
 Application Number: SGN2007-00026  
 Owner: Blckmore Trust 4/15/02  
 Applicant: Signs by Ken  
 Business Name: Jensen Guitar & Music Co.

*(Proposal for a 12 square foot internally illuminated wall mounted cabinet sign and a 12 square foot wall sign. The linear building frontage is 39 feet. The allowable signage is 39 square feet.)*

**Motion: To postpone item at applicant's request.**

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

**CONCEPT REVIEW – CONTINUED**2. **506 CHAPALA ST** C-M Zone

(9:24) 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.)*

This item was heard out of order.

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

**Motion: Final approval of the application with the exception of the lighting for the wall sign, which is to be continued two weeks for review.**

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

**CONCEPT REVIEW – NEW**

**3. 9 W FIGUEROA ST**

C-2 Zone

(9:10) Assessor's Parcel Number: 039-281-041  
Application Number: SGN2007-00036  
Owner: City of Santa Barbara  
Applicant: Signs by Ken  
Business Name: Express Personnel Services

*(Proposal to install a 7 square foot wood projecting sign and a 7 square foot wood wall sign for Express Personnel Service. Also proposed is a new wrought iron bracket for the projecting sign. The linear building frontage is 29 feet. The allowable signage is 29 square feet. The project is located in El Pueblo Viejo Landmark District.)*

This item was reviewed out of order.

Present: Lance Wilhoite, Express Personnel Services  
Ken Sorgman, Signs by Ken

**Motion: Continued two weeks for applicant to restudy the design of the wall sign and the blade sign to be more in conformance with the requirements of El Pueblo Viejo District Guidelines.**

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

**CONCEPT REVIEW – NEW**

**4. 500 ANACAPA ST**

C-M Zone

(10:30) Assessor's Parcel Number: 031-201-031  
Application Number: SGN2007-00034  
Owner: Louis and Leonila A. Sánchez  
Applicant: Sign-A-Rama  
Business Name: EOS Lounge

*(Proposal for a new 7.5 square foot painted wall sign with neon internal illumination. The linear building frontage is 99 feet. The allowable signage is 65 square feet.)*

This item was considered out of order.

**Motion: To postpone item at applicant's request.**

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

**CONCEPT REVIEW – CONTINUED****5. 136 S HOPE AVE B-8**

C-2/SD-2 Zone

(9:43) Assessor's Parcel Number: 051-010-007  
 Application Number: SGN2007-00014  
 Owner: Riviera Dairy Products  
 Applicant: Conceptual Motion  
 Business Name: Claire's

*(Revised proposal for Concept Review of a 0.80 square foot blade sign. The linear building frontage is 17 feet. The allowable signage is 9 square feet.)*

This item was reviewed out of order.

Present: Neil Dipaola, Conceptual Motion

**Motion:** **Continued one week to the Conforming Calendar with the following comments:**  
**1) The Committee prefers to see the sign board to be 1½” sandblasted redwood. 2) The bracket is not acceptable. It needs to be more substantial in the character of the materials and relate better to the simplicity of the storefront design.**

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

**Motion:** **To allow the temporary sign to remain for another 30 days.**

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

**CONCEPT REVIEW – NEW****6. 1524 STATE ST**

C-2 Zone

(9:57) Assessor's Parcel Number: 027-232-011  
 Application Number: SGN2007-00037  
 Owner: Edward J. Charvet Jr. Trust F/B/O  
 Applicant: Benton Signs  
 Business Name: We the People

*(Proposal for a 9.9 square foot wall sign on the front of building, one 6 square foot projecting sign on an existing bracket; two 29 square foot wall signs on each side of the building. Total square footage requested is 20.8 square feet. Allowable square footage is 25 square feet. 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 heard out of order.

Present: David Benton, Benton Signs

**Motion:** **Continued two weeks with the following comments: 1) The Committee cannot support the two wall signs on the sides of the building. 2) The size of the blade sign and the size of the logo on the blade sign are not supportable. 3) The wall sign above the window is oversized for the scale of the architecture and needs to be reduced in size. 4) Most Committee members can support the proposed colors.**

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

**CONCEPT REVIEW – CONTINUED**

**7. 742 STATE ST SUITE 3**

C-2 Zone

(10:20) 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: Heather Green, Vice-President of store design for Lucky Brand Jeans

**Motion:** **Final approval of the wall sign fronting De La Guerra Street as presented with the following conditions:** 1) The wall sign fronting De La Guerra Plaza is not approved. 2) Illumination is not part of this application. (The blade signs were previously approved.)

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

**\*\* MEETING ADJOURNED AT 10:31 A.M. \*\***