



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Wednesday, August 1, 2007 David Gebhard Public Meeting Room: 630 Garden Street 9:00 A.M.

COMMITTEE MEMBERS: NATALIE COPE, *Chair* – Present
BOB CUNNINGHAM, *Vice-Chair* – Present
STEVE HAUSZ (HLC) – Present
JENNIFER ROSE – Present
PAUL ZINK (ABR) – Present until 11:24 a.m.

ALTERNATES: LOUISE BOUCHER (HLC) – Absent
CLAY AURELL (ABR) – Absent

CITY COUNCIL LIAISON: GRANT HOUSE – Absent

STAFF: JAIME LIMÓN, Design Review Supervisor – Present until 9:34 a.m.
JO ANNE LACONTE, Assistant Planner – Present
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 the scheduled meeting, notification must be communicated to Staff, Michelle Bedard, the day before the meeting prior to 4:00 P.M., at the City of Santa Barbara Planning Division. Telephone: (805) 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 4:00 p.m., Monday through Thursday, and every other Friday.

NOTICE:

That on July 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/sign.

GENERAL BUSINESS (9:08):

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 July 17, 2007.

Motion: Approval of the minutes of the Sign Committee meeting of July 17, 2007.

Action: Zink/Cunningham, 4/0/1. (Hausz abstained.) Motion carried.

C. Listing of approved Conforming Signs.

The signs approved on Conforming Sign Review from July 25 are listed below (there were no approved signs on August 1):

1. 935 State Street, Crazy Shirts. Final approval as submitted.

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

1. Mr. Zink announced he will not be at the meeting for the review of Items 8 and 9.

E. Possible Ordinance Violations.

No possible ordinance violations reported.

REFERRED FROM CONFORMING SIGN REVIEW

1. **410 S SALINAS ST** C-P Zone

(9:16) Assessor's Parcel Number: 017-341-010
Application Number: SGN2007-00057
Owner: Gallina Family Trust 2/27/02
Contractor: Benton Sign Company
Business Name: Mi Fiesta Market Deli & Grill

(Proposal to install two 8 square foot wall signs and a 5.25 square foot valance sign for Mi Fiesta Market Deli and Grill. The linear building frontage is 36 feet. The allowable signage is 36 square feet.)

(Referred from Conforming Review)

Present: David Benton, Benton Signs

Motion: **Final approval of Sign A as proposed, the valance sign facing Salinas Street, with the following condition:** Instead of Signs B and C, the wall signs, locate the signs on the valance portion of the awning (the awning sides), limit the text to "Mi Fiesta Market", and reduce the letters as appropriate to be in proportion to the awning.

Action: Cunningham/Hausz, 5/0/0. Motion carried.

Commission comment: There would be support of Sign B, the wall sign facing Punta Gorda Street, if it would be proposed at the same height as the proposed awning. There is no support for Sign C, the wall sign facing the freeway side of the building.

Staff comment: The final drawings for the "Mi Fiesta Market" signs on the side of the awning are to return to Conforming Review before final approval of the project can be granted.

REVIEW AFTER FINAL

2. **506 CHAPALA ST** C-M Zone

(9:47) 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. An exception is requested to exceed the allowable letter height of 10 inches.)

(Review of lighting and exception request to exceed the maximum letter height.)

Present: Ken Sorgman, Signs by Ken
Kevin Buckley, Designer

Motion: Continued two weeks with the following comments: 1) The Committee cannot support an exception for oversize letters. 2) The option presented that spells out “Santa Barbara Business College” in halo letters is preferred. 3) The overall area of signage needs to be reduced to relate to the architecture. 4) Explore other options for the text such as upper/lower case or title caps. 5) The font proposed is not acceptable and should be more appropriate to El Pueblo Viejo Landmark District and the building architectural style.

Action: Hausz/Rose, 5/0/0. Motion carried.

CONCEPT REVIEW – NEW

3. 435 STATE ST

C-M Zone

(10:05) Assessor's Parcel Number: 037-211-007
Application Number: SGN2007-00082
Owner: Stella, Trustee for James G. Anthes
Applicant: Signs by Ken
Business Name: Whiskey Richards

(Proposal for one 4.88 square foot hanging painted metal 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: Ken Sorgman, Signs by Ken

Motion: Final approval of Option B, the round sign board, with the following conditions: 1) The shot glass shall be three-dimensional tilting out of the sign. 2) If any additional colors are desired, applicant may return to Conforming Review; otherwise, the off-white and off-black colors are approved as proposed.

Action: Hausz/Cunningham, 5/0/0. Motion carried.

Staff comment: The currently installed bracket was approved/permitted.

CONCEPT REVIEW – NEW

4. 3760 STATE ST

C-P/R-O/SD-2 Zone

(10:14) Assessor's Parcel Number: 053-300-033
Application Number: SGN2007-00084
Owner: Gwen Griffin Santa Barbara, LLC
Applicant: Signs by Ken
Business Name: L3 Communications, LLC

(Proposal to install one 4 square foot wall sign and one 25 square foot monument sign. The linear building frontage is 125 feet. The allowable signage is 90 square feet.)

Present: Ken Sorgman, Signs by Ken
Trey Pinner, Property Manager

Motion: Continued two weeks with the following comments: **1) Sign A, the ground sign on the existing wall:** a) Study a solution that involves a thickening and raising of a portion of the wall where the address numbers currently are located. b) The signage should be in three stacked horizontal lines. c) Incorporate replacement address numbers in stucco to match the wall. d) Return with a photograph showing a mock-up in the field where the proposed edge of the thickening wall would be. **2) Sign B, the new ground sign:** a) Restudy the material of the base. b) Provide additional detail about the construction and mounting of the metal plaques. c) Simplify the top detail. d) Return with photographs of the proposed area where it will be installed.

Action: Hausz/Zink, 5/0/0. Motion carried.

REFERRED FROM CONFORMING SIGN REVIEW

5. 705 PASEO NUEVO

C-2 Zone

(10:30)

Assessor's Parcel Number: 037-400-002
 Application Number: SGN2007-00088
 Owner: Santa Barbara Redevelopment Agency
 Applicant: Signs by Ken
 Business Name: Lulu Lemon

(Proposal to install one new 3 square feet hanging sign. The linear building frontage is 20 feet. The allowable signage is 10 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Ken Sorgman, Signs by Ken

Motion: Final approval of the proposed sign as submitted with the condition that any portable signs with the business name on them shall be removed.

Action: Hausz/Cunningham, 5/0/0. Motion carried.

**** THE COMMITTEE RECESSED FROM 10:36 A.M. TO 10:47 A.M. ****

CONCEPT REVIEW – NEW**6. 113 W DE LA GUERRA ST**

C-2 Zone

(10:47) Assessor's Parcel Number: 037-082-027
 Application Number: SGN2007-00087
 Owner: John R. Dewilde
 Applicant: DCM Graphics
 Business Name: Paseo Pilates

(Proposal to construct one new 5.25 square foot hanging sign. The linear building frontage is 18 feet. The allowable signage is 18 square feet. The building is adjacent to El Pueblo Viejo Landmark District.)

Present: Franco Rizzo and Jerry Fair, DCM Graphics

Motion: **Continued two weeks with the following comments:** **1)** The sign board needs to be a minimum $\frac{3}{4}$ inch thick. **2)** All the background and graphics are to be painted on the sign board. **3)** Provide details of the chain and connecting hardware. **4)** Provide an exception request letter for the height of the letter “p” in the word pilates to exceed the maximum letter height. **5)** The sign is to be relocated to the right side of the arch. **6)** Provide dimensions as to the location of the sign off the sidewalk.

Action: Hausz/Cuninham, 5/0/0. Motion carried.

Staff comment: It was verified that the establishment is not within El Pueblo Viejo Landmark District, but it is adjacent to it.

CONCEPT REVIEW – CONTINUED**7. 3815 STATE G-131**

C-2/SD-2 Zone

(10:58) Assessor's Parcel Number: 051-010-014
 Application Number: SGN2007-00046
 Owner: Patricia S. Nettleship, Trustee
 Applicant: Dave's Signs
 Applicant: Conceptual Motion Company
 Business Name: Ruth's Chris Steak House

(Three new aluminum wall signs, halo lit channel letters: one 29.62 square foot wall sign on the front entrance north elevation, one 24.16 square foot wall sign on the east elevation, one 24.16 square foot wall sign on the north elevation. The linear building frontage is 122 feet. The allowable signage is 90 square feet. Exception requested to exceed the maximum letter height of 12 inches.)

(Exception requested to exceed the maximum letter height.)

Present: Neil Dipaola, Conceptual Motion

Motion: **Continued two weeks with the following comments:** 1) The request for a 16 inch letter height is not supportable (12 inches is the maximum allowable). 2) The neon "US PRIME" component of the sign is not supportable. 3) The red color needs to be significantly toned down. The suggested colors include Frazee Toreador # 6335R or Pan Tone color 201C. 4) All the halo lit letters need to use white neon lighting, or preferably white LED lighting.

Action: Hausz/Cunningham, 5/0/0. Motion carried.

CONCEPT REVIEW – NEW

8. **3851 STATE ST**

C-2/SD-2 Zone

(11:24) Assessor's Parcel Number: 051-010-011
 Application Number: SGN2007-00079
 Owner: Macerich La Cumbre, LLC
 Applicant: Ronald Patterson
 Contractor: Quiel Brothers Signs
 Business Name: Wachovia Bank

(Proposal to change out existing World Savings signs (47.23 square feet) and replace with Wachovia signage. Also proposed is one 17.15 monument sign; one 8.75 square foot wall sign, one 7.05 square foot wall sign, and one 2.43 square foot directional sign. The linear building frontage is 57 feet. The allowable signage is 57 square feet. The total proposed signage under this permit is 35.73 square feet. Note that 8 square feet of signage is proposed for the ATM machine under separate permit - SGN2007-00080.)

Present: Ronald Patterson, Applicant

Motion: **Continued two weeks with the following comments:** 1) Sign 1, the ground sign, is acceptable as proposed, but the Committee would appreciate a proposal for a new sign consistent with the best examples in the neighborhood. 2) Sign 2, the wall sign facing State Street, is acceptable as proposed with the letter face and returns to be the same off-white color. 3) Restudy Sign 3, wall sign facing La Cumbre mall, because an exposed raceway is not acceptable. Propose an alternate solution. 4) Sign 4, the directional sign, is acceptable as proposed. 5) All finishes are to be matte or satin finish. 6) Banners are not acceptable and are subject to daily fines. 7) Propose a switch-out of the signs at the same time the bank branch name changes. 8) Five inch deep illuminated letters should be as shallow in depth as possible.

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

CONCEPT REVIEW – NEW

9. **3851 STATE ST**

C-2/SD-2 Zone

(11:47) Assessor's Parcel Number: 051-010-011
 Application Number: SGN2007-00080
 Owner: Macerich La Cumbre, LLC
 Applicant: Jay Watt
 Architect: Leslie Burnside
 Business Name: Wachovia Bank

(Proposal for ATM wall sign of 8 square feet. The linear building frontage is 57 feet. The allowable signage is 57 square feet. Note that 35.73 square feet of signage is proposed for the Wachovia Bank under a separate permit - SGN2007-00079.)

Present: Ronald Patterson, Applicant

Motion: Final approval as submitted.

Action: Cunningham/ , 0/0/0. Motion failed.

Substitute

Motion: **Continued two weeks with the following comments:** 1) Provide an alternate proposal.
 2) The proposed ATM machine is far larger than is necessary. The Committee would like to see a more minimal imposition in the architecture.

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

**** MEETING ADJOURNED AT 11:55 A.M. ****