



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Wednesday, August 15, 2007 David Gebhard Public Meeting Room: 630 Garden Street 9:00 A.M.

COMMITTEE MEMBERS: NATALIE COPE, *Chair* – Present
BOB CUNNINGHAM, *Vice-Chair* – Absent
STEVE HAUSZ (HLC) – Present
JENNIFER ROSE – Present
PAUL ZINK (ABR) – Present

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

CITY COUNCIL LIAISON: GRANT HOUSE – Absent

STAFF: JAIME LIMÓN, Design Review Supervisor – Present from 9:53 a.m. to 10:01 a.m.
TONY BOUGHMAN, Planning Technician II – 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 August 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/sign.

GENERAL BUSINESS (9:06):**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 August 1, 2007.

Motion: **Approval of the minutes of the Sign Committee meeting of August 1, 2007, with correction.**

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

C. Listing of approved Conforming Signs.

The signs approved on Conforming Sign Review on August 8 are listed below:

1. 401 State Street, The Nails Town. Final approval as submitted.
2. 2205 Castillo Street, Cottage Hospital Child Care Center. Final approval as submitted.
3. 3891 State Street, Wachovia Mortgage. Final approval as submitted.
4. 130 W. Figuero Street, Ideal Mortgage Group. Final approval as submitted.

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

1. Mr. Boughman made the following announcements:

- a) Bob Cunningham would be stepping down on Item # 5, 1332 Santa Barbara Street.
- b) The Sign Committee responsibilities are being rotated between four Staff members.

E. Possible Ordinance Violations.

Ms. Rose reported the following violations:

1. 624 Santa Barbara Street, Pro Imaging: Not an approved sign.
2. 1137 State Street, Old Navy: Banner on the scaffolding.
3. 131 Anacapa Street, Bay Café: Two sandwich boards locked (with bike locks) to City property that are in the public right-of-way.
4. 1200 Block of State Street, Monterey Rug: Giant yellow banner.
5. 1828 State Street, Classic Party Rental: Banner between the two sign posts. It is the approved design, but on a banner.

Mr. Hausz reported the following violations:

1. 721 Chapala, Esau's: Two huge banners.
2. Paseo Chapala proposed signage was denied by the Sign Committee and the Historic Landmarks Commission: There is now a sign although a new proposal was not submitted. Staff is to research if a permit was issued for the installation.

Request for update on previously reported violation:

1. 1315 State Street, Mary Lynn's Bridal: Two gold window signs and all denied signs were installed.

REVIEW AFTER FINAL

1. 506 CHAPALA ST

C-M Zone

(9:17) 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.)

(The exception requested to exceed the maximum allowable letter height was not supported by the Sign Committee at the August 1, 2007, meeting. Review of the request to relocate the previously approved Sign C.)

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

Motion: Final approval of the change of location of Sign C, the wall sign facing Haley Street, as requested.

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

CONCEPT REVIEW – CONTINUED**2. 3760 STATE ST**

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

(9:28) 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

Motion: Continued one week to Conforming Review with the following comments: 1) Sign B, is acceptable as proposed. 2) Sign A: a) Should be made somewhat wider and lower with the font of the numerals and tenants to all be the same. b) The letter heights should all be the same. c) The wall should be thickened by at least two inches to the existing wall. Return with the correct street number for the sign.

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

CONCEPT REVIEW – NEW**3. 1960 CLIFF DR**

C-P/R-2 Zone

(9:37) Assessor's Parcel Number: 035-141-009
 Application Number: SGN2007-00085
 Owner: Levon Investment, LLC
 Applicant: Signs by Ken
 Business Name: Santa Barbara Bank & Trust

(Proposal for a 33 square foot wall sign with 16 inch letters. The proposal is subject to the Mesa Center sign program. The linear building frontage is 40 feet. The allowable signage is 20 square feet.)

(Exceptions are requested to allow the tenant to exceed the maximum allowable letter height of 12 inches and to exceed the maximum allowable square footage for the sign.)

Present: Ken Sorgman, Signs by Ken
 Marilyn Leafdale, Investec

Motion: Final approval of the exception request to exceed the maximum allowable letter height of 12 inches with the finding that a 14 inch maximum letter height is in better scale to the architecture.

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

Substitute

Motion: Deny the exception request for 16 inch letters with the comment that the findings cannot be made for extraordinary circumstances pertaining to this sign and this tenant space.

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

CONCEPT REVIEW – CONTINUED

4. **113 W DE LA GUERRA ST** C-2 Zone
(10:01) Assessor's Parcel Number: 037-082-027
Application Number: SGN2007-00087
Owner: John R. Dewilde
Applicant: DCM Graphics
Business Name: Paseo Pilates

(Proposal for a 5.25 square foot hanging sign. The linear building frontage is 18 feet. The allowable signage is 18 square feet.)

Present: Franco Rizzo and Jerry Fair, DCM Graphics

Motion: Final approval of sign as submitted.

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

CONCEPT REVIEW – NEW

5. **1332 SANTA BARBARA ST** R-3 Zone
(10:04) Assessor's Parcel Number: 029-072-028
Application Number: SGN2007-00094
Owner: University Club of Santa Barbara
Agent: Derrik Eichelberger
Business Name: The University Club

(Proposal to replace two ground signs with new and add one new ground sign for the University Club. The linear building frontage is 103 feet. The allowable signage is 65 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Mark Gardner, Representing Derrik Eichelberger

Motion: Continued one week to Conforming Review with the following comments: 1) The sign is acceptable with details to be provided: a) Font style. b) Construction of the ironwork. c) Color samples. 2) No lighting is approved as part of this application. 3) The signage should not exceed six feet in height above the sidewalk.

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

CONCEPT REVIEW – NEW**6. 2735 DE LA VINA ST**

C-2/E-3/SD-2 Zone

(10:10) Assessor's Parcel Number: 051-213-020
 Application Number: SGN2007-00090
 Owner: Mike H. and Kathy Unhui Kang
 Applicant: Dave's Signs
 Business Name: De La Vina Liquor

(Proposal to remove four existing wooden signs and install a reverse pan channel halo-lit letter sign and construct a masonry tile monument with halo-lit individual channel letters. The linear building frontage is 79 feet. The allowable signage is 65 square feet.)

Present: Dave Tilsner, Dave's Signs

Motion: **Continued two weeks with the following comments:** **1)** The Committee would prefer LED lighting instead of neon. **2)** Reduce letter depth to two inches. **3)** The cabinet should not be aluminum with stucco coat. Instead, use actual hand-plastered stucco. **4)** Add a raised or recessed border to add definition. **5)** The tile should have mitered corners. **6)** The word "liquor" on both signs should be reduced so that it is approximately the same size as "De la Vina." Six or seven inch letters may be acceptable. **7)** Provide a scaled elevation of the wall sign showing the true proportion of the signage to the architecture. **8)** Remove any exterior flood light fixtures that do not have building permits. **9)** Provide a landscape plan for the ground sign. **10)** Patch holes where the existing signs are removed.

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

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

C-2/SD-2 Zone

(10:29) Assessor's Parcel Number: 051-010-014
 Application Number: SGN2007-00046
 Owner: Patricia S. Nettleship, Trustee
 Applicant: Conceptual Motion Company
 Applicant: Dave's Signs
 Business Name: Ruth's Chris Steak House

(Three new aluminum wall signs with 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, and 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 is requested to exceed the maximum allowable letter height of 12 inches.)

Present: Neil Dipaola, Conceptual Motion

Straw vote: How many Committee members could support the "US PRIME" logo in the clear acrylic with the white letters as proposed? 0/4. (All opposed.)

Motion: **Continued one week to Conforming Review with the following comments:** **1) Sign A, the wall sign:** **a)** Is ready for final approval with the proposed 10 inch and 12 inch letters. **b)** The detail of the face lit letters is incorrect and needs to be revised to reflect that they are to be reversed pan channel halo lit letters with square corners and no trim cap. **c)** If possible, reduce the depth of the letters. **d)** Revise the specifications text to reflect reverse pan channel letters. **2)** The "US PRIME" logo as proposed is not supportable. **3)** All previously proposed signs in the interior of La Cumbre Plaza are not included as part of this approval.

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

CONCEPT REVIEW - NEW

8. **3849 STATE ST I-57**

C-2/SD-2 Zone

(10:44) Assessor's Parcel Number: 051-010-011
 Application Number: SGN2007-00095
 Owner: Macerich La Cumbre, LLC
 Agent: Jerry Murdock
 Business Name: Panda Express

(Proposal for one 35.5 square foot channel letter wall sign and one 9 square foot internally illuminated window sign. The linear building frontage is 50 feet. The allowable signage is 50 square feet.)

Present: Jerry Murdock, Agent

Motion: **Continued two weeks with the following comments:** **1)** Applicant and Staff are to research whether the La Cumbre Plaza Sign Program applies to this application. **2)** There are concerns about the graphical elements of the yellow line and the logo conflicting with the space where the sign is located. **3)** The design needs to be greatly simplified. **4)** Staff is to determine whether the proposed window sign exceeds the allowable size for the window. **5)** Committee members were advised to visit the site during the day and night.

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

Staff comment: Staff is to determine whether the signs for the neighboring businesses were approved/permitted; namely, Ritz Cameras, Sunstation Tanning, Bayside Watch, and Baja Fresh.

CONCEPT REVIEW – CONTINUED**9. 3851 STATE ST**

C-2/SD-2 Zone

(10:59) 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

(Proposal to change out existing World Savings signs (47.23 square feet) and replace with Wachovia signage. 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
 Leslie Burnside, Tait & Associates

Motion: **Final approval of the four signs as submitted with the following conditions:** 1) The holes shall be patched where the existing signs are removed. 2) The signs shall not be illuminated.

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

CONCEPT REVIEW – CONTINUED**10. 3851 STATE ST**

C-2/SD-2 Zone

(11:04) Assessor's Parcel Number: 051-010-011
 Application Number: SGN2007-00080
 Owner: Macerich La Cumbre, LLC
 Applicant: Leslie Burnside
 Business Name: Wachovia Bank

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

Present: Ronald Patterson, Applicant
 Leslie Burnside, Tait & Associates

Motion: **Continued one week to Conforming Review with the following comments:** 1) The large amount of blue panel surrounding the ATM is not supportable. 2) The ATM should be the minimal size necessary with the addition of signage above identifying it as Wachovia. 3) Provide revised scaled elevation.

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

CONCEPT REVIEW – NEW**11. 3820 STATE ST**

R-O/SD-2 Zone

(11:22) Assessor's Parcel Number: 057-240-052
 Application Number: SGN2007-00092
 Owner: Peaceful View Properties, LLC
 Agent: Vogue Sign Company
 Business Name: Select Staffing

(Proposal for a 17 square foot wall sign, a 14.5 square foot wall sign, to reface a 20 square foot ground sign and a 12 square foot ground sign, and construct a new 21.5 square foot ground sign. The linear building frontage is 151 feet. The allowable signage is 90 square feet.)

Present: Christian Muldoon, Vogue Sign Company
 Lori Weathers and Laurie Maxwell, Select Staffing

Motion: **Continued one week to Conforming Review with the following comments:** **1) Sign A**, the wall sign; **Sign C**, the rear monument sign; and **Sign D**, the rear wall sign, are acceptable as proposed. **2) Sign B**, the monument sign next to the front driveway, is not acceptable as proposed: **a)** Retain the concrete wall with signage to resemble that of Sign C. **b)** "Select Staffing" and the address numerals "3820" should be the same font, and the numerals should either be without the arrow or with a much smaller arrow. **c)** The arrow and numerals should be centered above "Select Staffing." **3) Sign E**, the monument sign at the front sidewalk, is not acceptable as proposed: **a)** The sign should replicate the concrete wall and existing signage of Sign B and proposed Sign C. **b)** The concrete wall should be a maximum 4½ feet tall. **c)** If landscaping is removed for Sign E, provide a plan for replacement landscaping. **d)** Provide a larger scale site plan of the area where Sign E is to be located. **4) Signs B and E:** **a)** The signs should not be internally illuminated. **b)** Provide cut-sheets for exterior illumination fixtures. **5)** Lighting on the signs should include a time clock for a suggested 10:00 p.m. off time.

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

**** MEETING ADJOURNED AT 11:47 A.M. ****