



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

**Wednesday, January 16, 2008**     **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

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

**CITY COUNCIL LIAISON:**     GRANT HOUSE – Absent

**STAFF:**             DANNY KATO, Senior Planner – Absent  
                                         JAIME LIMÓN, Senior Planner – Present from 10:39 a.m. to 10:45 a.m.  
                                         DEBBIE HUGHEY, Planning Technician II – 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 the scheduled meeting. If the applicant is unable to attend the scheduled meeting, notification must be communicated by 4:00 P.M. on the day before the meeting to Debbie Hughey, Planning Technician II, at the City of Santa Barbara Planning Division, at 564-5470, otherwise a postponement/rescheduling fee will be charged.

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 4:00 p.m., Monday through Thursday, and every other Friday.

**NOTICE:**

That on January 10, 2008, 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](http://www.SantaBarbaraCa.gov/sign).

**GENERAL BUSINESS (9:00):**

## A. Election of Officers.

Ms. Cope opened nominations for Chair and Vice-Chair.

1. Nominations for Chair: Natalie Cope and Jennifer Rose (declined).

**A vote was taken and Natalie Cope was elected as Chair.**

2. Nominations for Vice-Chair: Jennifer Rose .

**A vote was taken and Jennifer Rose was elected as Vice-Chair.**

## B. 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.

## C. Approval of the minutes of the Sign Committee meeting of December 19, 2007.

**Motion: Approval of the minutes of the Sign Committee meeting of December 19, 2007, with corrections.**

Action: Hausz/Cunningham, 5/0/0. (Cunningham and Rose abstained.) Motion carried.

## D. Listing of approved Conforming Signs.

The sign approved on Conforming Sign Review on January 7, 2008, is listed below:

1. 2026 Cliff Drive, Heidi's Cards and U.S. Post Office. Final approval as submitted.

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

Ms. Hughey announced that Larry Cassidy, Senior Plans Examiner/Building Inspections Supervisor, will be attending the next Sign Committee meeting to discuss sign violations.

## F. Possible Ordinance Violations.

1. Ms. Rose reported that *La Luz del Mundo* church at 225 E. Haley Street has a large banner on the north side of the street.
2. A pet shop in the vicinity of State and Mission Streets may have an unapproved sign.
3. Mr. Zink reported that a nail salon at 309 W. Carrillo Street has a flashing neon sign. The sign is on at night even when the salon is closed.
4. Rockin' Yogurt at 620 State Street has a sandwich sign.
5. The Sheppard Mullin Law Firm located at 1111 Chapala Street has a big purple sign that may not have been reviewed/approved by the Sign Committee.
6. Mr. Cunningham reported that there are Apollo Painting and Construction signs on each street side of Garden and Cota Streets.
7. There is a Carpenter's Union banner at Loreto Plaza.
8. Mr. Hausz reported that Seagrass at 1111 Chapala Street has an unapproved sign.

**Requests:**

Ms. Rose requested a *sign sweep* from Las Positas Road down to San Remo Drive on the east/west side. There are now more new unapproved signs.

**CONCEPT REVIEW – CONTINUED**1. **3305 STATE ST**

C-L/C-P/SD-2 Zone

**(9:25)**

Assessor's Parcel Number: 051-100-001

Application Number: SGN2007-00149

Owner: Emil F. &amp; James M. Deloreto

Applicant: Signs By Ken

Architect: Lenvik and Minor

Business Name: Loreto Plaza

*(Proposal for Sign Program for Loreto Plaza - Halolit Letters. The linear building frontage is 100 feet.)*

This item was reviewed out of order.

Present: Ken Sorgman, Signs By Ken  
Richard Six, Lenvik and Minor

**Motion:** **Continued two weeks with the following comments:** 1) The Sign Program materials as presented are generally acceptable. 2) A raised border should be provided approximately half-inch by half-inch on the back plates. 3) The Program should indicate the following: a) Where there is a single line of text, generally the letter height should be 12 inches; b) where there are two lines of text, there should be a three inch clearance from top and bottom of the sign to the letters; and c) for text with upper and lower case, descenders may exceed the 12 inch guideline. 4) As to the tower signage, applicant should provide a larger scale rendering showing the accurate lettering spacing in order for the Committee to assure that the layout is appropriate for the architecture. 5) The LED lighting for the tower should be of a low intensity. 6) The Committee accepts the proposal for temporary signage: a) Approval includes temporary signage as proposed, but should return with documentation that will serve as a guideline for *all* temporary signage. b) The panel size proposed would be acceptable without review for any temporary signage that may remain in place during construction.

Action: Hausz/Rose, 4/0/1. (Cunningham stepped down.) Motion carried.

## CONCEPT REVIEW – NEW

### 2. **1436 CHAPALA ST**

C-2 Zone

**(9:15)**

Assessor's Parcel Number: 039-071-001  
 Application Number: SGN2007-00151  
 Owner: John J. Holehouse  
 Applicant: Signs By Ken  
 Business Name: South Coast Deli

*(One 10 square foot wall sign for South Coast Deli. The linear building frontage is 51 feet. The allowable signage is 51 square feet.)*

This item was reviewed out of order.

Present: Ken Sorgman, Signs By Ken

**Motion:** **Final approval and continued one week to the Conforming Sign Review calendar with the following conditions:** 1) The approval is conditional upon the removal of all the excessive window signage. 2) The actual sample of the aluminum panel shall be reviewed on Conforming for the texture to be approved. 3) The sign shall be lowered so that the bottom edge is aligned with the horizontal mullion of the windows. 4) The registered mark shall be removed from the signage. 5) No lighting is approved as part of this application.

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

**CONCEPT REVIEW – NEW****3. 1994 CLIFF DR**

C-P/R-2 Zone

**(9:53)** Assessor's Parcel Number: 035-141-009  
 Application Number: SGN2007-00153  
 Owner: Levon Investments, LLC  
 Applicant: Signs By Ken  
 Business Name: Szechuan Restaurant

*(Proposal for one 3.36 square foot wall sign and one 3.5 square foot blade sign for an existing Sign Program. The linear building frontage is 15 feet. The allowable signage is 7.5 square feet.)*

Present: Ken Sorgman, Signs By Ken

**Motion:** **Final approval with the following conditions and comments:** 1) The wall sign is approved as submitted. 2) The blade sign is acceptable with the condition that “Chinese Cuisine” should be removed unless it is part of the registered business name. 3) The review of the Sign Program is continued and should be revised to specify the location of the hanging signs for each of the different trellis or roof conditions. 4) Staff is to compile information on applications that have been submitted to date in order to assure uniformity during the review of the Sign Program.

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

**CONCEPT REVIEW – NEW****4. 1324 STATE**

C-2 Zone

**(10:07)** Assessor's Parcel Number: 039-132-015  
 Application Number: SGN2007-00152  
 Owner: Arlington Plaza, LLC  
 Applicant: Signs By Ken  
 Business Name: Santa Barbara Frame Shop & Gallery

*(Proposal for one 7 square foot sign of suspended wood and gold leaf letters on metal rods and one 2.9 square foot wooden blade sign with gold leaf letters. 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 as submitted. Staff is to confirm that the green matches the approved blade sign color.**

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

**CONCEPT REVIEW – CONTINUED**

**5. 308 PALM AVE**

M-1 Zone

**(10:12)** Assessor's Parcel Number: 031-342-009  
Application Number: SGN2007-00143  
Applicant: Freedom Signs  
Owner: Jaya Lozano  
Business Name: Under the Hood Automotive

*(Proposal to install one 20.8 square foot hand-painted wall sign and one 18.2 hand-painted logo sign. The linear building frontage is 55 feet. The allowable signage is 55 square feet.)*

Present: Dan Morris, Freedom Signs

**Motion: Final approval of Signs A (larger wall sign ), B (entry door wall sign), and C (logo sign) with the following conditions: 1) Sign A shall be reduced proportionally so that the overall height of outline is 36 inches. 2) The top of the sign outline shall be no more than 9 feet above the sidewalk.**

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

**CONCEPT REVIEW – NEW**

**6. 628 STATE ST**

C-M Zone

**(10:18)** Assessor's Parcel Number: 037-132-026  
Application Number: SGN2007-00154  
Owner: Bernard J. Macelhenny  
Applicant: Freedom Signs  
Business Name: The Habit

*(Proposal for 2 as-built signs totaling 11.8 square feet. Board A is 4.9 square feet and Board B is 6.9 square feet. The linear building frontage is 20 feet. The project is located in El Pueblo Viejo Landmark District.)*

Present: Dan Morris, Freedom Signs

**Motion: Final approval of signage with the condition that, if any future changes are proposed for the sign, the lettering shall not exceed two inches in height. It is noted that the total amount of signage is still within what is allowed by the Sign Ordinance.**

Action: Hausz/Zink, 3/2/0. (Cunningham/Rose opposed. Cunningham disagreed with accepting an exception for lettering greater than a two inch height.) Motion carried.

**CONCEPT REVIEW – NEW**

**7. 3005 STATE ST**

C-2/SD-2 Zone

**(10:26)** Assessor's Parcel Number: 051-121-006  
Application Number: SGN2007-00155  
Owner: Richard W. & Vera J. Scheeff, Trustees  
Applicant: Santa Barbara Signs & Graphics  
Business Name: Jack's Kitchens

*(One 5 square foot wall sign (Sign A) fronting State Street and one 12.5 square foot wall sign (Sign B) fronting the parking lot. The linear building frontage is 30.30 feet. The allowable signage is 30.33 square feet.)*

Present: Fred Barbaria, Santa Barbara Signs and Graphics  
Megan Landry, Business Owner/President

**Motion:** Continued one week to Conforming Sign Review with the following comments:  
**1)** Sign B (wall sign fronting the parking lot) should be revised to eliminate all the informational text. **2)** Show the revised height of the sign and show the height of Sign B above the sidewalk. **3)** The white shall match the off-white color of the building and applicant should provide a sample.

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

**\*\* THE COMMITTEE RECESSED FROM 10:34 A.M. TO 10:38 A.M. \*\***

**CONCEPT REVIEW – NEW**

**8. 730 N MILPAS ST**

C-2 Zone

**(10:38)** Assessor's Parcel Number: 031-122-031  
Application Number: SGN2007-00148  
Owner: J. R. and Jamie S. Miller  
Applicant: Sign-A-Rama, Goleta  
Business Name: Chili Town

*(Wall mounted sign proposal to abate ENF2007-00821. The linear building frontage is 55 feet. The allowable signage is 55 square feet.)*

**This item was postponed due to applicant’s absence.**

Commission comment: Staff should reinstate the enforcement case.

**CONCEPT REVIEW – NEW****9. 2911 DE LA VINA ST**

C-2/SD-2 Zone

**(10:47)** Assessor's Parcel Number: 051-202-008  
 Application Number: SGN2007-00150  
 Owner: Sorensen Henning, Trustee  
 Applicant: DCM Graphics  
 Business Name: Jake's Cottage Cuisine Café

*(Proposal to reface an existing 10 square foot ground sign. The linear building frontage is 37.5 feet. The allowable signage is 37.5 square feet.)*

Present: Franco Rizzo and Jerry Fair, DCM Graphics

**Motion:** **Continued two weeks with the following comments:** 1) Applicant is to return with the awning sign revised: **a)** move the “Jake’s” text down and **b)** include “Cottage Cuisine Café” on one line. 2) Revise the monument sign: **a)** remove the text from the moon, **b)** paint the text blue to match the awning, and **c)** remove the “Just Around the Corner” and “Always Fresh Food” text. 3) The text on the awning should match the building color. 4) Applicant should explore other locations for signage and additional signage options. 5) Applicant should consider coordinating the colors by either losing the red or the blue color. 6) Staff is to determine whether the sign should be refaced or reviewed as a new sign.

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

**COURTESY REVIEW – NEW****10. 4200 CALLE REAL / MERCY HOUSING**

**(10:38)** Assessor's Parcel Number: 059-240-020,-021,-022  
 Application Number: MST98-00749  
 Owner: Alicia Martin, D.C.  
 Applicant: Ben Phillips and Amy Bayley  
 Architect: Ilona Scott

*(NOTE: This is a courtesy review only for a Historic Sign Structure.)*

**(Courtesy Review for Historic Sign Structure.)**

This item was reviewed out of order.

**Committee Comments (to be forwarded to the Architectural Board of Review):**

1. Replicate the original columns.
2. Eliminate the par lamps.
3. Use the original sign and three horizontal bars.
4. The Committee feels the oversize beam is unacceptable.
5. The actual metal letters are not important historically and can be recreated out of new material with same size and type of material.