

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 January 24, 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.

GENERAL BUSINESS (9:03):**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 16, 2008.

Motion: Approval of the minutes of the Sign Committee meeting of January 16, 2008, with corrections.

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

C. Listing of approved Conforming Signs.

The signs approved on Conforming Sign Review on January 23 is listed below:

1. 3005 State, Jack's Kitchens. Final approval as submitted.
2. 1331 San Andres Street, Wash & Fun. Final approval as submitted.

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

No announcements were made.

E. Possible Ordinance Violations.

1. Mr. Cunningham requested a future discussion item for clarification of what temporary signs are allowed by the Sign Ordinance. An issue was raised about the banner located on the fence of the Army Reserve located on the corner of State Street and Las Positas Road. The sign is also off premises.

Danny Kato, Senior Planner/Signs Design Review Supervisor, stated that the Sign Ordinance does not allow any banners at all. Yet, City Council adopted a resolution for parks and beaches to allow temporary banners for special events. Only one temporary banner is allowed to be facing the street, with certain standards, although there is no limit to the amount of signs facing the event. Mr. Kato is contacting the City Attorney's Office to clarify whether the City has jurisdiction over the Army Reserve.

Mr. Kato provided the Committee with a copy of the Temporary Sign Standards for Special Events in Parks and Beaches as adopted by City Council in 1993 (Resolution 93-021).

2. Ms. Rose reported that Jack's Bagels, located at Carpinteria and Milpas Streets, has two banners.
3. Mr. Zink reported the Pat Scott Masonry signage located at 32 N. Calle César Chávez that was not reviewed/approved by the Committee.
4. Mr. Hausz reported Chubbies Hamburgers located at 2908 De La Vina Street has an unpermitted ground sign.
5. Mr. Hausz asked that Staff confirm that the wall pack light fixtures at 525 Anacapa Street have been permitted.

F. **DISCUSSION ITEM**

(9:40)

Larry Cassidy, Building Inspector/Plan Check Supervisor, discussed Sign Inspections.

This item was discussed out of order.

Present: Larry Cassidy, City Building Inspector, Supervisor
Danny Kato, Senior Planner/Signs Design Review Supervisor

The Committee made the following comments/questions:

1. Signs are a visual aspect that is important in the City.
2. Much time is spent reviewing the plans for signage by the Committee, but things may get overlooked in the inspection process and signs end up getting installed differently from what was approved.
3. Staff is to work on making sure the correct final, approved package (with correct drawings/plans) is turned in by the applicant to guide the building inspectors out in the field.
4. Asked if it would be possible for Design Review Staff to go out and do the inspection of approved signs to assure compliance to what was actually approved by the Committee. The building inspectors would take care of the electrical/public health and safety issues.
6. There are standard conditions that building inspectors should be aware of. These standards may not be specifically brought out in each project's motion.
7. The Committee is to discuss a check list of standard conditions for all signs at the next Sign Committee meeting.

Mr. Kato responded that the possibility is being considered to have the Design Review Staff inspect approved signs. Mr. Cassidy added that it would be the inspection of non-structural issues.

Mr. Cassidy stated that supervisors shall discuss having the Design Review Staff highlight certain important features on the plans for the building inspectors to make special note of.

Public comment opened at 9:50 a.m.

Ken Sorgman, local contractor, commented that often clients ask him if changes can be made to what was approved by the Committee. Although the building inspector may not notice the change, he lets his clients know they need to install signage as it was approved.

Public comment closed at 10:01 a.m.

CONCEPT REVIEW – NEW

1. 31 W CARRILLO ST

C-2 Zone

(9:19) Assessor's Parcel Number: 039-321-001
 Application Number: SGN2008-00007
 Owner: Hotel Carrillo, LP
 Applicant: Signs By Ken
 Business Name: Canary Hotel

(Four proposed signs for the Canary Hotel and Coast Restaurant and Bar. There are two (six square foot each) proposed hanging signs (with brackets) and two (13.75 square foot each) proposed wall signs totaling 39.5 square feet. The linear building frontage is 100 feet. The allowable signage is 65 square feet. The project is located in El Pueblo Viejo Landmark District.)

This item was reviewed out of order.

Present: Ken Sorgman, Signs By Ken
 Steve Fort, Tynan Group, Owner's Representative

Motion: **Continued two weeks with the following comments:** **1) Sign A:** a) The Committee is concerned about the legibility of the sign. b) The colors are acceptable as proposed, but there should be a dimensional quality to the location of the color relative to the letter faces. **2) The exception request is acceptable.** It was noted that the font is an appropriate scale to the architecture of the building. **3) Signs B and B1:** a) The Committee is concerned about the red color being too bright. Provide a larger sample of the red color for review. b) Applicant should return with a swatch of the awning fabric. c) Explore using a sandblasted background.

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

CONCEPT REVIEW – CONTINUED**2. 3305 STATE ST**

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

(10:03) Assessor's Parcel Number: 051-100-001
 Application Number: SGN2007-00149
 Owner: Emil F. and James M. Deloreto Trust
 Applicant: Signs By Ken
 Business Name: Loreto Plaza

(Proposal for Sign Program for Loreto Plaza - Halolit Letters.)

This item was reviewed out of order.

Present: Ken Sorgman, Signs By Ken

Motion: **Continued two weeks with the following comments:** **1)** The temporary signage has been approved. **2) Sign Program:** **a)** Item 4, add that the signage should not include extraneous items, such as the “tm” or registered mark. **b)** Item 7, add that banners are not allowed in the City of Santa Barbara. **3)** Applicant should consider adding additional ornamentation to the sign board and the brackets signage. **4)** Bring forward the comments from the January 16, 2008, meeting: The tower signage shall return with a larger scale rendering showing the accurate lettering spacing in order for the Committee to assure that the layout is appropriate for the architecture.

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

DISCUSSION ITEM**3. 1994 CLIFF DR**

C-P/R-2 Zone

(10:15) 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.)

(Discussion to clarify Sign Program to specify the location of hanging signs for each of the different trellis or roof conditions.)

Present: Ken Sorgman, Signs By Ken

Motion: **Continued two weeks at the applicant's request.**

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

CONCEPT REVIEW - NEW**4. 535 STATE ST**

C-M Zone

(10:15) Assessor's Parcel Number: 037-172-001
 Application Number: SGN2008-00009
 Owner: Rove Enterprises, Inc.
 Applicant: Freedom Signs
 Business Name: True Santa Barbara

(Proposal for one 4 square foot hanging sign, double sided, mounted on existing bracket. The linear building frontage is 15 feet. The allowable signage is 15 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Dan Morris, Freedom Signs

Motion: **Continued two weeks with the following comments:** **1)** The sign is acceptable as proposed with the following conditions: **a)** The logo letter "t" should be lightened to lessen the difference with the background. **b)** An exception request letter should be submitted for the proposed height of the "t" in the logo. **2)** The bracket that exists is not consistent with documentation for the bracket that was originally approved and a new bracket design should be submitted that is appropriate to El Pueblo Viejo Landmark District and to the scale of the sign. **3)** Staff is to verify the legality of the currently installed bracket for Marcel Hemp.

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

CONCEPT REVIEW - CONTINUED**5. 2911 DE LA VINA ST**

C-2/SD-2 Zone

(10:28) Assessor's Parcel Number: 051-202-008
 Application Number: SGN2007-00150
 Owner: Henning Sorensen, Trustee
 Applicant: DCM Graphics
 Business Name: Jake's Cottage Cuisine Café

(Proposal to reface an existing 10 square foot ground sign. Sign being reviewed as a "new sign." The previous tenant's ground sign was approved for a height of six feet. Jake's Cottage Cuisine Café sign is approximately 6 1/2 feet. 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)** The Committee supports refacing the existing sign structure with the following conditions: **a)** "Always Fresh Food" and "Just Around the Corner" should be eliminated. **b)** The size of the moon should be shrunk to not crowd the size of the sign board. **2)** Bring forward the comments from the January 16, 2008, meeting: **a)** The text on the awning shall match the building's off-white color. **b)** Applicant should consider coordinating the colors by either losing the red or the blue color.

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

CONCEPT REVIEW - NEW**6. 525 ANACAPA ST**

C-M Zone

(10:38) Assessor's Parcel Number: 037-173-045
 Application Number: SGN2008-00008
 Owner: 525 Anacapa, LLC
 Applicant: Sign-A-Rama
 Business Name: Paul Mitchell the School

(Proposal to install two channel letter signs to be halo lit with LED for Paul Mitchell the School. The linear building frontage is 60 feet. The allowable signage is 60 square feet.)

Present: Michael Reese, Sign-A-Rama

Motion: **Continued two weeks with the following comments:** **1)** The signs as presented are not acceptable because it is a can sign and the property is adjacent to El Pueblo Viejo Landmark District. **2) Sign A:** **a)** Return with reduced profile, halo lit letters. **b)** Remove the box. **c)** The letters for "The School" should be black, pin mounted, and ten inch maximum. **3) Sign B:** **a)** Should be lowered to relate to the architecture on the front elevation and to be more pedestrian oriented. **b)** The right edge should not extend beyond the vertical edge of the second floor (facing Anacapa Street.) **4)** The white should match the off-white building color.

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

CONCEPT REVIEW - NEW**7. 401 S HOPE AVE**

E-3/P-D/SP-4/SD-2 Zone

(10:55) Assessor's Parcel Number: 051-240-018
 Application Number: SGN2008-00004
 Owner: Cutter Properties, Ltd.
 Applicant: Mike Ramsey
 Business Name: Smart

(Proposal for 4 new signs totaling 63.87 square feet for the Cutter Dealership. There are 9 existing signs totaling 183.07 square feet that are to remain. The linear building frontage is 33.9 feet. The allowable signage is 33.9 square feet.)

(An exception is requested for more signage than allowed.)

Present: Mike Ramsey, Applicant

Motion: **Continued two weeks with the following comments:** **1) Sign A:** The Committee would support the exception request for larger letters and/or logo. **2) Sign B:** **a)** Sign is not supportable as presented because of its redundancy, unnecessary information, and crowding of the architecture. **b)** Applicant should reduce the sizes of the letters or eliminate the sign in its entirety. **3)** Explore combining elements from Signs A and B to minimize signage. **4) Sign C:** **a)** The Committee is concerned with the black color and the diagonal orientation relative to the streets. **b)** Applicant should research placement of the sign with the Transportation Department prior to returning. **c)** Applicant should verify the height of the sign from the public sidewalk. **d)** Provide cross-section. **5) Sign D** is not supportable.

Action: Zink/Hausz, 3/0/0. (Cunningham stepped down. Cope absent.) Motion carried.

REFERRED FROM CONFORMING SIGN REVIEW

8. 128 S SALINAS ST

C-P Zone

(11:23)

Assessor's Parcel Number: 017-232-001
Application Number: SGN2008-00001
Owner: Winters Family Corporation
Applicant: Sign-A-Rama Goleta
Business Name: Fairway Market

(Proposal for replacement of existing signage with one 13.3 square foot light box sign. Letters being changed from Fairway Market to Fairway Liquor & Market. The linear building frontage is 24.5 feet. The allowable signage is 24.5 square feet.)

(Referred from the January 7, 2008, Conforming Sign Review.)

Present: Wasantha Mohottige, Sign-A-Rama

Motion: **Continued two weeks with the following comments:** 1) The sign is not acceptable due to the proposed location above the roof, internal illumination, and the deep sign cabinet not being appropriate to a residential neighborhood. 2) Consider the location for signage that relates more to the street and not the parking lot.

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

**** MEETING ADJOURNED AT 11:31 A.M. ****