



# City of Santa Barbara Planning Division

## SIGN COMMITTEE MINUTES

**Wednesday, February 13, 2008**      **David Gebhard Public Meeting Room: 630 Garden Street**      **9:00 A.M.**

**COMMITTEE MEMBERS:**  
NATALIE COPE, *Chair* – Present  
JENNIFER ROSE, *Vice-Chair* – Present  
BOB CUNNINGHAM – Present  
STEVE HAUSZ (HLC) – 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/Signs Design Review Supervisor – Absent  
DEBBIE HUGHEY, Planning Technician II – Present  
GABRIELA FELICIANO, Commission Secretary – Present

*Website: [www.SantaBarbaraCa.gov](http://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 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, (805) 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 February 7, 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 (9:05):**

## 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 January 30, 2008.

**Motion: Approval of the minutes of the Sign Committee meeting of January 30, 2008, with corrections.**

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

## C. Listing of approved Conforming Signs.

The sign approved on Conforming Sign Review on February 6 is listed below:

1. 1436 Chapala Street, South Coast Deli. Final approval with conditions.

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

1. Ms. Hughey made the following announcements:

- a) The installed goose neck lights at 436 N. Milpas Street were approved by the Sign Committee (SC) in 2006. Mr. Hausz requested that Staff do more research, including the review of the conditions of approval and audio records.
- b) Rocking Yogurt submitted an incomplete application for review by the Historic Landmarks Commission (HLC). Staff is waiting for applicant to complete the application process.
- c) Chili Town is no longer an enforcement case for illegal signage because the signs have been removed.
- d) State Side Restaurant has a deadline of February 15, 2008, to submit for Historic Landmark Commission and Sign Committee review.

E. Possible Ordinance Violations.

Ms. Rose reported that Zia Jewelry located at 3 E. De La Guerra Street, the Starbuck's Building, has three banners facing De La Guerra Plaza.

Mr. Cunningham reported that Jack in the Box, 3747 State Street, has red and white snipe signs in the parkway strip.

Mr. Zink reported that Nails Town, 401 State Street, has a flashing neon "open" sign. It was a condition of approval that the neon sign be removed, but it was placed back up once the permit was issued. Ms. Hughey responded that this violation has been reported and is now an enforcement case.

F. Update on Building Inspectors' Check List.

Ms. Hughey distributed a draft list of standard conditions for all signs created by Mr. Hausz. The following was suggested/requested:

Mr. Cunningham suggested that the list be revised to look more like a check list with check-boxes to the left of each condition. Mr. Cunningham also suggested that, where the check list refers to "approved plans", the language be changed to *approved drawings*; and if a site plan is what was approved, it should be specified as such.

Ms. Cope expressed concern that, although the plans may indicate what plant species for the landscape were approved, the inspectors may not be able to identify the plants.

Mr. Hausz requested to have Larry Cassidy, Building Inspector/Plan Check Supervisor, return for another discussion about sign inspections.

**CONCEPT REVIEW - NEW**

**1. 415 N MILPAS ST**

C-2 Zone

**(9:16)** Assessor's Parcel Number: 031-304-020  
Application Number: SGN2008-00013  
Owner: Isako Nam, Trustee  
Applicant: Benton Signs  
Business Name: Pavilion Gardens

(Proposal for one 18.75 square foot ground sign on existing base with pagoda roof detail with two interior fluorescent lamps. The linear building frontage is 41 feet. The allowable signage is 41 square feet.)

Present: David Benton, Benton Signs

**Motion:** Continued to Conforming Review with the following comments: 1) Provide the landscape plan. 2) The fluorescent lamps shall be T8 versus T12.

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

**CONCEPT REVIEW - CONTINUED**

**2. 3305 STATE ST**

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

**(9:29)** Assessor's Parcel Number: 051-100-001  
Application Number: SGN2007-00149  
Owner: Emil F. and James M. Deloreto, Trustees  
Applicant: Signs By Ken  
Business Name: Loreto Plaza

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

Present: Ken Sorgman, Signs By Ken

**Motion:** Final approval as submitted.

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

**CONCEPT REVIEW - CONTINUED****3. 31 W CARRILLO ST**

C-2 Zone

**(9:32)** 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.)

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

**Motion: Final approval as submitted with the condition that applicant shall provide a sample of the painted wood.**

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

**DISCUSSION ITEM****4. 1994 CLIFF DR**

C-P/R-2 Zone

**(9:41)** 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.)

**(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: Final approval of the Szechuan Restaurant signage, and the Sign Program continued to Conforming Review with the following changes: 1) Applicant should modify the Sign Program to indicate the approved locations for the hanging signs for buildings 1, 3, and 5. 2) Add to the Sign Program that all neon signs, including "open" signs, are not allowed.**

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

**CONCEPT REVIEW - CONTINUED****5. 535 STATE ST**

C-M Zone

**(9:47)** 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 to Conforming Review with the following comment and conditions:**  
**1) Signage is ready for final approval. 2) A paint chip shall be submitted. 3) The bracket, including the attachment screws, shall be an off-black color.**

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

**CONCEPT REVIEW - CONTINUED****6. 2911 DE LA VINA ST**

C-2/SD-2 Zone

**(10:05)** 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 feet ground sign and place new text on awning. Awning previously approved by the Architectural Board of Review. The linear building frontage is 37.5 feet. The allowable signage is 37.5 square feet.)

This item was reviewed out of order.

Present: Jerry Fair, DCM Graphics

**Motion:** **Continued to Conforming Review with the following comments:** **1) The design of the signage is ready for final approval. 2) Applicant should provide color chips for the text on the awning and the sign board. 3) The colors shall be listed on the drawings/plans (in addition to the color chips). 4) Provide information as to the materials of the sign.**

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

**CONCEPT REVIEW - CONTINUED**

7. **525 ANACAPA ST**

C-M Zone

**(9:52)** 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.)

This item was reviewed out of order.

Present: Michael Reese, Sign-A-Rama

**Motion:** **Final approval with the condition that Staff shall confirm that the following are included in the final submittal:** a) the dimensions of the sides of the signs; b) the front elevation showing the sign centered on the gable; and c) the dimensions from the top of the arch to the top of the signage.

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

**CONCEPT REVIEW - NEW**

8. **1155 COAST VILLAGE RD D**

C-1/SD-3 Zone

**(10:12)** Assessor's Parcel Number: 009-291-006  
Application Number: SGN2008-00011  
Owner: Costa Villa Associates, LP  
Applicant: Gary Jensen  
Contractor: Benton Signs

(Proposal for a new sign program for the Costa Villa commercial center.)

Present: David Benton, Benton Signs  
Michael Chenoweth, Property Manager  
Gary Jensen, Architect

**Motion:** **Continued two weeks with the following comments:** 1) The Sign Program application should include a color scheme and the major complex signage on site plans. 2) Include the revisions as discussed during the Committee's review.

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

**CONCEPT REVIEW - NEW****9. 900 CHAPALA ST**

C-2 Zone

**(10:44)** Assessor's Parcel Number: 039-321-019  
 Application Number: SGN2008-00010  
 Owner: Howard Com Property Trust 3-14-90  
 Applicant: Dave's Signs  
 Business Name: Charles Schwab

(Proposal for two 13.95 square foot wall signs on the west and south elevations to replace existing Charles Schwab backlit channel letters with new backlit channel letters updating to current Charles Schwab identity. The linear building frontage is 95 feet. The allowable signage is 65 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Tom Carr, Dave's Signs

**Motion:** **Continued two weeks with the following comments:** 1) Applicant should return with an acceptable color finish (as discussed). A gold leaf finish was encouraged. 2) Provide dimension drawings displaying the sign in at least three different options: a) one conforming to the 10 inch letter height overall; and b) two or more expressing the same sign in between the 10 inch and the 16 inch letter height as originally proposed for both locations.

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

**\*\* THE COMMITTEE RECESSED FROM 10:59 A.M. TO 11:04 A.M. \*\***

**CONCEPT REVIEW - CONTINUED****10. 128 S SALINAS ST**

C-P Zone

**(11:04)** 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.)

Present: Wasantha Mohottige, Sign-A-Rama

**Motion:** **Continued two weeks with the following comments:** 1) Applicant should return with the sign shown centered above the window and either painted on the building or sandblasted wood. 2) The external illumination should either be concealed or in a style appropriate to the building's architecture. 3) Future approval of signage would be conditional upon the removal of the banner that is above the roof, on the parapet, located to the west of the proposed signage.

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

**CONCEPT REVIEW - NEW**

**11. 404 WILLIAM MOFFETT PL**

A-F/SD-3 Zone

**(11:13)** Assessor's Parcel Number: 073-450-003  
Application Number: SGN2008-00012  
Owner: City of Santa Barbara  
Applicant: Sign-A-Rama, Goleta  
Business Name: Atlantic Air

(Proposal for one 27.9 square foot wall sign and one 27 square foot monument sign. The linear building frontage is 123 feet. The allowable signage is 90 square feet.)

**(An exception is requested for 16 inch letters instead of 12 inch for the wall sign.)**

Present: Wasantha Mohottige, Sign-A-Rama

**Motion:** Continued two weeks with the following comments: **1) Sign A, wall sign:** a) The Committee cannot support the exception request and would like to see 12 inch letters. b) The palm tree should not be moved/removed unless approved by the Architectural Board of Review. **3) Sign B, monument sign:** a) The Committee cannot support the proposed width of the new cabinet and would prefer to see the existing cabinet be used. b) The monument sign shall be reviewed by the Transportation Department.

**Action:** Hausz/Zink, 3/2/0. (Cunningham/Rose opposed because they did not believe the landscape should be addressed in the motion's comments.) Motion carried.

**\*\* MEETING ADJOURNED AT 11:26 A.M. \*\***