



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

Wednesday, May 7, 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 - ABSENT  
STEVE HAUSZ (HLC) - PRESENT  
PAUL ZINK (ABR) - PRESENT

**ALTERNATES:**

LOUISE BOUCHER (HLC) - ABSENT  
CLAY AURELL (ABR) - ABSENT

**CITY COUNCIL LIAISON:**

GRANT HOUSE - ABSENT  
DALE FRANCISCO (ALTERNATE) - ABSENT

**STAFF:**

DANNY KATO, Senior Planner/Signs Design Review Supervisor - PRESENT  
MAGGI WALKER, Planning Technician - PRESENT  
KATHLEEN GOO, Alternate Commission Secretary - PRESENT

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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 scheduled meeting. If the applicant is unable to attend scheduled meeting, Staff must be notified by the applicant prior to 4:00 P.M. the day before the meeting. Call Maggi Walker, at the City of Santa Barbara, Planning Division, 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/sign](http://www.SantaBarbaraCa.gov/sign). 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. and 4:00 p.m., Monday through Thursday and every other Friday. Please check our website under City Calendar to verify closure dates.

**APPEALS:**

Decisions of the Sign Committee may be appealed to the Architectural Board of Review or the Historic Landmarks Commission depending on the appropriate jurisdiction. For further information on appeals, contact the Planning Staff. Appeals must be in writing and must be filed at the Planning/Zoning Counter within ten (10) calendar days of the meeting at which the Sign Committee took action or rendered its decision.

**NOTICE:**

That on May 1, 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. 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 comments.

**B. Approval of the minutes of the Sign Committee meeting of April 23, 2008.**

Motion: **Approval of the minutes of the Sign Committee meeting of April 23, 2008, as submitted.**

Action: Cope/Zink, 4/0/0. (Rose abstained, Cunningham absent.)

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from April 23 to April 30 are listed below:

1. Your Travel Center, 3329 State Street – Loreto Plaza Sign Program.
2. Santa Barbara Bank & Trust (SBBT), 1906 Cliff Dr. – Mesa Center Sign Program.
3. Kahuna Grill, 12-W. De la Guerra. Final approval as submitted.
4. Crush Café, 1315 Anacapa – 44 Arlington Way. Final approval as submitted.

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

Ms. Walker announced that Committee member Cunningham will be absent from today's meeting, and that Kathleen Goo, SHO Commission Secretary, will be sitting in for Gabriela Feliciano as Sign Commission Secretary.

Mr. Kato announced that he will be sending the promised list of enforcement cases to the Committee soon via email.

E. Possible Ordinance Violations and enforcement updates.

Ms. Katrina Carl, Public Relations Manager for the Santa Barbara Museum of Art, requested information about Ordinance banner violations, and appropriate exterior banner signage to promote upcoming activities and events, and expressed willingness to work with City staff and the Committee. Staff stated that colored banners were already approved by the Committee for use by the Museum. Discussion was held concerning planter signage, current banner violations, and City and County jurisdiction. Committee member Zink believed the current approved banners in use by the Museum to be appropriate and acceptable with an "Iconic Big-City feel" similar to Chicago or New York. He also suggested the banners be displayed on a rotational basis and possibly receive Planning Commission or City Council approval. Staff deemed further research and study was warranted into what was previously approved, and further discussion was tabled to the next meeting. It was also suggested that Ms. Carl bring to that next meeting samples of previously approved banners. Present use of exterior banner signage by the Museum will be suspended for two weeks until a decision is made by the Committee at the next meeting.

Committee member Hausz reported the following other violations noted and photographed on May 6, 2008:

1. Kahuna Grill, Paseo Nuevo Mall, Pavilion Space #12: Blade sign violation of signage not yet approved and with inappropriate hardware, and neon signs in a window not 4 feet back.
2. Sports Zone store on State Street: Excessive and unpermitted signs incompatible with El Pueblo Viejo (EPV) district guidelines.
3. Radius Group, 10 E. Figueroa: 3 overlarge "For Lease" signs from the allowable 12 s.f. where only one is permitted.
4. Hood Rock Customs, 17 W. Ortega Street: Off-premises signage inappropriate for El Pueblo Viejo (EPV) district guidelines.
5. Paseo Pilates, 115 W. De La Guerra Street: Possibly overlarge blade sign and oversize additional parking signs that are not just informational and larger than permitted.
6. Saffron Restaurant, 113 W. De La Guerra Street: Prohibited banner violation and unpermitted window signs.

Committee member Zink reported the following violations:

1. Mesa Communications, 1819 Cliff Drive, Ste A: "T-Mobile" unpermitted and overlarge 7-8-foot pink signage.

2. First United Methodist Church, Anapamu and Garden Streets (past use of banners violations and temporary signage in violation) now using plywood with individual letters (similar to reflector letters on mailboxes) for temporary/permanent promotion purposes.

Mr. Kato reported that staff will be sending out information letters to local churches with appropriate signage information.

Committee member Hausz reminded staff that the violation letters should explain the meaning of “frontage” which means street-side or side facing the street.

Committee member Rose reported the following violations:

1. Canary Hotel on Chapala Street: observed overlarge square temporary signage still posted which should be taken down now that approved signage is in place.
2. Middle School at Alice Keck Park off Arrellaga and Santa Barbara Streets using semi-permanent structure to post banners in violation of Ordinance.

Mr. Kato explained that signage violation backlog will be enforced by staff per established enforcement process with possibly some violations taking longer to enforce than others.

## **DISCUSSION ITEM**

Discuss possible Sign Ordinance amendments and changes.

(9:27)

Present: Danny Kato, Senior Planner

Discussion held regarding signage that may become problems in the future, such as balloon or inflated signage, projected signage, and digital signage, which staff reported have become an increasing concern. Also of increasing concern are the informational banners such as those of interest to the Santa Barbara Museum of Art, to promote upcoming events and activities with discussion suspended two weeks to the next meeting. Neon “open” signs outside El Pueblo Viejo (EPV) Landmark District guidelines were also discussed. It was decided that each meeting will have a 15-30 minute end discussion/update on this topic, with Ms. Walker to bring copies of the most current updated handout and Ordinance amendment materials for Committee members.

## **CONCEPT REVIEW – CONTINUED**

1. **1221 CHAPALA ST** C-2 Zone  
 Assessor's Parcel Number: 039-172-002  
 Application Number: SGN2008-00053  
 Owner: Montgomery Revocable Family Trust  
 Applicant: Dave's Signs  
 Business Name: Equity Title

(Proposal for a new non-illuminated wall sign. The linear building frontage is 31 feet. The allowable signage is 31 square feet. The project is located in El Pueblo Viejo Landmark District.)

(9:40)

Present: Chris and Brenda Compton, Dave’s Signs.

- Motion:** **Continued one week to Conforming Sign Review with the following comments:** **1)** The Committee is most supportive of a blade sign underneath the fire alarm bell at the left side of the street elevation; **2)** Applicant to return with accurate scale elevations of the left side and adjacent side of building and better photographs showing pedestrian entrance to the business; and **3)** Applicant to return with additional signage and directional signage that may be required at the entry to the building.
- Action:** Hausz/Rose, 4/0/0. (Cunningham absent) Motion carried.

Committee comment: The Committee suggested reducing the logo size in order for the letter text size to be in keeping with the overall size signage, but found it was difficult to judge correct size without accurate scale elevations.

### CONCEPT REVIEW – NEW

2. **21 E CARRILLO ST** C-2 Zone  
 Assessor's Parcel Number: 039-282-012  
 Application Number: SGN2008-00056  
 Owner: Adolph M. Riede Trust  
 Applicant: Signs By Ken  
 Business Name: Brownstein, Hyatt, Farber, Schreck  
 (Proposal for a handpainted wall sign. The linear building frontage is 84 feet. The allowable signage is 74.5 square feet. The project is located in El Pueblo Viejo Landmark District.)

(9:59)

Present: Ken Sorgman, Signs By Ken.

- Motion:** **Continued two weeks with the following comments:** **1)** Signage as proposed is not consistent with El Pueblo Viejo (EPV) Landmark District guidelines; **2)** Suggestion by Committee to incorporate a banner as a background; **3)** Lettering to be a softer color; **4)** Applicant to return with elevation drawings showing a banner in context of the architectural elements; and **5)** The Committee would prefer not to see the added text about the merger.
- Action:** Hausz/Rose, 4/0/0. (Cunningham absent) Motion carried.

### CONCEPT REVIEW – NEW

3. **1020 STATE** C-2 Zone  
 Assessor's Parcel Number: 039-282-036  
 Application Number: SGN2008-00057  
 Owner: Semler M. Barry  
 Applicant: Signs By Ken  
 Business Name: Brownstein, Hyatt, Farber, Schreck  
 (Proposal for handpainted wall sign. The linear building frontage is 100 feet. The allowable signage is 90 square feet. The project is located in El Pueblo Viejo Landmark District.)

(10:04)

Present: Ken Sorgman, Signs By Ken.

**Motion:** **Continue two weeks with the following comments:** 1) Signage as proposed is not consistent with El Pueblo Viejo (EPV) Landmark District guidelines; 2) Suggestion by Committee to incorporate a banner as a background; 3) Lettering to be a softer color; 4) Applicant to return with elevation drawings showing a banner in context of the architectural elements; and 5) The Committee would prefer not to see the added text about the merger.

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

### **CONCEPT REVIEW – NEW**

4. **716 E MASON ST** M-1 Zone

Assessor's Parcel Number: 017-121-004  
 Application Number: SGN2008-00058  
 Owner: Thomas Family Trust  
 Applicant: Freedom Signs  
 Business Name: Thomas Drywall, Inc.

(Proposal for 3D Bronze lettered sign pin mounted on wall. The linear building frontage is 36 feet. The allowable signage is 36 square feet.)

(10:07)

Present: Dan Morris, Freedom Signs.

**Motion:** **Final Approval as submitted.**

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

### **CONCEPT REVIEW – NEW**

5. **1222 STATE ST** C-2 Zone

Assessor's Parcel Number: 039-183-039  
 Application Number: SGN2008-00059  
 Owner: Eric S. and Cynthia C. Meyer  
 Applicant: Freedom Signs  
 Business Name: Spoon Santa Barbara Gelato

(Proposal for wall sign with dimensional letters and painted background and a flat painted blade sign. The linear building frontage is 20 feet. The allowable signage is 20 square feet. The project is located in El Pueblo Viejo Landmark District.)

(10:09)

Present: Dan Morris, Freedom Signs.

**Committee request:** Committee and staff agreed that new business applicants should either bring in copy of registered business license to verify business name or that staff will regularly require a copy of new business registered licenses for signage applications.

**Motion:** **Continued one week to Conforming Signs Review with the following comments:** 1) Applicant to correctly call out the corrected paints and text; 2) At least the ice cream scoop portion of hanging signage to be dimensional; and 3) Applicant to include information on hanging hardware.

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

Committee comment: One Committee member believed that application was not within El Pueblo Viejo (EPV) Landmark District guidelines.

### **CONCEPT REVIEW – CONTINUED**

6. **1921 DE LA VINA ST A** C-2 Zone

Assessor's Parcel Number: 025-362-018  
Application Number: SGN2008-00050  
Owner: Linn Family Residual Trust  
Business Name: Nutres

(Proposal for new 1.89 square foot blade sign to replace previous tenant's approved blade sign and new 1.77 square foot window sign to abate ENF2002-00712. The linear building frontage is 10 feet. The allowable signage is 5 square feet.)

**(No exception required.)**

(10:19)

Present: Jerold Asher, Owner.

**Motion:** **Continued one week to Conforming Sign Review with the following comments:**  
**1)** Window signage is acceptable as proposed; **2)** Applicant to provide a photograph of the existing blade signage bracket to be reinstalled to match bracket on store front; **3)** Blade sign to be placed on rectangular board instead of cutout letters, with dimensional letters attached to both sides of signage; and **4)** The bracket and all hanging hardware to be black in color.

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

### **CONCEPT REVIEW – CONTINUED**

7. **1114 STATE ST** C-2 Zone

Assessor's Parcel Number: 039-232-009  
Application Number: SGN2008-00021  
Owner: La Arcada Investment Corporation  
Applicant: John Woodward  
Business Name: Stateside Restaurant & Lounge

(Proposal to legalize an as-built wall sign over entrance to Stateside Restaurant in existing building to abate ENF2007-01084. The linear building frontage is 240 feet. The allowable signage is 90 square feet. The project is located in El Pueblo Viejo Landmark District.)

(10:29)

Present: John Woodward, Applicant, and Dave Benton, Benton Signs Co.

The Committee acknowledged receiving a landlord's letter from Lynne M. Tahmisian, Vice President/Facilities Manager of the La Arcadia Investment Corporation specifying not allowed pin-mounted sign lettering, and wiring requiring steel supporting beams for Stateside Restaurant signage was read into the record.

Straw votes:

Should the shape and size of the blade sign match the shape and size of other blade signage? 2/2

Should the detail of the banding of the blade sign match the banding of other blade signage? 4/0

Should the flat border with the banding around the perimeter of the sign match the border and banding of other blade signage? 4/0

It was noted, for the record, that Mr. Woodward stated that the owner did not want to substantially deviate from the logo of the restaurant and, if they build the sign per the comments and suggestions of the Committee's motion, it is under protest.

Straw vote:

Should the applicant to split the application for wall and blade sign? 4/0

**Motion:**      **Final Approval of the wall sign with the following conditions:** 1) The Committee finds the wall Sign A acceptable as submitted, with the condition that the background color should match the wall color to be flat sheen; 2) The existing flood lights and exposed conduits on the either side of the entry are to be removed per El Pueblo Viejo (EPV) Landmark District guidelines; 3) The blade signs are not part of this application, and not consistent with the Sign Program; and 4) Applicant to return with a separate application for blade signage in four weeks.

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

Committee comments: The Committee stated that, where the applicant originally proposed to place their signage on the building, was unacceptable. Suggestions were made by the Committee in an effort to work with the applicant to come up with an acceptable solution for the applicant to keep the 10-inch lettering of the as-built signage. The Committee feels that it is essential that the blade signs should be sandblasted, have a flat border, and have a steel strip around the perimeter. The Committee was split regarding whether something other than the 2-foot by 3-foot size of the presented projecting signs would be acceptable.

## **CONCEPT REVIEW – CONTINUED**

### 8.      **620 STATE ST**

C-M Zone

Assessor's Parcel Number: 037-132-031

Application Number:          SGN2007-00133

Owner:                          Metro 4 Theater Property, LLC

Owner:                          Bruce Corwin

Applicant:                      Christopher Kim

Business Name:                Rockin' Yogurt

(Proposal for one 7.5 square foot awning sign and one 6 square foot blade sign. The linear building frontage is 15 feet. The allowable signage is 15 square feet. The project is located in El Pueblo Viejo Landmark District.)

(11:04)

Present: Christopher Kim, Applicant/Designer, and Mr. Choi, Business Owner.

**Motion:** **Continued two weeks with the following comments:** **1)** The Committee appreciates the efforts of the applicant; **2)** Regarding the awning sign, the replacement awning should have the same size and depth valence as the other existing awning at the Silver And business location; **3)** The letter height to be shown in scale with the correct valence height; **4)** Regarding the blade sign, the Committee recommends that the bracket be identical with the bracket at the Silver And business location; **5)** The applicant to provide information on the mounting hardware; **6)** Applicant to study using a different font more sympathetic to El Pueblo Viejo (EPV) Landmark District guidelines; **7)** Applicant to work on proportions of the blade sign; and **8)** Committee would prefer a sand-blasted sign.

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

### **CONCEPT REVIEW – CONTINUED**

#### 9. **636 STATE ST**

C-M Zone

Assessor's Parcel Number: 037-132-001  
 Application Number: SGN2007-00075  
 Owner: Gallina Family Trust  
 Applicant: Derrick Prudigalidad  
 Architect: Kenneth Gruskin  
 Business Name: Verizon Wireless

(Proposal to remove existing Greek Deli signage and replace with two new 4.58 square foot internally illuminated signs, one 15 square foot blade sign and two decal window signs. The linear building frontage is 25 feet. The allowable signage is 25 square feet. The project is located in El Pueblo Viejo Landmark District.)

(11:18)

Present: Bob Robinson, Permit Place, Inc.

**Motion:** **Continued two weeks to Full Committee with the following comments:** **1)** Regarding the blade sign, the bracket is generally of an acceptable design, but materials and sizes need to be called out (appropriate to El Pueblo Viejo (EPV) Landmark District guidelines); **2)** The blade sign size is acceptable, but it is suggested that the sign board be 1½-inch thick wood, sandblasted on both sides, with perhaps an inch flat steel strap to surround perimeter of sign; **3)** The Committee suggests the applicant study other State Street signage for examples of acceptable signage; **4)** Provide a drawing of the back plate design of the bracket with specifications on the fastener hardware; **5)** Applicant to provide corrected drawings of the blade sign and to be sure any depictions of blade sign are consistent; and **6)** Regarding the blade sign background color, the tan color to match the awnings is acceptable.

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

**CONCEPT REVIEW – NEW****10. 435 N MILPAS ST**

C-2 Zone

Assessor's Parcel Number: 031-303-022  
Application Number: SGN2008-00060  
Owner: David Back Revocable Trust  
Applicant: Central Coast Signs  
Business Name: Anna's Services

(Proposal for two illuminated wall signs and one window sign. The linear building frontage is 103 feet. The allowable signage is 75 square feet.)

(11:35)

Present: David Lemmons, Central Coast Signs.

**Motion:** **Continued two weeks with the following comments:** **1)** The Committee cannot support internally illuminated cabinets mounted on the building as they are incompatible with the architecture; **2)** Generally too much signage and should be of smaller scale and the principle signage should relate to the entry; **3)** Tone down or mute yellow and blue colors of signage; **4)** Provide information of registered business name; and **5)** Reduce amount of text on signage.

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

Committee comments: 1) Principle signage should not list services. 2) Explore signage at entry. 3) Study wood signage as a material choice. 4) Return with better photos.

**\*\* MEETING ADJOURNED AT 11:57 A.M. \*\***