



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

Wednesday, July 30, 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 at 10:16 a.m.  
   PAUL ZINK (ABR) – Present

**ALTERNATES:**                    ALEX PUJO (HLC) – Absent  
   CLAY AURELL (ABR) – Absent

**CITY COUNCIL LIAISON:**       GRANT HOUSE – Absent  
   DALE FRANCISCO (ALTERNATE) – Absent

**STAFF:**                    RENEE BROOKE, AICP, Senior Planner/Signs Design Review Supervisor – Present 10:49 a.m. to 10:56 a.m.  
   ELVA DE LA TORRE, Planning Technician – Present  
   MAGGIE WALKER, Planning Technician – 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 would have been dropped from the Agenda unless applicant attended the scheduled meeting. **If the applicant was unable to attend the scheduled meeting, notification must have been communicated by 4:00 P.M. on the day before the meeting to Maggi Walker, Planning Technician, at the City of Santa Barbara Planning Division, (805) 564-5470; otherwise a postponement/rescheduling fee will be charged.**

No application would 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 have necessitated the reduction of previously approved signage.
- Approximate time the project was reviewed is listed to the left of each item. It was suggested that applicants arrive a few minutes early. Agenda schedule was subject to change as cancellations occurred.
- **AMERICANS WITH DISABILITIES ACT:** In compliance with the Americans with Disabilities Act, if you need special assistance to gain access to, comment at, or participate in these meetings, please contact the Planning Division at 805-564-5470. If possible, notification at least 48 hours prior to the meeting will enable the City to make reasonable arrangements in most cases.
- **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) Materials related to an item on this agenda submitted to the Sign Committee after distribution of the agenda packet are available for public inspection in the Community Development Department located at 630 Garden St., during normal business hours. 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. 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 Thursday, July 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](http://www.SantaBarbaraCa.gov/sign).

**GENERAL BUSINESS (9:04):**

## A. Public Comments:

No public comment.

## B. Approval of the minutes of the Sign Committee meeting of July 16, 2008.

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

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

## C. Listing of approved Conforming Signs.

The signs approved on Conforming Sign Review from July 16 to July 23 are listed below:

1. 1027 State Street, Spice Avenue. Final Approval as submitted.
2. 16 E. Carrillo Street, Santa Barbara Bank and Trust. Final Approval as submitted.
3. 520 E. Haley Street, Silver Insurance. Final Approval as submitted.

- D. Announcements, requests by applicants for continuances and withdrawals, and future agenda items.
1. Ms. de la Torre made the following announcements:
    - a) Renee Brooke is the new Zoning and Signs Design Review Supervisor.
    - b) Items 3 on the agenda, 922 Laguna Street, and Item 9, 3835 State Street, were postponed at the applicants' request.
    - c) Maggi Walker will no longer be staffing the Sign Committee and Elva de La Torre will be the new assigned Planning Technician.
- E. Possible Ordinance Violations (10:48):
1. The blade sign that was installed at Claire's in La Cumbre Plaza, 136 S. Hope Avenue, was discussed by the Committee with Renee Brooke and Staff.
  2. Ms. Rose reported that Bella Rosa, located at 1021 State Street, added the wording "fine jewelry and antiques" to the signage without approval.

### **CONCEPT REVIEW – NEW**

1. **608 ANACAPA ST**

C-M Zone

**(9:07)**

Assessor's Parcel Number: 031-151-017  
 Application Number: SGN2008-00115  
 Owner: Mark Harris and Jason D. Leggitt  
 Applicant: Sign Craft  
 Business Name: The Melting Pot

(Proposal for a new 44.7 square foot back-lit acrylic stud mounted wall sign and a new 8.75 square foot projecting sign to hang on an existing bracket, totaling 53.45 square feet. The linear building frontage is 76 feet. The allowable signage is 75 square feet.)

Present: Jett Wilson, Business Owner  
 Bruce Severance, Sign Craft

**Motion:** **Continued one week with the following comments:** 1) The proposed colors for both signs are acceptable as presented. 2) The location of the bracket sign is acceptable. 3) The material of the hanging sign is acceptable as presented. 4) Remove the registered trademark symbol from both signs. 5) With regard to the bracket sign, "a fondue restaurant" is acceptable because the letters are less than two inches in height. 6) Compare the bracket sign dimensions to the other bracket sign dimensions on the building; otherwise remove the upper curve of the bracket sign and go with a flat top to avoid a visual conflict between the top of the sign and the bottom of the bracket. Study having a curve at the bottom of the bracket sign. 7) Provide the details of the bracket on the plans. 8) With regard to the wall sign, remove "a fondue restaurant" unless it is part of the registered trademark. 9) Lower the wall sign to be closer to the awning. 10) Provide two examples of the wall sign, one showing letter height of 10 inches and the other 12 inches and reduce the overall pot logo dimension. 11) Study reducing the bracket sign so that it does not crowd the wall.

Action: Zink/Rose, 3/0/0. (Cunningham stepped down. Hausz absent.)

**CONCEPT REVIEW – CONTINUED****2. 27 E GUTIERREZ ST**

C-M Zone

**(9:43)** Assessor's Parcel Number: 037-212-035  
 Application Number: SGN2008-00106  
 Applicant: DCM Graphics  
 Business Name: Santa Barbara Valet

(Proposal for two "as built" ground signs: one 12 square foot wood sign; one 5.5 square foot aluminum ground slot sign (for the use of payment for parking in the lot), totaling 17.5 square feet. This application is to abate ENF2008-00632. This is a parking lot application only. The project is located in El Pueblo Viejo Landmark District.)

Present: Franco Rizzo and Jerry Fair, DCM Graphics

**Motion:** **Continued indefinitely to Conforming Review with the following comments:** 1) The letter height and design of the signs are acceptable as proposed. 2) The body color of all signs should be closer to the tan color as originally presented. 3) Provide more information about the poles supporting the signs. 4) The poles shall be painted flat black or brown to match the colors on the signs. 5) The pay box is part of this application and its color is to be reviewed at Conforming and verified with the Historic Landmarks Commission. 6) The location of the pay box should be resolved with the Building Division prior to receiving final approval. 7) Sign B, the pay box sign, should be modified on the plans to show the true height of the sign.

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

**CONCEPT REVIEW – CONTINUED****3. 922 LAGUNA ST**

C-2 Zone

Assessor's Parcel Number: 029-302-015  
 Application Number: SGN2008-00087  
 Applicant: DJM Development Partners  
 Business Name: Parton & Edwards

(Proposal for a new 3.8 square foot wall sign, made of vinyl & plastic, internally illuminated with LED's attached directly to the building. The linear building frontage is 50 feet. The allowable signage is 20 square feet. The project is located in El Pueblo Viejo Landmark District.)

**This item was indefinitely postponed at the applicant's request.**

**CONCEPT REVIEW – NEW****4. 121 W MISSION ST B**

C-2 Zone

**(9:56)** Assessor's Parcel Number: 025-363-003  
 Application Number: SGN2008-00102  
 Applicant: William Risser  
 Business Name: Water Store

(Proposal for three "as-built" vinyl signs on three "built-in" vending machines a total of 3.7 square feet and one 5 square foot cloth window sign, totaling 8.7 square feet. Application to abate ENF2008-00585. The linear building frontage is 13.5 feet. The allowable signage is 13.5 square feet.)

Present: William Risser, Water Store

**Motion:** **Continued one week with the following comments:** 1) The blue color should not be used for the entire storefront. The signage colors should conform better to the building's architecture. 2) It was suggested that the price signage have white lettering on a dark background or be removed completely since the price is shown on the instruction panel. If it is to remain, the price sign should be reduced. 3) "Fresh Water" and the "Water Store" are redundant. Study simplifying the instruction panels and "Fresh Water" signs. 4) The cloth sign should be removed.

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

### CONCEPT REVIEW – NEW

#### 5. 521 STATE ST

C-M Zone

Assessor's Parcel Number: 037-172-004  
 Application Number: SGN2008-00116  
 Applicant: Jeanette Hedrickson  
 Business Name: Retroville

(Proposal for a 6 square foot painted wooden wall sign and a 5.75 square foot painted doubled sided projecting sign, totaling 11.75 square feet. The linear building frontage is 24 feet. The allowable signage is 24 square feet. The project is located in El Pueblo Viejo Landmark District.)

**Motion:** **To postpone this item indefinitely due to the applicant's absence.**

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

### CONCEPT REVIEW – CONTINUED

#### 6. 1329 STATE ST

C-2 Zone

**(10:18)** Assessor's Parcel Number: 039-131-018  
 Application Number: SGN2008-00075  
 Applicant: Sign-A-Rama Goleta  
 Business Name: Conditioning Specialists

(A proposal for a new 6.49 square foot pin mounted wall sign and a 2.46 square foot sandblasted logo, totaling 8.95 square feet. The linear building frontage is 42 feet. The allowable signage is 42 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Wasantha Mohottige, Sign-A-Rama  
 Doug Holt, Business Owner

**Motion:** **Continued one week with the following comments:** 1) The sign design would be much better with a larger logo above the window and the text moved to the window location. 2) It was suggested that the text be stacked to the right of the logo, which would allow the logo to be increased approximately 18 to 24 inches depending upon review of revised elevation drawings.

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

**CONCEPT REVIEW – CONTINUED****7. 535 OLIVE ST**

C-M Zone

**(10:27)** Assessor's Parcel Number: 031-212-005  
 Application Number: SGN2008-00097  
 Applicant: Sign-A-Rama Goleta  
 Business Name: Startech Auto

(Proposal for three "as-built" wall signs to abate ENF2008-00335. One 12 square foot painted wall sign, one 18 square foot lit box sign and one 12 square foot MDO wall sign with vinyl lettering, totaling 42 square feet. The linear building frontage is 114 feet. The allowable signage is 98 square feet.)

Present: Wasantha Mohottige, Sign-A-Rama

**Motion:** **Continued one week with the following comments:** 1) At the applicant's option, Sign B, the wall sign, should either be non-illuminated or, if illuminated, the background of the signage should be dark with light coming through the letters and images. 2) The image of the mechanic and engine should be removed. 3) The smog sign should be indicated on the plans and should not compete with the business signage. It was suggested that it be relocated on the fence near the vehicle entry.

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

**CONCEPT REVIEW – CONTINUED****8. 3890 LA CUMBRE PLAZA LN**

C-2/SD-2 Zone

**(10:35)** Assessor's Parcel Number: 051-010-016  
 Application Number: SGN2008-00101  
 Owner: Richard Family Revocable Trust  
 Business Name: The Habit Burger Grill

(Proposal for a 24.8 square foot halo lit wall sign with dimensional letters. The linear building frontage is 100 feet. The allowable signage is 65 square feet.)

**(An exception is requested for letters to exceed the maximum allowed.)**

Present: Dan Morris, Freedom Signs  
 Brent Reichard, Business Owner

**Motion:** **Final Approval with the condition that the registered trademark shall be removed; and making the findings for the exception as requested.**

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

Committee comment: The exception request approval is based on the distance of the sign from the street, the scale of the sign to the architecture, and that it is the only sign on the building.

**CONCEPT REVIEW – CONTINUED****9. 3835 STATE ST C-50A**

C-2/SD-2 Zone

Assessor's Parcel Number: 051-010-007  
Application Number: SGN2008-00089  
Applicant: The Conceptual Motion Company  
Business Name: William-Sonoma, Inc.

(The project consists of a tenant improvement and store expansion which require new signage. Proposal for two new polycast wall signs totaling 36.63 square feet, two new wall medallions totaling 8.83 square feet, three new vinyl window signs totaling 6.31 square feet and one 8.5 square foot awning sign. New signage totals 60.27 square feet. Existing signage to remain totals 31.6 square feet. The total for new and existing is 92.07 square feet. There is an approved "La Cumbre Plaza Tenant Design Criteria" in place. The linear building frontage is 95.5 feet. The allowable signage is 72 square feet.)

**(An exception is requested for excessive signage and letter height to exceed the maximum allowed for one interior wall sign and one interior wall medallion.)**

**This item was postponed indefinitely at the applicant's request.**

**\*\* MEETING ADJOURNED AT 10:56 A.M. \*\***