



**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 gain access to, comment at, or participate in this meeting, 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.

**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 Friday, August 29, 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 (10:00):****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 August 21, 2008.**

Motion: **Approval of the minutes of the Sign Committee meeting of August 21, 2008, with corrections.**

Action: Rose/Cunningham, 2/0/2. (Cunningham/Zink abstained, Hausz absent.)

**C. Listing of Approved Conforming Signs.**

The signs approved on Conforming Sign Review from **August 28 to September 4, 2008** are listed below:

1. Mireles Auto, 926 Indio Muerto – Final approval as submitted.

- D. Announcements, requests by applicants for continuances and withdrawals, and future agenda items.
  - 1. Ms. De La Torre announced that Committee member Steve Hausz will absent from the meeting.
  - 2. Staff to inquire if ABR alternates can assist in resolving lack of quorum issue for the next meeting. Committee member Rose announced she may be late attending the same meeting.
  - 3. Committee member Bob Cunningham announced that he will be stepping down from Items #3, #4, #5, #10 and #11.
  
- E. Possible Ordinance Violations and enforcement updates.
  - 1. Committee member Zink reported several consistent banner violations at 3993 State Street, Blockbuster Video, and that the other store location at 101 N. Milpas Street should also be checked for banner violations.
  - 2. Committee member Zink reported a banner violation and a large wall sign at 1906 Cliff Drive, McDonalds' with the wall signage location conflicting with the building's architecture.

**\*\* THE FOLLOWING ITEM WAS HEARD OUT OF AGENDA ORDER. \*\***

**CONCEPT REVIEW – CONTINUED**

- 1. **1905 CLIFF DR** C-P/R-2/SD-3 Zone  
 Assessor's Parcel Number: 045-015-007  
 Application Number: SGN2008-00129  
 Applicant: Signs by Ken  
 Business Name: Giovanni's  
*Proposal for three new signs: a 6 square foot curved hanging metal cabinet with red LED halo-lit letters and two 9.5 square foot (each) wood sandblasted hanging signs, for a total of 25 square feet. The linear building frontage is 45 feet. The allowable signage is 45 square feet.*

(10:39)

Present: Ken Sorgman, Signs by Ken.

**Motion:** **Final Approval with the following conditions:** 1) Depth of the letters on the curved Sign A to be reduced to a maximum of 2-inches. 2) The border on the two smaller signs to be reduced in proportion to the border on Sign A.

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

**\*\* THE FOLLOWING ITEM WAS HEARD OUT OF AGENDA ORDER. \*\***

**CONCEPT REVIEW – CONTINUED**

**2. 791 CHAPALA ST**

C-2 Zone

Assessor's Parcel Number: 037-082-006  
 Application Number: SGN2008-00120  
 Owner: John DeWilde  
 Applicant: Signs by Ken  
 Business Name: Silver Greens

*(Proposal for five exterior signs, including two wood hanging signs: [Sign A] 5 square feet and [Sign B] 5 square feet; two metal wall signs: [Sign C] 11.08 square feet and [Sign D] 2.48 square feet; painted window sign: [Sign E] 0.66 square feet, for a total of 24.22 square feet. An exception is requested for over height letters (12.25 inch letter height). The "Paseo Chapala" 6 square foot wall sign with pin mounted metal letters would be relocated as part of this proposal. There is an approved "Paseo Chapala" sign program in place. The linear building frontage is 66 feet. The allowable signage is 25 square feet. The project is located in the El Pueblo Viejo Landmark District.)*

(10:15)

Present: Ken Sorgman, Signs by Ken; and Brian Roacha, Silver Greens.

Public comment opened at 10:23 a.m.)

Ms. Maze Dumont, resident/Board member of the Paseo Chapala Home Owner's Association commented that there would be resident resistance to any proposals for halo-lit signage, and expressed concern regarding proposals to relocate the building's iconic "Paseo Chapala" focal element signage on the tower as a building signature element, and concurred with Committee member Zink's concerns that each subsequent commercial tenant might also request the "Paseo Chapala" signage be relocated further down the Chapala Street side of the building. She requested that Silver Greens match the aesthetics of the Esau's Café signage and EPV District.

Public comment closed at 10:28 a.m.

Straw vote: Proposal to leave the "Paseo Chapala" signage where it is currently located, relocate the wall signage for Silver Green's over the three arched windows, and relocate the blade signs next to the tower element and restaurant entrance? 3/1.

Straw vote: Proposal to relocate the "Paseo Chapala" signage to the center of the Chapala Street side of the building, and locate the Silver Green's wall sign on the arch? 4/0

**Motion: Continued indefinitely.**

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

**CONCEPT REVIEW – CONTINUED****3. 27 E COTA ST**

C-M Zone

Assessor's Parcel Number: 037-132-033  
Application Number: SGN2007-00013  
Owner: The Lyon Building  
Applicant: Banyan Architects  
Business Name: Lyons Building

*(Proposal for a 9.5 square foot directory wall sign. The project is located adjacent to the El Pueblo Viejo Landmark District. The linear building frontage is 170 feet. The allowable signage is 90 square feet.)*

(10:44)

Present: Kirk Gradin, Banyan Architects.

**Motion: Final Approval with the condition that the text for the historical Lyons Building signage be reduced approximately 10 percent.**

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

**CONCEPT REVIEW – NEW****4. 1117 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-231-030  
Application Number: SGN2008-00127  
Owner: 1129 State Street  
Applicant: Adnan Orali  
Business Name: Antica Furnishing, Inc.

*(Proposal for an "as-built" 6.41 square foot projecting sandblasted redwood sign with painted letters. This application is to abate ENF2008-00884. The linear building frontage is 44 feet. The allowable signage is 44 square feet. The project is located in the El Pueblo Viejo Landmark District.)*

(10:49)

Present: Adnan Orali, Applicant.

**Motion: Final Approval as submitted.**

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

**CONCEPT REVIEW – NEW**

5. **120 S HOPE AVE F-18 F-118** C-2/SD-2 Zone

Assessor's Parcel Number: 051-010-014  
Application Number: SGN2008-00138  
Owner: Patricia S. Nettleship, Trustee  
Applicant: Vogue Sign Company  
Business Name: BCBG MAXAZRIA

*(Proposal for six new signs: Two 14.1 square foot (each) reverse channel halo-lit letters pin mounted, 14.1 and four 0.41 square foot (each) vinyl window signs, for a total of 29.84 square feet. There is an existing "La Cumbre Plaza Tenant Design Criteria" sign program in place. The linear building frontage is 109 feet. The allowable signage is 65 square feet.)*

(10:56)

Present: Christian Muldoon, Vogue Sign Company.

Staff requested the applicant clarify the project’s address correction. Mr. Muldoon stated that the address should be specified as 120 S. Hope Avenue F-118 instead of “F-18” which originated from an error on a previous tenant improvement submittal.

**Motion: Final Approval as submitted (with the condition that all enforcement case violations are resolved before permits are issued).**

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

Committee comments: The Committee requested staff clarify resolution of (billboard construction barricade) enforcement case violations before permits are issued.

**CONCEPT REVIEW – NEW**

6. **1230 COAST VILLAGE CIR** C-1/SD-3 Zone

Assessor's Parcel Number: 009-291-036  
Application Number: SGN2008-00133  
Owner: Coast Village Investments, LLC  
Applicant: CBG Sign Solutions  
Business Name: Edward Jones Investments

*(Proposal for two new signs: a 3 square foot vinyl window sign and a 4.125 square foot flush mounted, painted acrylic letters, installed with double sided adhesive tape, for a total of 7.125 square feet. The linear building frontage is 19 feet. The allowable signage is 19 square feet.)*

(11:04)

Present: Chris Compton, CBG Sign Solutions.

**Motion: Continued one week to Conforming Calendar Review with the following comments:**  
**1) Applicant to provide photos (and call-outs) of other existing signage. 2) Match neighboring existing signage in style, letter, color, font, size, and text layout for consistency in the shopping center.**

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

**CONCEPT REVIEW – NEW****7. 132 N MILPAS ST** C-2 Zone

Assessor's Parcel Number: 017-091-019  
 Application Number: SGN2008-00132  
 Owner: Joe & Beatryce Butler, Family Revocable Trust  
 Applicant: Jerry Fair  
 Business Name: Auto Insurance

*(Proposal for two "as built" wooden wall signs: [Sign A] is 8 square feet; [Sign B] is 2.7 square feet, for a total of 10.7 square feet. This application is to abate ENF2008-00795. The linear building frontage is 13 feet. The allowable signage is 13 square feet.)*

(11:10)

Present: Jerry Fair and Franko Rizzo, DCM Graphics.

**Motion:** **Continued two weeks with the following comments:** 1) Sign B above the door is not acceptable. 2) Applicant to use graphics in the window as an appropriate solution. 3) Reduce Sign A in size with a maximum 8-inch letter height, and should be at least 6-inches narrower on each side of the window. 4) Research the existing lighting for permit; and if no permit exists, then the existing lighting shall be removed as part of the application. 5) Show board dimensions and window elevations on plans.

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

**CONCEPT REVIEW – NEW****8. 712 N MILPAS ST** C-2 Zone

Assessor's Parcel Number: 031-122-034  
 Application Number: SGN2008-00137  
 Owner: Mateo and Lupe Gastelum, Trustees  
 Applicant: Jerry Fair  
 Business Name: Cesar's Place

*(Proposal for two new wooden wall signs: a 10.4 square foot sign and a 4 square foot sign, for a total of 14.4 square feet. The linear building frontage is 34 feet. The allowable signage is 34 square feet.)*

(11:22)

Present: Jerry Fair and Franko Rizzo, DCM Graphics.

**Motion:** **Continued one week to the Conforming Review Calendar with the following comments:** 1) Sign B details shall include dimension locations on alignment to existing window and width of the wall on which the line is center upon. 2) Sign B tag-line shall not exceed 2-inches in height. 3) Sign A tag-line letters shall not exceed 2-inches in height. 4) Applicant to dimension Sign A off the ground and the soffett on which the sign is centered upon. 5) Suggest applicant reverse the gold and green colors, but it is not a requirement.

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

**CONCEPT REVIEW – NEW**9. **129 N MILPAS ST**

C-2/M-1 Zone

Assessor's Parcel Number: 017-083-009  
 Application Number: SGN2008-00139  
 Owner: Steve Melkonian  
 Applicant: DCM Graphics  
 Business Name: El Bajio

*(Proposal for two new wooden wall signs: a 7 square foot wall sign with painted letters and a 16.25 square foot sign with painted letters, for a total of 23.25 square feet. The linear building frontage is 25 feet. The allowable signage is 25 square feet.)*

(11:31)

Present: Jerry Fair and Franko Rizzo, DCM Graphics.

**Motion:** **Continued two weeks with the following comments:** 1) Reduce Sign A signage lettering to maximum 10-inches letter height. The Committee suggests reducing or eliminating sign colored border to allow space for maximum letter height. 2) Sign B is acceptable as submitted. 3) Remove exposed conduit for light fixtures.

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

**CONCEPT REVIEW – CONTINUED**10. **1131 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-231-037  
 Application Number: SGN2008-00124  
 Owner: 1129 State Street  
 Contractor: Swain Signs  
 Applicant: Luke Tillery  
 Business Name: Peet's Coffee & Tea

*(Proposal for six new signs: [Sign A] and [Sign D] are 7.6 square feet (each) aluminum wall signs with internally illuminated reverse channel letters; [Sign C] and [Sign F] are 3.8 square feet (each) window signs made of flat aluminum panels that are internally illuminated (fluorescent lamps); [Sign B] and [Sign E] are 2.1 square feet (each) double-sided aluminum blade signs, for a total of 27 square feet in overall signage. The linear building frontage is 21.4 feet. The allowable signage is 21.4 square feet. The project is located in the El Pueblo Viejo Landmark District.)*

**(An exception is requested to exceed the allowable square footage of signage, for materials proposed, and to allow internally illuminated signs.)**

(11:41)

Present: Luke Tillery, Swain Signs.

**Motion:** **Continued two weeks with the following comments:** **1)** For the hanging Sign in front entry: Applicant to utilize a more aged looking or handcrafted rods or chains to better match the architecture, and recess signage at least 6-12-inches from the face of the building. **2)** For the rear elevations and blade signs: As signage must be secondary to architectural elements, the light element should not be covered; therefore, the hanging sign is not acceptable as proposed. **3)** Applicant to consider using a hanging wood sign (similar to Starbucks Coffee Co.) in the rear courtyard window or vinyl window graphics. **4)** Staff to research applicable "Old Navy" signage for acceptable blade sign brackets and back plates. **5)** Return with blade sign elevations in the rear courtyard from the arcade angle of the project. **6) NOTATION:** Applicant is advised that when four (4) potential commercial tenants exist, a Sign Program will be required for all signage.

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

**CONCEPT REVIEW – CONTINUED**

11. **3835 STATE ST C-50A** C-2/SD-2 Zone

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

*(The project consists of a tenant improvement and a 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 signage 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.)*

**(Exceptions are requested to allow the tenant to exceed the maximum allowable letter height of 12 inches for one interior wall medallion, and to exceed the maximum allowable square footage for overall signage.)**

Staff requested that the afore-mentioned exceptions, which are no longer requested and no longer applicable to the project, be incorporated into the motion.

(12:16)

**Present:** Angie Westfall, the Conceptual Motion Company.

**Motion:** **Final Approval with the conditions:** **1)** Remove all paseo elevation lighting from over the William Sonoma signage. **2)** Five (5) light fixtures are approved at each wall sign on the mall elevations and parking lot elevations. **3)** The afore-mentioned exceptions for letter height and square footage the proposed project are no longer requested and no longer applicable to the project.

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