



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

Thursday, October 2, 2008

David Gebhard Public Meeting Room: 630 Garden Street

10:04 A.M.

**COMMITTEE MEMBERS:**

NATALIE COPE, *Chair* - PRESENT  
JENNIFER ROSE, *Vice-Chair* – PRESENT UNTIL 12:30 P.M.  
BOB CUNNINGHAM - ABSENT  
STEVE HAUSZ (HLC) - PRESENT  
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, Senior Planner/Signs Design Review Supervisor - ABSENT  
ELVA DE LA TORRE, Planning Technician - PRESENT  
KATHLEEN GOO, 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 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 Elva de la Torre, Planning Technician, 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 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.

**POSTING:** That on Friday, September 26, 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 public comment.

**B. Approval of the minutes of the Sign Committee meetings of September 4, 2008 and September 18, 2008.**

**Motion:** Approval of the minutes of the Sign Committee meeting of September 4, 2008, with corrections.

**Action:** Cope/Rose, 3/0/1. Hausz abstained. (Cunningham absent).

**Motion:** Approval of the minutes of the Sign Committee meeting of September 18, 2008, with corrections.

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

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from September 25th to October 2, 2008 are listed below:

1. C & J Nails, 21 N. Milpas Street – Approved with conditions.
2. Edward Jones, 1230 Coast Village Road – Final approval as submitted.
3. Jeannine's, 15 E. Figueroa Street – Final approval as submitted.
4. Franklin Clinic, 1136 Montecito Street – Final approval as submitted.
5. El Bajio, 129 N. Milpas Street – Final approval as submitted.

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

Ms. De La Torre requested to add to the agenda an informal discussion with the Committee members at the conclusion of the agenda items.

Committee member Zink announced that he will be absent from the October 16<sup>th</sup> and October 30<sup>th</sup> meetings and has requested alternate replacement.

E. Possible Ordinance Violations and enforcement updates.

Committee member Rose reported a billboard violation at McCormick's Yard; the billboard display painted metal container.

Committee member Zink thanked enforcement staff for resolving the previously reported Blockbuster Video banner violations, and all other reported violations.

**CONCEPT REVIEW – CONTINUED**

1. **1309 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-131-010  
 Application Number: SGN2008-00141  
 Applicant: Richele Mailand  
 Business Name: Evolutions Medical Spa

(Revised description: Proposal for a new 7.29 square foot rectangular window sign. The linear building frontage is 28 feet. The allowable signage is 28 square feet. The project is located in El Pueblo Viejo Landmark District.)

(10:12)

Present: Richele Mailand, Applicant; and Linda Perkins, Co-owner.

**Motion:** **Continued two weeks to Full Committee with the following comments:** 1) Signage as proposed is not acceptable as it does not sufficiently conform to El Pueblo Viejo Landmark District guidelines. 2) Applicant to restudy and consider using vinyl letters without a background adjacent to the entry. 3) Applicant to consider using vinyl letters on the display case to the right of the entry.

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

Committee comments: The Committee suggests a small monument sign could be placed inside the planter box, and the existing approved oval sign could be utilized.

**CONCEPT REVIEW – NEW****2. 732 STATE ST**

C-2 Zone

Assessor's Parcel Number: 037-092-027  
 Application Number: SGN2008-00144  
 Owner: Kim and Eugene Rosenquist, Trustees  
 Applicant: Sign-A-Rama  
 Business Name: The Area

(Proposal for four new signs: one 2.48 square foot wall sign, pin mounted individual metal letters; one 1.66 square foot projecting sandblasted wooden sign; two 0.78 square foot (each) vinyl window signs, for a total of 5.7 square feet. The linear building frontage is 48 feet. The allowable signage is 48 square feet. The project is located in El Pueblo Viejo Landmark District.)

(10:32)

Present: Michael Reese, Sign-A-Rama.

**Motion:** **Continued two weeks to Full Committee with the following comments:** **1)** Individual components of the sign application are acceptable. **2)** The letter font is generally lacking in character, and it is suggested that the Applicant attempt to find a variation with more of a period character of El Pueblo Viejo Landmark District. **3)** The projecting sign needs a bracket (suggested scrolled stock at minimum 3/16-inch) with more of a handmade character out of solid materials with details of the back plate. **4)** It is recommended that the window sign be relocated adjacent to the corner mullions. **5)** The street address numbers included in the application. **6)** It is observed that there are changes to the configuration, color of the awnings, and the entire store front which needs to be referred to the Historic Landmarks Commission.

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

Committee comments: The Committee requested staff to confirm Historic Landmarks Committee review and approval is needed regarding changes to the entire store front for awnings, painting of the windows, and blue tile at the base of the building as significant architectural changes.

**CONCEPT REVIEW – CONTINUED****3. 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 at 5 square feet and Sign B at 5 square feet; two metal wall signs: Sign C at 11.08 square feet and Sign D at 2.48 square feet; and a painted window sign: Sign E at 0.66 square feet, for a total of 24.22 square feet. An exception is requested and exception findings are required 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 El Pueblo Viejo Landmark District.)

(10:52)

Present: Ken Sorgman, Signs by Ken.

Public comment opened at 10:56 p.m.

Ms. Kathleen Goo, the Paseo Chapala Home Owners Association (PCHOA) Secretary commented that the Association only reviewed and approved the proposed *next door* frontage relocation of the "Paseo Chapala" signage and not further down to the *center* location of the Chapala Street frontage. She stated that the PCHOA Board would have to review again the center relocation proposal of the "Paseo Chapala" sign. She further stated that the proposed LED back-lit lighting might require possible revision of the sign program, and building CC&Rs, before the LED lighting could be approved by the PCHOA Board.

Public comment closed at 11:01 p.m.

**Motion:** Continued one week to Conforming Sign Review of all proposed signage, except as follows. The "Paseo Chapala" signage relocation and the "Silver Greens" wall sign and LED lights were continued indefinitely, pending receipt of an application addressing all proposed relocations of the "Paseo Chapala" signage. These items can only return to the Committee with written confirmation of the Paseo Chapala Homeowners Association approval.

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

#### **CONCEPT REVIEW – CONTINUED**

#### **4. 1311 STATE ST**

**C-2 Zone**

Assessor's Parcel Number: 039-131-009  
Application Number: SGN2008-00121  
Applicant: Signs by Ken  
Business Name: Jane

(Revised description: Proposal for one 1.59 square foot hand-painted sign at rear of the building, a 4.33 square foot painted wood projecting sign, and a 1.60 square foot pin mounted wood letter wall sign, for a total of 7.52 square feet. The linear building frontage is 22 feet. The allowable signage is 22 square feet. The project is located in El Pueblo Viejo Landmark District.)

**Applicant is requesting an additional 1.59 square foot hand-painted sign at rear of the building.**

(11:10)

Present: Ken Sorgman, Signs by Ken.

**Motion:** Continued two weeks to Full Committee with the following comments: 1) Applicant to propose alternative solution for the rear sign and provide dimensions. 2) Provide photographs of the front cantilevered balcony to show how the hanging sign is attached to the architectural elements.

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

**CONCEPT REVIEW – NEW****5. 826 N MILPAS ST****C-P Zone**

Assessor's Parcel Number: 031-051-024  
Application Number: SGN2008-00134  
Contractor: Sign-A-Rama  
Business Name: Taqueria El Buen Gusto

(Proposal for three "as built" signs: one 21 square foot internally illuminated monument sign, one 10 square foot window sign and one 2 square foot awning sign, for a total of 33 square feet. This application is to abate ENF2008-00366. The linear building frontage is 48 feet. The allowable signage is 48 square feet.)

(11:14)

Present: Wasantha Mohottige, Sign-A-Rama

**Motion:** **Continued two weeks to Full Committee with the following comments:** 1) Proposed signage design is not acceptable. 2) Applicant to recheck the registered title or name of the business. 3) Reduce "open" sign letter height to 6-inches. 4) Awnings may be acceptable as proposed.

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

**CONCEPT REVIEW – CONTINUED****6. 118 N MILPAS ST****C-2 Zone**

Assessor's Parcel Number: 017-091-016  
Application Number: SGN2008-00130  
Applicant: Fred Gonzales  
Business Name: Joyeria Latina Americana Jewlery

(Proposal for six "as built" signs: one 3.8 square foot wooden wall sign; two 1.6 square foot (each) painted window signs; one 1.8 square foot wood sign; one 4.4 square foot wood sign; one 0.85 square foot "painted on" wall sign, for a total of 14.05 square feet. This application is to abate ENF2008-00377. The linear building frontage is 28 feet. The allowable signage is 28 square feet.)

(11:18)

Present: Fred Gonzales, Applicant.

**Motion:** **Continued two weeks to Full Committee with the following comments:** 1) Committee appreciates applicant's efforts to remove excess signage. 2) Alteration of wall sign is a concern; applicant to return with accurate drawings of a replacement sign that could almost to be identical to the proposal with the words "jewelry watch, jewelry repair" removed. It is suggested that the excess text could be added at a maximum 2-inch letter height on the window signage.

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

**CONCEPT REVIEW – CONTINUED****7. 1131 STATE ST**

C-2 Zone

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

(Proposal for six new signs: Sign A and Sign D are each 7.6 square feet aluminum wall signs with internally illuminated reverse channel letters; Sign C and Sign F are each 3.8 square feet window signs made of flat aluminum panels that are internally illuminated (fluorescent lamps); Sign B and Sign E are each 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 linear building frontage is 21.40 feet. The allowable signage is 21.40 square feet. The project is located in El Pueblo Viejo Landmark District.)

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

(11:30)

Present: Luke Tillery, Applicant.

Jaime Limón, Senior Planner, informed the Committee that the historic patterns of building development can often determine the appropriate time for the creation of a sign program. It would be up to the Committee to require the property owner of record to create a sign program for consistency and conformity of signage. Some existing buildings do not currently have sign programs, and it is required of new buildings. Creation of a sign program can be complicated with multiple owners.

**Motion 1: For staff to request building owner to create a sign program for purposes of uniformity of signage.**

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

**Motion 2: Final Approval with the following conditions: 1) Committee appreciates efforts of applicant. 2) Applicant to provide swatches of the colors for staff to include in the project file. 3) Applicant to notify the property owner that a sign program is required.**

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

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

**CONCEPT REVIEW – CONTINUED**

**8. 121 S HOPE F123 C-2/SD-2 Zone**

Assessor's Parcel Number: 051-010-014  
 Application Number: SGN2008-00126  
 Applicant: R&R Custom Signs  
 Business Name: Louis Vuitton

(Proposal for 3 new wall signs: Sign A is a 6.28 square foot back-lit LED reverse channel pin-mounted aluminum wall sign located on interior mall facade; Sign B and Sign C are each 6.25 square feet backlit aluminum and acrylic wall signs, for a total of 18.78 square feet. There is an approved "La Cumbre Plaza Tenant Design Criteria" in place. The linear building frontage is 30 feet. The allowable signage is 30 square feet. The linear building frontage is 30 feet. The allowable signage is 30 square feet.)

**(An exception is requested and a finding is required for 24 inches over the maximum allowable letter height.)**

**Motion: To table Item 8 to be heard at a later time in the meeting.**

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

**Motion: To un-table Item 8.**

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

(11:54)

Present: Travis Root, R&R Custom Signs.

**Motion: Final Approval with the conditions: 1) Signs 2 and 3 on the mullions above the door to have a maximum 8-inch letter size. 2) Eliminate Sign 1 from the approval (i.e., the Louis Vuitton icon emblem signage).**

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

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

**CONCEPT REVIEW – NEW**

**9. 16 W CALLE LAURELES C-2/SD-2 Zone**

Assessor's Parcel Number: 051-121-017  
 Application Number: SGN2008-00140  
 Applicant: Jeremy Ziegler  
 Business Name: Santa Barbara Window Design

(Proposal for two new signs: a 5.77 square foot wooden hanging sign and a 8.88 square foot vinyl window sign, for a total of 14.65 square feet. The linear building frontage is 15 feet. The allowable signage is 15 square feet. )

(11:48)

Present: Jeremy Ziegler, Applicant.

- Motion:** **Continued one week to Conforming Sign Review with the following comments:**  
**1)** Hanging signage is acceptable as proposed. **2)** Window signage should not have the white background. **3)** Applicant to provide a scaled elevation on plans of the store front that shows both signs in proper scale relative to the architecture, and showing 7-foot minimum clearance from the bottom of hanging sign. **4)** The Committee recommends the hanging sign be perpendicular to the street.
- Action:** Rose/Cope, 4/0/0. (Cunningham absent) Motion carried.

### CONCEPT REVIEW – NEW

10. **3435 STATE ST** C-P/SD-2 Zone  
 Assessor's Parcel Number: 051-061-021  
 Application Number: SGN2008-00146  
 Applicant: DCM Graphics  
 Business Name: La Rumba Bar & Grill  
 (Proposal for one new internally illuminated (fluorescent) 25 square foot "box" sign. The linear building frontage is 68 feet. The allowable signage is 68 square feet. ~~The project is located in El Pueblo Viejo Landmark District.~~)

(11:57)

Present: Jerry Fair, DCM Graphics.

- Motion:** **Continued two weeks to Full Committee for the applicant to restudy the application, with the following comments:** **a)** The Committee would prefer *halo-lit* illuminated letters instead of the proposed internally illuminated *fluorescent* letters for the "box" sign. **b)** Applicant to research if there is existing electrical to illuminate the signage. **c)** Committee prefers a sandblasted wood sign. **d)** Applicant to restudy the application and return with lettering details and correctly scaled drawings and renderings. **e)** Staff to correct the project description to remove the "El Pueblo Viejo Landmark District" reference.
- Action:** Zink/Rose, 4/0/0. (Cunningham absent) Motion carried.

### CONCEPT REVIEW – NEW

11. **724 N MILPAS ST** C-2/R-2 Zone  
 Assessor's Parcel Number: 031-122-023  
 Application Number: SGN2008-00149  
 Applicant: DCM Graphics  
 Business Name: Western Alliance Insurance  
 (Proposal for a new 6 square foot wooden wall sign with painted letters. The linear building frontage is 20 feet. The allowable signage is 20 square feet.)

(12:19)

Present: Jerry Fair, DCM Graphics.

**Motion:**       **Continued one week to Conforming Sign Review with the following comments:**  
                  **1) The Committee would prefer the lettering and logo be painted in the proposed red color directly on the stucco. 2) A less preferable alternative solution would be that the signage could be placed on a wood board, the size proposed, with the colors reversed and the lettering in the proposed red color.**

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

**\*\* MEETING ADJOURNED AT 12:24 P.M. \*\***

**DISCUSSION ITEM**

INFORMAL DISCUSSION REGARDING INCREASING THE SIZE OF SIGN COMMITTEE AGENDA

**Presenter:**     Renee Brooke, Senior Planner/Signs Design Review Supervisor.  
                  Elva De La Torre, Planning Technician

Discussion held.