



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

PLEASE NOTE THE SPECIAL MEETING TIME OF 9:30 A.M.  
AND TEMPORARY LOCATION TO THE FISHBOWL CONF. ROOM

Thursday, October 16, 2008

Fishbowl Conference Room: 630 Garden Street

9:35 A.M.

**COMMITTEE MEMBERS:**

NATALIE COPE, *Chair* - PRESENT  
JENNIFER ROSE, *Vice-Chair* - ABSENT/RESIGNED  
BOB CUNNINGHAM - PRESENT  
STEVE HAUSZ (HLC) - PRESENT  
PAUL ZINK (ABR) - ABSENT

**ALTERNATES:**

ALEX PUJO (HLC), Absent      CLAY AURELL (ABR), Present

**CITY COUNCIL LIAISON:**

GRANT HOUSE, Absent      DALE FRANCISCO (ALTERNATE), Absent

**STAFF:**

RENEE BROOKE, Senior Planner/Signs Design Review Supervisor - PRESENT UNTIL 10:17 A.M.  
ELVA DE LA TORRE, Planning Technician - PRESENT  
KATHLEEN GOO, Commission Secretary - PRESENT;

---

### **\*\* 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, October 10, 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 (9:36):****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 October 2, 2008.**

Motion: **Approval of the minutes of the Sign Committee meeting of October 2, 2008, with corrections.**

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

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

The signs approved on Conforming Sign Review from October 2 to October 9, 2008 are listed below:

1. Gap Kids, 617 Paseo Nuevo – Approved as submitted.
2. Hayes Commercial, 3700 State Street – Approved as submitted.
3. Western Alliance, 724 Milpas Street – Final approval as submitted.

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

Ms. De La Torre made the following announcements:

1. Item 2, 826 N. Milpas Street, Item 3, 1920 State Street , and Item 12, 732 State Street have been continued indefinitely at the applicant's request.

**Motion: To continue indefinitely Item 2, 826 N. Milpas Street; Item 3, 1920 State Street; and Item 12, 732 State Street.**

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

2. Paul Zink will be absent from today's meeting.
3. Jennifer Rose has resigned from serving on the Sign Committee as Vice-Chair. Open recruitment is currently in process.
4. Board member Cunningham requested meeting adjournment by 12:00 Noon.

E. Possible Ordinance Violations and enforcement updates.

Committee member Cunningham reported the following violations:

1. State Farm "for lease" banner violation at Broadmoor Plaza.
2. Requested a staff update of gas station banner violations around the City and to request Sign Ordinance conformance.

Committee member Hausz reported the following violations:

1. Requested a staff update on various banner violations at the Vons Store on Victoria and Chapala Streets.
2. Requested a staff update on various leasing sign violations around the City.

Ms. Brooke announced that staff will attempt to be pro-active on leasing signage and construction signage.

Deana McMillion, Administrative/Clerical Supervisor stated that she will get a staff update on business license and sign submittal requirements information hyperlinks on the City website.

## **DISCUSSION ITEM**

### **RESCHEDULING OF THE SIGN COMMITTEE MEETINGS AND ASSIGNING ALTERNATES**

**(9:30)** Presenters: Renee Brooke, Senior Planner/Zoning Supervisor.  
Deana McMillion, Administrative/Clerical Supervisor.

Discussion held.

Ms. Brooke announced that a general consensus had been reached between staff and Committee members on a new mutual meeting day and time being 8:30 a.m. every other Tuesday.

Alternates issue: Ms. McMillion announced that it was determined that Sign Committee alternates can only substitute for a specific board member from the same board or committee.

**\*\* THE COMMITTEE BRIEFLY RECESSED AT 9:52 AND RECONVENED AT 10:06 A.M. \*\***

**CONCEPT REVIEW – CONTINUED**1. **1309 STATE ST**

C-2 Zone

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

(Revised project 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.)

(10:07)

Present: Richele Mailand, Applicant; and Linda Perkins, Owner.

Ms. Brooke stated that the Committee should be aware that a tree is required to be planted in the planter, and to consider that if a sign is approved in the same location.

**Motion: Final Approval with the condition that the ground sign support posts cannot be anodized aluminum, but must have a paint finish or be of actual bronze.**

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

Committee comments: The Committee cautioned the applicant that whatever ground base is eventually utilized to keep the sign in place should be of a material that could be easily broken-up to allow for at least a 5-foot diameter hole to make it easier to eventually install the tree (currently under contention) into the planter where the sign will also be located or it might involve more work to install the tree.

**CONCEPT REVIEW – CONTINUED**2. **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.)

Continued indefinitely at the applicant's request.

**CONCEPT REVIEW – NEW****3. 1920 STATE ST** C-2/R-3 Zone

Assessor's Parcel Number: 025-372-015  
Application Number: SGN2008-00135  
Contractor: Sign-A-Rama  
Business Name: Orange Tree Inn

(Proposal for a new 23 square foot internally lit monument sign. the linear building frontage is 140 feet. The allowable signage is 90 square feet. The project is located in El Pueblo Viejo Landmark District.)

**(An exception is requested and findings are required for an over height sign, the sign is 8 feet 8 inches above finished grade.)**

Continued indefinitely at the applicant's request.

**CONCEPT REVIEW – CONTINUED****4. 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.)

(10:17)

Present: Fred Gonzales, Applicant.

**Motion: Final Approval as submitted.**

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

**CONCEPT REVIEW – CONTINUED****5. 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 project 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.)

(10:21)

Present: Ken Sorgman, Signs by Ken.

**Motion:** Final Approval with the condition that the light fixtures be painted the building color.

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

### CONCEPT REVIEW – NEW

#### 6. 524 N MILPAS ST

C-P Zone

Assessor's Parcel Number: 031-241-040  
 Application Number: SGN2008-00147  
 Applicant: Signs by Ken  
 Business Name: Prestige Hand Car Wash

(Proposal for nine "as built" signs: four painted wall signs, one 5 square foot, one 12 square foot, one 9 square foot, one 18.6 square foot, one 12 square foot; and a 28 square foot ground sign; three wooden hanging signs all 24 square feet (each), for a total of 156 square feet. This application is to abate ENF2008-00471. The linear building frontage is 99 feet. The allowable signage is 90 square feet.)

**(An exception is requested and findings are required for an extra 66 square feet of signage over the 90 square feet allowable signage.)**

(10:28)

**Present:** Ken Sorgman, Signs by Ken.

**Motion:** Continued two weeks to return to Full Committee with the following comments:  
 1) Sign A is redundant and needs to be removed. 2) Sign B is acceptable as installed. 3) Sign C is redundant and needs to be removed. 4) Sign C-1 is unnecessary and needs to be removed. 5) Sign D is acceptable as installed. 6) Signs E, F, and G are not acceptable, and a new solution needs to be found that does not obstruct architectural details and is significantly scaled down to meet the objective to remain within the allowable 90 square feet. 7) Sign C-2 may be acceptable with a reduced letter size of 8-inches in height. 8) Staff to verify that the blue cornice and awnings have design review approval and, if not, should be referred to the Architectural Board of Review. 9) If a landscape plan is on record, it should be reinstalled to address landscaping removal concerns.

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

### CONCEPT REVIEW – NEW

#### 7. 32 N CALLE CESAR CHAVEZ

M-1/SD-3 Zone

Assessor's Parcel Number: 017-030-016  
 Application Number: SGN2008-00151  
 Applicant: Diana Kelly  
 Business Name: Pat Scott Masonry

(Proposal for three "as built" pin mounted wall signs: two at 5 square feet (each) and one 3 square foot sign, for a total of 13 square feet. This application is to abate ENF2007-01240. The linear building frontage is 100 feet. The allowable signage is 65 square feet.)

(10:48)

- Present: Diana Kelly, Applicant; and Kathleen Weinheimer, Attorney; and Eddie Langhorne, Owner.
- Motion: Continued two weeks to Full Committee for the Applicant to place a sample mockup poster board in the sign location for the Sign Committee to observe and review at a scheduled site visit.**
- Action: Cunningham/Hausz, 4/0/0. (Zink and Rose absent) Motion carried.

### CONCEPT REVIEW – NEW

8. **235 E HALEY ST** C-M Zone  
Assessor's Parcel Number: 031-202-010  
Application Number: SGN2008-00152  
Applicant: Leon Olson  
Business Name: Leon Olson & Dan Upton  
(Proposal for two new wall signs: 8.03 square feet (each) made of composition board, for a total of 16.06 square feet. The linear building frontage is 125 feet. The allowable signage is 25 square feet.)

(11:08)

Present: Leon Olson, Applicant.

**The Committee took no action as the proposed sign is exempt signage.**

### CONCEPT REVIEW – NEW

9. **8 BROADMOOR PZ** C-P/SD-2 Zone  
Assessor's Parcel Number: 051-061-014  
Application Number: SGN2008-00148  
Applicant: Jerry Fair  
Business Name: Sterling Laundry  
(Proposal for a new 11.31 square foot internally illuminated can sign. The linear building frontage is 42 feet. The allowable signage is 25 square feet.)

**(This project may need a sign program as there are 10 tenants in a multi-tenant commercial building.)**

(11:13)

Present: Jerry Fair, Applicant.

Staff stated that all resources were researched in an effort to determine whether the cabinet of the internally illuminated can sign received prior approval, but was unable to confirm. Staff to research water dispenser to be removed if not permitted.

**Motion:** **Final Approval to reinstall the existing internally illuminated can sign and face with the conditions:** **1)** The internally illuminated can sign to be painted black to match the adjacent business' internally illuminated can signage. **2)** The face of the internally illuminated can sign could be reused, but the blue color is to be treated opaque with light just coming through the text. **3)** The corner sandwich board "off the premises" sign is to be removed. **4)** The water machine is to be removed if not permitted. **5)** No window signage is approved.

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

### CONCEPT REVIEW – CONTINUED

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.)

(11:24)

**Present:** Jerry Fair, DCM Graphics

**Motion:** **Continued two weeks to return to Full Board with the comments:** **1)** Final Approval as submitted for the wall sign. **2)** The awning over the main entry needs to have some signage to identify the entry; with the applicant to return with a proposal for the awning.

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

### CONCEPT REVIEW – NEW

11. **113 W DE LA GUERRA ST** C-2 Zone

Assessor's Parcel Number: 037-082-027  
Application Number: SGN2008-00154  
Applicant: Robert Kilburn  
Business Name: Saffron

(Proposal for two new hand-painted window signs at 0.69 square feet (each), for a total of 1.38 square feet. The linear building frontage is 18 feet. The allowable signage is 18 square feet. The project is located in El Pueblo Viejo Landmark District.)

(11:28)

**Present:** Robert Kilburn, Applicant.

**Motion:** **Continued two weeks to Full Board with the following comments:** **1)** Applicant to return with more complete presentation including accurate scaled drawings and dimensions of the newly proposed blade signage. **2)** Remove illegal banners. **3)** Study graphic lettering font and sizing appropriate to El Pueblo Viejo Landmark District.

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



Staff note: Staff to include newly proposed blade signage into square footage and linear building frontage measurement calculations.

### **CONCEPT REVIEW – CONTINUED**

12. **732 STATE ST** C-2 Zone

Assessor's Parcel Number: 037-092-027  
Application Number: SGN2008-00144  
Applicant: Sign-A-Rama  
Business Name: The Area

(Proposal for four new signs: One 2.48 square foot wall sign made of 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.)

Continued indefinitely at the applicant's request.

### **REFERRED FROM CONFORMING SIGN REVIEW**

13. **1213 STATE ST** C-2 Zone

Assessor's Parcel Number: 039-182-016  
Application Number: SGN2008-00171  
Applicant: C B & G Sign Solutions  
Business Name: Quiznos

(Proposal for a new 9.5 square foot wood sign with hand-painted letters and logo. This application is to abate ENF2008-00797. There is a La Pazuela sign program in place. The linear building frontage is 19 feet. The allowable signage is 9.5 square feet. The project is located in El Pueblo Viejo Landmark District.)

(11:35)

Present: Chris Compton, C B & G Sign Solutions.

**Motion:** **Continued two weeks to Full Board with the following comments:** 1) Applicant to return with cross-section scaled drawings of the building elevations. 2) Applicant to return with photographs of different perspectives to show the projecting sign and bracket dimensions and locations.

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

**\*\* MEETING ADJOURNED AT 11:48 P.M. \*\***