



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

PLEASE NOTE: THE NEW MEETING DAY AND TIME OF TUESDAYS AT 8:30 A.M.

**Tuesday, November 25, 2008**    **David Gebhard Public Meeting Room: 630 Garden Street**    **8:36 A.M.**

**COMMITTEE MEMBERS:**  
NATALIE COPE, Chair - PRESENT  
(VACANT), Vice-Chair  
BOB CUNNINGHAM - PRESENT  
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 – PRESENT UNTIL 9:00 A.M.  
ELVA de la TORRE, Planning Technician - PRESENT  
KATHLEEN GOO, Commission Secretary - PRESENT

*Website: [www.SantaBarbaraCa.gov](http://www.SantaBarbaraCa.gov)*

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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 November 21, 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 (8:36):****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 November 11, 2008.**

Motion: **Approval of the minutes of the Sign Committee meeting of November 11, 2008, with corrections.**

Action: Hausz/Cunningham, 4/0/0.

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

The signs approved on Conforming Sign Review from November 11<sup>th</sup>, and 18<sup>th</sup>, 2008 are listed below:

1. Devine Inspiration Gallery of Fine, 1528 State Street – Final approval as submitted.
2. Pat Scott Masonry, 32 N. Calle Cesar Chavez – Final approval as submitted.
3. Los Agaves, 600 N. Milpas Street – Final approval with conditions.
4. Smart Marketing, 2917 De La Vina 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. Committee member Bob Cunningham will be stepping down from Items #6, 3305 State Street, and Item #12, 320 W. Pueblo Street on the agenda.
2. Item #11, 303 W. Carrillo Street has been postponed at the applicant's request.

E. Possible Ordinance Violations and enforcement updates.

At Committee member Hausz's request, Ms. Brooke stated she will research how long it takes staff to inspect and enforce banner violations so that violators do not take advantage of any possible gap between report and inspection/enforcement despite certified warning notifications. She also requested that all submitted violations (including banner violations), that are communicated to the rest of the Board, be also communicated/mailed to staff, namely herself as Senior Planner, Ernesto Botello, Administrative Specialist, and Elva de la Torre as Sign Committee Planning Technician, and that caution be observed on any restricted written or emailed comments that might become part of the record in the enforcement case. Ms. de la Torre will be updating the Board, as usual, on any progress made on all closed and currently open reported sign violations, which would be listed by address since the reporting system may not be able to filter violations reported by Committee members.

Committee member Cunningham also requested updates on the following violation cases:

1. 1525 Santa Barbara Street – rummage sale signs reported illegally posted since April.
2. Giatti's Furniture, 600 Santa Barbara Street – banner violations reportedly illegally posted for one month.

Committee member Zink requested an update on banner violations at the Santa Barbara Museum on inspection enforcement, and also reported the following violations:

1. 2300 Garden Street, Saint Anthony's Seminary – two red signs with white letters "Matt Construction" signage which are too large.
2. Blockbuster's Video on Milpas Street, currently has overpowering flashy movie posters in window numbering over the percentage allowed. Staff reported that the posters are restricted as temporary and for only a certain percentage of the window.

Committee member Hausz requested of staff faster inspection response on reported banner violations in the City.

## **DISCUSSION ITEM**

### **PROPOSAL TO RESCHEDULE THE SIGN COMMITTEE MEETINGS**

Presenters: Renee Brooke, Senior Planner/Zoning Supervisor.

#### **(Comments Only)**

(8:52)

#### **Discussion held.**

Ms. Brooke reported to the Board that staff would prefer not to change the meeting day or time again. She reported that staff is making an effort to carefully screen applications so that they are as complete as possible before the Committee's review. Large applications have been, and are still pending for continuation on the Sign schedule, and there are at least 13 new sign applications still pending on the current waiting list. The Board requested possible additional "stand-by" items where the applicant will be duly notified to attend the meeting in case an agenda item is postponed due to an applicant's absence.

Staff requested the Committee “indefinitely” continue agenda items when they cannot ascertain that the applicant will be able to return within the normal two week period.

## **DISCUSSION ITEM**

### **OUTDOOR LIGHTING AND STREETLIGHTING DESIGN GUIDELINES**

Presenter: Steve Hausz, Outdoor Lighting and Streetlighting Design Guidelines Liaison.

#### **(Comments Only)**

(9:01)

#### **Discussion held.**

Mr. Hausz requested if the Committee had any further comments, which the Committee did not have at this time.

## **CONCEPT REVIEW – CONTINUED**

### 1. **1213 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-182-016  
Application Number: SGN2008-00171  
Applicant: C B & G Sign Solutions  
Owner: Ruth B. Shoudy Trust  
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 9.50 square feet. The project is located in El Pueblo Viejo Landmark District.)

(9:02)

Present: Chris Compton, C B & G Sign Solutions; and Darmish Patel, Owner.

#### **Motion: Continued indefinitely to Conforming Sign Review with the comments:**

- 1) The Committee prefers Option 4, which includes (vertically) hanging the blade sign from a soffit.
- 2) Return with mounting plate information at the ceiling.
- 3) Thickness of the chain is required to be quarter inch or greater.
- 4) Return with required bracket information on how the chain will be secured from the blade sign.

Action: Zink/Cunningham, 4/0/0. Motion carried.

Committee comments: One Committee member preferred that the mounting plate and bracket information be appropriately detailed utilizing a more decorative washer.

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

**CONCEPT REVIEW – NEW**

2. **1230 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-183-027  
Application Number: SGN2008-00169  
Applicant: Sign-A-Rama, Goleta  
Owner: Aryana 1230, LLC  
Business Name: Saigon In & Out

(Proposal for three signs: a 10 square-foot vinyl window sign with logo; a one square-foot MDO blade sign; and an "as-built" relocation of an existing approved 3.8 square-foot sandblasted wood blade sign on new bracket, for a total of 14.8 square feet. This application is to abate ENF2008-00984. The linear building frontage is 23 feet. The allowable signage is 23 square feet. The project is located in El Pueblo Viejo Landmark District.)

**Motion: To table Item #2.**

Action: Zink/Hausz, 4/0/0. Motion carried.

**Motion: To un-table Item #2.**

Action: Hausz/Zink, 4/0/0. Motion carried.

(9:29)

Present: Wasantha Mohottige, Applicant.

**Motion: Continued two weeks to Full Committee with the comments:**

- 1) Return with hanging hardware and color information for the blade sign. And, since it is installed, the applicant is to return with a close up picture of the hanging hardware.
- 2) The window signage is too large as installed and needs to be significantly reduced and needs to conform to the El Pueblo Viejo Landmark District guidelines.
- 3) Return with more specific information on the rear blade sign bracket.
- 4) The small size of rear blade sign is acceptable.

Action: Hausz/Zink, 4/0/0. Motion carried.

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

**CONCEPT REVIEW – CONTINUED**

**3. 132 HARBOR WAY** HC/SD-3 Zone

Assessor's Parcel Number: 045-250-011  
 Application Number: SGN2008-00170  
 Applicant: Goodland Signs  
 Owner: City of Santa Barbara  
 Business Name: Harbor View Real Estate & Investment

(Proposal for two new 11 square foot (each) wall signs made of sandblasted redwood with painted letters and logo, for a total of 22 square feet. This project is in the Santa Barbara Harbor Chandlery Building. The linear building frontage is 44 feet. The allowable signage is 22 square feet.)

**(An exception is requested and findings are required for the sign to exceeding the height limit of 5' 6" above the second floor line.)**

(9:10)

Present: Paul Strickland, Goodland Signs; and Adam Pirozzi, Owner of Harbor View Real Estate & Investment.

**Motion: Final Approval as noted with the finding that the criteria for an exception have been met, and with the condition that the bottom of the sign be dimensioned 6 to 8 inches (plus or minus) from the top of the trim to the bottom of the sign.**

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

Committee comments: One Committee member was opposed with the opinion that the approval would set an unfortunate precedent. The Committee also requested that staff either send a reminder email to the Committee members or post a reminder in the agenda for site visits on upcoming agendized items.

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

**CONCEPT REVIEW – NEW**

**4. 1905 CLIFF DR** C-P/R-2/SD-3 Zone

Assessor's Parcel Number: 045-015-007  
 Application Number: SGN2008-00179  
 Applicant: Signs By Ken  
 Owner: Babai Trust  
 Business Name: Russa Yog Yoga

(Proposal for two new signs: one 9 square foot hanging sign made of sandblasted wood; one 6 square foot sandblasted wooden wall sign, for a total of 15 square feet. The linear building frontage is 45 feet. The allowable signage is 45 square feet.)

**Motion: To table Item #4.**

Action: Cunningham/Zink, 4/0/0. Motion carried.

**Motion:** To un-table Item #4.  
**Action:** Hausz/Cope, 4/0/0. Motion carried.

(9:53)

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

**Motion:** Continued two weeks to Full Committee with the comments:

- 1) Some Committee members have some concerns with the size of hanging Sign A. Applicant to return with photographs. Provide documentation of the hanging hardware to match Giovanni's restaurant signage, and to return with dimensions of the signage.
- 2) Provide a correct elevation of Sign B, and the Board suggests reducing the size of the sign.
- 3) Staff to determine if the change to the west elevation was approved by the Architectural Board of Review.

**Action:** Hausz/Zink, 4/0/0. Motion carried.

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

### CONCEPT REVIEW – CONTINUED

#### 5. 524 N MILPAS ST

C-P Zone

Assessor's Parcel Number: 031-241-040  
 Application Number: SGN2008-00147  
 Applicant: Signs By Ken  
 Owner: A. J. Vido Incorporated  
 Business Name: Prestige Hand Car Wash

(Revised description: to permit an "as-built" reface of an existing 28 square foot ground sign, and a 12 square foot wall sign, and add four "as-built" wooden wall signs: one at 16.33 square feet; two at 7.91 square feet each; one at 12.66 square feet, for a total of 84.81 square feet. This application is to abate ENF2008-00471. The linear building frontage is 99 feet. The allowable signage is 90 square feet.)

**(A finding is required for an exception that was originally requested to exceed the allowable square footage, the project was revised reducing the signage and no longer requires the exception.)**

(9:40)

**Present:** Ken Sorgman, Signs By Ken; and Frank Thalen, Owner.

**Motion:** Continued one week to Conforming Sign Review with the comments:

- 1) Sign A is to be removed.
- 2) Signs B, D, E, F and G are acceptable as proposed.
- 3) Signs C and C1 are to be removed.
- 4) Return with an illustration of Sign C2 relocated to mount to the rafter tails of the roof over the auto exit.
- 5) Committee appreciates the applicant's efforts to reduce the size of the signage.

**Action:** Hausz/Zink, 4/0/0. Motion carried.

**REFERRED FROM CONFORMING SIGN REVIEW****6. 3305 STATE ST** C-L/C-P/SD-2 Zone

Assessor's Parcel Number: 051-100-001  
Application Number: SGN2008-00166  
Applicant: Signs By Ken  
Owner: James Deloreto  
Business Name: Loreto Plaza

(Revised description: add new yellow color to palette for Harry's restaurant signage only, to the previously reviewed proposal that amended the approved sign program for the Loreto Plaza.)

(10:02)

Present: Ken Sorgman, Signs By Ken.

**Motion: Not to amend the Sign Program for an individual tenant, but to handle the request as an exception to the Sign Program when that tenant is reviewed.**

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

**CONCEPT REVIEW – NEW****7. 2012 CHAPALA ST** C-2 Zone

Assessor's Parcel Number: 025-311-018  
Application Number: SGN2008-00177  
Applicant: Signs By Ken  
Owner: Santa Barbara Friends Meeting  
Business Name: Quaker Meetinghouse

(Proposal for one new 14.6 square foot sandblasted wooden hanging sign and permit an existing "as-built" 9 square foot directory wall sign, for a total of 23.6 square feet. The linear building frontage is 51 feet. The allowable signage is 51 square feet.)

(10:13)

Present: Ken Sorgman, Signs By Ken.

**Motion: Final Approval of Signs A and B with the condition that the Applicant is encouraged to return with a more creative approach to the sign text.**

Action: Hausz/Cunningham, 3/0/1. (Cope abstained) Motion carried.



**CONCEPT REVIEW – NEW****8. 3130 STATE ST**

C-2/SD-2 Zone

Assessor's Parcel Number: 053-332-020  
Application Number: SGN2008-00174  
Applicant: DCM Graphics  
Owner: Chang-Fu and Mei-Kuei Wang  
Business Name: Brummis

(Proposal for a new 16 square foot wall sign made of wood with painted letters. The linear building frontage is 25 feet. The allowable signage is 25 square feet.)

(10:17)

Present: Franco Rizzo, DCM Graphics.

**Motion:** Continued one week to Conforming Sign Review with the comments:

- 1) Background of the sign shall be same as the building color.
- 2) Applicant is encouraged to repaint the building façade to match the proposed background color which would then make the background color acceptable.
- 3) Return with additional documentation on the scaled elevation indicating the space above and below the sign.

Action: Hausz/Cunningham, 4/0/0. Motion carried.

**CONCEPT REVIEW – NEW****9. 822 N MILPAS ST**

C-2 Zone

Assessor's Parcel Number: 031-051-021  
Application Number: SGN2008-00175  
Architect: James Macari  
Owner: Eugene and Irene Granaroli, Revocable Trust  
Business Name: Superior Classics

(Proposal for three new signs: one 32 square foot wall sign made of plywood with painted letters; one 3 square foot wall sign made of metal with painted letters; one 10 square foot projecting metal sign with painted letters, for a total of 45 square feet. The linear building frontage is 28 feet. The allowable signage is 28 square feet.)

**(An exception is requested and findings are required for 17 square feet of signage over the allowable signage of 28 square feet.)**

(10:26)

Present: James Macari, Architect.

**Motion: Continued one week to Conforming Sign Review with the comments:**

- 1) Signs B and C are acceptable as submitted.
- 2) Return with a scaled drawings of mounting of Signs B and C of the bracket with dimensions, elevation, and square footage that show how the sign elements all work together.
- 3) Sign A needs to be reduced in height and relocated more toward the window.

Action: Cunningham/Hausz, 4/0/0. Motion carried.

**CONCEPT REVIEW – NEW**10. **3956 STATE ST**

C-2/SD-2 Zone

Assessor's Parcel Number: 057-233-018  
 Application Number: SGN2008-00176  
 Applicant: Vogue Signs Company  
 Owner: Maurice Sourmany  
 Business Name: Meineke Car Center /Econo Lube

(Proposal for two new signs and modification of one sign: one internally illuminated (fluorescent) 32 square foot monument sign; one 5.8 square foot internally illuminated (neon) wall sign; modification of a channel lettered wall sign to remove some letters, reducing the sign to 4.3 square feet, for a total of 42.1 square feet. The linear building frontage is 30 feet. The allowable signage is 30 square feet.)

**(An exception is requested and findings are required for 12.1 square feet of signage over the 30 square feet allowable signage.)**

(10:37)

Present: Christian Muldoon, Vogue Signs Company.

**Motion: Continued indefinitely to Full Committee with the comments:**

- 1) The City of Santa Barbara wishes to discourage new can signs and since the application is to replace an existing cabinet and not just a reface, the Committee would like to see an externally illuminated ground sign for Sign #1 suggesting a sandblasted sign.
- 2) The Committee feels that the landscaping in the island where Sign #1 is located should be restored.
- 3) Sign #2: The Committee cannot support the exposed raceway, and would recommend the letters be illuminated with LED lighting and be reduced to approximately 2½-inches in depth with preferably halo-lit channel letters instead of face-lit channel letters.
- 4) Sign #3 is acceptable as proposed, but the Committee would like to see new plastic faces to the signage.

Action: Zink/Hausz, 4/0/0. Motion carried.

**CONCEPT REVIEW – NEW****11. 303 W CARRILLO ST**

C-2 Zone

Assessor's Parcel Number: 039-302-008  
Application Number: SGN2008-00172  
Applicant: Apex Imaging Services  
Owner: Susan Sandelman, Trustee  
Business Name: Conoco Phillips Company

(Proposal to replace an existing monument sign with a new 24 square foot monument sign illuminated with existing previously approved lighting and face change for two existing wall signs at 19.44 square feet (each); signage for dispenser valances, toppers and doors at 17.37 square feet, for a total of 80.25 square feet. The linear building frontage is 46 feet. The allowable signage is 46 square feet. The project is located in El Pueblo Viejo Landmark District.)

**(An exception is requested and findings are required for 34.25 square feet over the allowable signage of 46 square feet. The paint color for the canopy requires Historic Landmarks Commission approval, the applicant has submitted for review.)**

**Postponed at the applicant's request.**

**CONCEPT REVIEW – CONTINUED****12. 320 W PUEBLO ST**

C-O Zone

Assessor's Parcel Number: 025-102-001  
Application Number: SGN2005-00044  
Agent: Tiffany Campbell  
Owner: Santa Barbara Cottage Hospital  
Business Name: Santa Barbara Cottage Hospital

(New revised description: Proposal for a Hospital Campus-wide sign program, which includes the following buildings and temporary construction signs: 1) Cottage Rehabilitation Hospital: eleven exterior signs; 2) Cottage Residential Care Center: five exterior signs; 3) Knapp Building: six exterior signs; 4) Campus: eleven exterior wayfinding signs; 5) Pueblo Parking Structure: six exterior wayfinding signs; 6) Construction Zone Signs: six temporary directional signs.)

**(Project requires transportation clearance and real properties prior to final approval.)**

(10:59)

Present: Joseph Stoddard (Designer), Karl Crooks, and Jenna Goodman, SKA Design; and Afshin Fathollahi, Vice President of Cottage Hospital/Support Services.

- Motion:**        **Continued indefinitely to Conforming Sign Review with the comments:**
- 1) Applicant to return with an exception request letter for the overheight signs.
  - 2) Sign #104 is to have no electrical.
  - 3) The actual text of the Sign Program is to be updated per discussion during this meeting.
  - 4) Carry forward previous comments:
    - a. #9 – “The main rock wall Signage #1-1-001 lighting is not part of this application proposal and approval.”;
    - b. #10 – “Emergency Ambulance and Emergency Trauma Center signage (Page D-26) are not part of this approval and will be reviewed at a later date in context of the new architecture.”; and
    - c. #11 – “Sign #302 is a temporary sign during the course of construction and not meant for permanence.”
  - 5) Regarding Sign #207, the bolt heads are to be painted to match the hardware.
  - 6) Final Approval cannot be granted until approval is obtained from the Transportation and Real Property Divisions.
  - 7) Committee member Hausz will meet with the applicant to review a mock up sample of the lighting for appropriate light level review.

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

Committee comments: The Committee commented that all modifications to the Outdoor Lighting and Streetlighting Design Guidelines are to be applied.

**\*\* MEETING ADJOURNED AT 11:42 P.M. \*\***