



City of Santa Barbara Planning Division

SIGN COMMITTEE MINUTES

Wednesday, July 27, 2005 **David Gebhard Public Meeting Room: 630 Garden Street** **1:30 P.M.**

COMMITTEE MEMBERS: DAWN ZIEMER, Chair, Present
 TOM NILSEN, Vice Chair, Present
 STEVE HAUSZ, Present
 NATALIE COPE, Present
 RANDY MUDGE, Present

ALTERNATES: SUSETTE NAYLOR, Absent
 CHRISTOPHER MANSON-HING, Absent

CITY COUNCIL LIAISON: DAS WILLIAMS, Absent

STAFF: JAIME LIMÓN, Design Review Supervisor, Present
 JASON SMART, Temporary Planning Technician, Present
 BARBARA WALSH, Recording 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 scheduled meeting. If the applicant is unable to attend scheduled meeting, Staff must be notified by the applicant prior to eleven a.m. of the meeting day. Call Suzanne Johnston, Planning Technician II, at the City of Santa Barbara, Planning Division, 564-5470. AGENDAS, MINUTES and REPORTS: Copies of all documents relating to agenda items are available for review at 630 Garden St. in the City Clerk's office, at the Central Library, and www.SantaBarbaraCa.gov

No application will be reviewed by the Sign Committee until any illegal signs are removed or brought into compliance with the Sign Ordinance.

* Please note: Additional tenancies or alternate sign configurations may necessitate the reduction of previously approved signage.

EPV = EL PUEBLO VIEJO, EX = EXCEPTION, ENF = ENFORCEMENT, C = CONTINUED

- ** 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.
- ** In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Planning Division at (805) 564-5470. Notification at least 48 hours prior to the meeting will enable the City to make reasonable arrangements.

NOTICE:

That on July 22, 2005, at 4:00 P.M., this agenda was duly posted on the Community Development bulletin board, in the office of the City Clerk, and on the bulletin board on the outside of City Hall.

GENERAL BUSINESS (1:30):

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 meeting of July 13, 2005.

Motion: Approval of the minutes of the Sign Committee meeting of July 13, 2005, with corrections.
Action: Hausz/Mudge, 3/0/2. Ziemer and Nilsen abstained.

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from July 14, 2005 to July 27, 2005 are listed as follows:

1. 401B North Milpas Street, Soccer Action USA. Final approval as submitted with the following conditions: 1) A sample of the muted red color of the channel letters shall be provided to Staff. 2) All Sign Ordinance violations on the building shall be abated. 3) The approval is pending Sign Committee approval of a sign program for the building.
2. 809 State Street, Ruby Sky. Final approval as submitted.
3. 430-B Chapala Street, Antica Furnishings. Final approval as submitted with the following conditions: 1) The bracket color is to match the balconies and/or lanterns. 2) There shall be no blunt cut ends on the bracket. 3) The steel in the bracket shall be solid stock. 4) The lag bolts shall be painted to match the back plate.
4. 200 E. Carrillo Street, Santa Barbara Asset Management. Final approval as submitted.

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

1. Mr. Smart announced the following change to the agenda:

Item No. 10, 11 W. Figueroa Street, has been postponed two weeks at the applicant's request.

Motion: Postpone Item No. 10, 11 W. Figueroa Street, two weeks.
Action: Hausz/Nilsen, 5/0/0.

E. Possible Ordinance Violations.

Committee Member Nilsen requested a sweep of Milpas Street for possible violations, with specific investigation into Payday Advance. Mr. Smart stated that there is currently an enforcement case pending for Payday Advance and that a

new warning letter has been sent to the property owner. An earlier warning letter was not delivered to the property owner.

MISCELLANEOUS ACTION ITEM

Marshall Rose, Executive Director, Downtown Organization.

Request for the Sign Committee to establish a subcommittee to assist the Downtown Organization in reviewing new State Street Flag Program proposals.

(1:46)

Marshall Rose, Executive Director of the Downtown Organization, requested two members of the Sign Committee be appointed to a subcommittee for the Downtown Organization State Street Flag Program.

Steve Hausz and Tom Nilsen were appointed by consensus as the subcommittee members for the Downtown Organization State Street Flag Program.

CONCEPT REVIEW - CONTINUED

1. **1272 COAST VILLAGE RD** C-1/SD-3 Zone
 Assessor's Parcel Number: 009-230-035
 Application Number: SGN2005-00109
 Owner: Martin Foreman, Trustee
 Contractor: Signs by Ken
 Business Name: Red Studio

(Proposal to replace two wood hanging signs measuring 6 square feet each with one 13 square foot wall sign for Red Studio. 12.88 square feet of signage is being requested. The linear building frontage is 40 feet. The allowable signage is 40 square feet. An exception is requested for 16" letter height.)

(PROJECT REQUIRES EXCEPTION FINDINGS)

(1:51)

Ken Sorgman, Signs by Ken, present.

Staff comment: Jason Smart, Temporary Planning Technician, stated that archived applications dating back to 1987 refer to a sign program for 1266-1280 Coast Village Road. Although archived files show approved color changes to the sign program in 1989, Staff does not have documentation of the original approved sign program. The existing signage on the building for Red Studio and Los Arroyos is legally permitted, but the signage for Christine Schell and Sullivan Goss is not.

Straw vote: How many Committee members can support signage over the tile roof? 4/1.

Motion: Continued two weeks with the following comments: 1) Due to the lack of sign program documentation, it is a requirement that a new sign program be formulated for the Sign Committee to review before approving any further signage. 2) The unpermitted signs on the buildings are to be enforced upon.

Action: Hausz/Nilsen, 5/0/0.

REFERRED FROM CONFORMING SIGN REVIEW**2. 709 E GUTIERREZ ST**

M-1 Zone

Assessor's Parcel Number: 031-302-020
Application Number: SGN2005-00115
Owner: Marsha Messmore, Trustee
Applicant: Santa Barbara Iron & Metal
Agent: Freedom Signs
Business Name: Santa Barbara Iron & Metal

(Proposal to install one 4.5 square foot hanging blade sign and one 2.75 square foot wall sign for Santa Barbara Iron and Metal. 7.25 square feet of signage is being requested. The linear building frontage is 31 feet. The allowable signage is 31 square feet.)

(Referred from Conforming Calendar for review of the hanging sign's bracket.)

(2:09)

Dan Morris, Freedom Signs, present.

Motion: Final approval with the following condition and comment: 1) The scroll work and cross arm of the bracket shall be one-half inch by one-inch steel material and the back plate shall be one-quarter inch by one inch steel material. 2) The sign board is approved as submitted.

Action: Hausz/Nilsen, 5/0/0.

CONCEPT REVIEW - NEW**3. 1929 CLIFF DR**

C-P/R-2/SD-3 Zone

Assessor's Parcel Number: 045-015-016
Application Number: SGN2005-00114
Owner: Jemesa Properties, LLC
Applicant: John Price
Engineer: A & S Engineering
Business Name: Fuel Depot

(Proposal to replace the existing 36 square foot sign on an existing concrete monument base with a new internally illuminated 38.11 square foot sign for Fuel Depot. 38.11 square feet of signage is being requested.)

(2:14)

Ahmad Ghaderi, Designer; Matt Edick, Manager; and John Price, Owner, present.

Staff Comment: Suzanne Johnston, Planning Technician II, stated the City of Santa Barbara's regulations regarding non-current signs per Municipal Code Section 22.10.090A.

Motion: Continued two weeks with the following comments: 1) Minimize extraneous text on the sign and reduce the overall size as much as possible. 2) Return with samples of actual colors. 3) Make the blue background opaque. 4) The maximum height the Sign Committee will accept for the gas price letters is six inches.

Action: Hausz/Mudge, 5/0/0.

CONCEPT REVIEW - NEW**4. 24 W FIGUEROA ST**

C-2 Zone

Assessor's Parcel Number: 039-231-017
 Application Number: SGN2005-00117
 Owner: The Laurel Company
 Business Name: Savoy Truffles
 Applicant: Paul Shields
 Architect: Paul White

(Proposal to install two hanging sandblasted wood signs, 3.5 square feet each, and one 8 square foot wall sign for Savoy Truffles in El Pueblo Viejo District. 15 square feet of signage is being requested. The linear building frontage is 30 feet. The allowable signage is 30 square feet.)

(2:37)

Paul Shields, Applicant, present.

Motion: Continued two weeks with the following comments: 1) Study the suggestion to put signage on the awning valance in lieu of the sign board above the awning. 2) Return with scaled elevations and a correct site plan that show correct dimensions of all sign elements. 3) The two signs hanging from the awning cross arms are approved.

Action: Hausz/Nilsen, 5/0/0.

CONCEPT REVIEW - NEW**5. 222 W PUEBLO ST**

C-O Zone

Assessor's Parcel Number: 025-112-015
 Application Number: SGN2005-00118
 Owner: San Ysidro Partners, LLC
 Contractor: Benton Signs & Designs
 Business Name: Pueblo Surgery Center

(Proposal to construct a 23.3 square foot double-faced sandblasted redwood ground sign with four panels on each side for Pueblo Surgery Center. 23.30 square feet of signage is being requested in addition to 10.30 square feet of existing signage. The linear building frontage is 80 feet. The allowable signage is 65 square feet.)

(2:49)

Dave Benton, Benton Signs of Santa Barbara, present.

Motion: Continued one week to the Conforming Sign Review with the comment to demonstrate the height and length of the sign in the planting area.

Action: Cope/Hausz, 4/1/0. Nilsen opposed.

CONCEPT REVIEW - NEW**6. 423 STATE ST**

C-M Zone

Assessor's Parcel Number: 037-211-012
 Application Number: SGN2005-00119
 Owner: Donald Torgeson Credit Shelter
 Architect: Trevor Martinson
 Business Name: Velvet Jones

(Proposal to alter and legalize an existing as-built marquee sign for Velvet Jones in El Pueblo Viejo District. The applicant is requesting an exception to the Sign Ordinance for changeable copy. 18 square feet of signage is being requested in addition to 9.50 square feet of existing signage. The linear building frontage is 33 feet. The allowable signage is 33 square feet.)

(PROJECT REQUIRES EXCEPTION FINDINGS)**(2:59)**

Trevor Martinson, Architect, present.

Staff comment: Jaime Limón, Senior Planner, stated the Sign Committee needs to make three determinations: 1) Ascertain if there are grounds for an exception by deciding if the occupancy is a theater or a bar (the City of Santa Barbara Fire Department considers the business a bar). 2) Decide if the proposed sign is a marquee. Mr. Limón stated that the proposed sign does not appear to be a marquee as defined in the Municipal Code, Section 22.70.020W, and 3) Can the Sign Committee, with the appropriate findings approve a sign that has interchangeable copy. Mr. Limón requested that in the case of denial, the Sign Committee give the applicant clear direction in case the applicant chooses to appeal. Mr. Limón also stated the Sign Committee can approve a poster display case if the Sign Committee supports the idea of advertising.

Motion: Denied on the grounds that the changeable sign at this location does not fit the language or the intent of the Sign Ordinance and Guidelines and the comment that the Sign Committee will not entertain any other application that involves changeable copy.

Action: Hausz/Nilsen, 5/0/0.

CONCEPT REVIEW - NEW**7. 1 N CALLE CESAR CHAVEZ**

OM-1/SD-3 Zone

Assessor's Parcel Number: 017-113-012
 Application Number: SGN2005-00120
 Owner: Jacques, Ltd.
 Applicant: Ellie Goodman
 Contractor: Santa Barbara Signs and Graphics

(Conceptual review of sign template for a sign program at the Vercal Building. Twenty sign frames, one per tenant at 8 square feet each, are proposed as part of the program.)

(3:11)

Fred Barbaria, Santa Barbara Signs and Graphics, present.

Motion: Continued two weeks with the following comments: 1) The Committee appreciates the thorough presentation. 2) The Committee suggested making changes to the text of the Sign Program as noted on the submittal. 3) Return with a scaled drawing of a partial elevation showing the architectural pilaster and sign frame element and with suggested minimum dimension of three inches from the edge of the pilaster to the sign frame. 4) The elevation drawings should specify the height of the sign in relation to other elements, such as the doors.

Action: Hausz/Nilsen, 5/0/0.

CONCEPT REVIEW - NEW**8. 2621 DE LA VINA**

C-2 Zone

Assessor's Parcel Number: 051-292-001
 Application Number: SGN2005-00121
 Owner: Santa Barbara County Federal Credit Union
 Business Name: Molecular Imaging of Santa Barbara
 Contractor: Santa Barbara Signs and Graphics

(Proposal for a 20.3 square foot ground sign for Molecular Imaging of Santa Barbara. 20.33 square feet of signage is being requested. The linear building frontage is 54 feet. The allowable signage is 54 square feet.)

(3:44)

Fred Barbaria, Santa Barbara Signs and Graphics, present.

Motion: Final approval of the sign as submitted with the following conditions: 1) The finials on top of the posts shall be eliminated and the top of the posts shall be cut to a pyramid shape at approximately thirty degrees off horizontal. 2) The sign shall be oriented perpendicular to the street and be double-sided. 3) The sign posts shall be the same color as the posts on the building. 4) The off-white color shall be the same color as the building body color. 5) No lighting is approved.

Action: Hausz/Mudge, 5/0/0.

CONCEPT REVIEW - CONTINUED**9. 222 W CARRILLO ST**

C-2 Zone

Assessor's Parcel Number: 039-271-013
 Application Number: SGN2005-00077
 Owner: Roger and Carol Duncan
 Business Name: Sav-on Drugs
 Applicant: Michelle Alfieri

(This is on the California Inventory of Historic Resources and the City's List of Potentials for Designation, and is in El Pueblo Viejo Landmark District. Proposal to remove an existing monument sign and replace it with a 12 square foot ground sign within an existing planter and to install a 15 square foot channel letter wall sign, with 18 inch letters, for Sav-on Drugs. Exception findings are required for letter height in excess of 10 inches.)

(Review of monument sign's conformance to El Pueblo Viejo District Guidelines and landscape planting plan)

(3:56)

Michelle Alfieri, Applicant, present.

Motion: Final approval as submitted with the following conditions: 1) Post covers and back board shall be smooth and the tenant panels shall have a sandblasted background with smooth letters and border. 2) The overall height of the panel shall be reduced to nine inches and the width reduced proportionally to give an even reveal. 3) The border width on the tenant panels shall be reduced to one-quarter inch. 4) Illumination shall be one fixture on either side of the sign and they shall be a bronze finish and either 50-watt metal halide or 42-watt compact fluorescent. 5) The wall sign red color and monument sign red color shall be the same as the physical sample that was submitted.

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

CONCEPT REVIEW - CONTINUED10. **11 W FIGUEROA ST**

C-2 Zone

Assessor's Parcel Number: 039-281-008
Application Number: SGN2005-00099
Owner: Zungri Family Trust 2/16/04
Applicant: Angela Claudio
Business Name: Walter Claudio

(Proposal for two 2.44 square foot blade iron/wood signs, two mounted iron letter signs, and three window-mounted decal signs for the Walter Claudio business. The total amount of requested signage is 22.52 square feet. This project is in El Pueblo Viejo Landmark District. 22.52 square feet of signage is being requested. The linear building frontage is 36 feet. The allowable signage is 36 square feet.)

Postponed two weeks at the applicant's request.

**** MEETING ADJOURNED AT 4:18 P.M. ****