



# City of Santa Barbara Planning Division

## SIGN COMMITTEE MINUTES

**Wednesday, September 7, 2005**

**David Gebhard Public Meeting Room: 630 Garden Street**

**1:32 P.M.**

**COMMITTEE MEMBERS:**

DAWN ZIEMER, Chair, Present  
TOM NILSEN, Vice Chair, Absent  
STEVE HAUSZ, Present  
NATALIE COPE, Present  
RANDY MUDGE, Present

**ALTERNATES:**

SUSETTE NAYLOR, Absent  
CHRISTOPHER MANSON-HING, Absent

**CITY COUNCIL LIAISON:**

DAS WILLIAMS, Arrived at 1:45 p.m., Left at 2:07 p.m., Returned at 2:17 p.m., Left at 2:35 p.m.

**STAFF:**

JAIME LIMÓN, Design Review Supervisor, Absent  
SUZANNE JOHNSTON, Planning Technician II, Present  
BARBARA WALSH, Recording Secretary, Absent

**\*\* 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](http://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 September 2, 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.

Stella Larson, former Sign Committee Member, spoke regarding her concerns regarding the lack of sign enforcement through out the City. She noted that as she has been driving around the City she has noticed a recent increase in the number of violations including prohibited signs, signs that are not installed per approvals, oversized for lease signs, and over-height letters and numerals on gasoline signage. She requested that Staff investigate inserts in water bills to educate the public on the Sign Ordinance requirements for sign permits. She will return in upcoming weeks with specific sites and locations. She did identify that Nordstrom, located at the corner of Canon Perdido and Chapala Streets, routinely puts up large scale banners in addition to the approved Half-Yearly Sale signs. The Museum of Art was also identified as having banner signs.

**B. Approval of the minutes of the Sign Committee meeting of August 24, 2005.**

Motion: Approval of the Minutes of the Sign Committee Meeting of August 31, 2005, with no corrections.  
Action: Hausz/Mudge, 3/0/1.

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

The signs approved on Conforming Sign Review from August 24, 2005 to September 7, 2005 are listed as follows:

1. 1150 Coast Village Road, Gelatera Giolia. Final approval of the signs as submitted.
2. 222 W. Carrillo, Sav-on-Drugs. Final approval by Staff of the changes as directed by the full Committee.
3. 11 W. Figueroa, Walter Claudio. Final approval of the signs as submitted.
4. 1107 State Street, So Good Jewelry. Final approval of the sign with the condition that the attachment hardware shall be painted flat black to match the existing bracket.

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

1. Ms. Johnston announced that there were no changes to the agenda.

**E. Possible Ordinance Violations.**

None reported.

**REFERRED FROM CONFORMING SIGN REVIEW****1. 21 W CARRILLO ST** C-2 Zone

Assessor's Parcel Number: 039-321-002  
 Application Number: SGN2005-00129  
 Owner: Harold Frank Trust  
 Business Name: Spectrum Gyms  
 Contractor: Santa Barbara Signs & Graphics

*(This is an enforcement case. Proposal for two wall signs, each 6 square feet, two awning signs, 1.75 square feet each, and a 3.5 square foot hanging sign for Spectrum Gyms located in El Pueblo Viejo Landmark District. 21.62 square feet of signage is being requested. The linear building frontage is 85 feet. The allowable signage is 65 square feet. The temporary signs are to be removed )*

**(1:35)**

Fred Barbaria, contractor; Tony Calhoun and Andrew Eastwood, agents for Spectrum Gyms.

Motion: Continued two weeks with the comment that the signage must relate better to El Pueblo Viejo by modifying the color, materials, and/or font style.

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

**CONCEPT REVIEW - CONTINUED****2. 3304 STATE ST** C-2/SD-2 Zone

Assessor's Parcel Number: 053-324-007  
 Application Number: SGN2005-00123  
 Owner: First Bank & Trust  
 Applicant: Vogue Sign Company  
 Business Name: First Bank & Trust  
 Designer: Coast Sign Incorporated

*(Proposal to remove three 5.3 square foot wall signs and replace with three non-illuminated, 11.2 square foot wall signs and remove an internally illuminated 22.6 square foot monument sign and replace with one internally illuminated, 27.75 square foot, monument sign for First Bank. 61.35 square feet of signage is being requested. The linear building frontage is 85.50 feet. The allowable signage is 65 square feet.)*

**(MONUMENT SIGN LOCATION REQUIRES APPROVAL BY THE PUBLIC WORKS SUPERVISING TRANSPORTATION ENGINEER.)**

**(2:20)**

Christian Muldoon, agent, present.

Motion: Denial of the project without prejudice making the following findings: 1) The proposed signage is not in keeping with the character of Santa Barbara, the Upper State Street Area, the adjacent neighborhood, residential properties, and the architecture of the building. 2) The monument sign is not sensitive to the site. 3) Replacement signage is larger in scale than previous approved signage for the location and feels out of scale with the building. 4) The colors are too bright and should be toned down and are out of character with Santa Barbara.

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

**CONCEPT REVIEW - NEW****3. 319 PASEO NUEVO**

C-2 Zone

Assessor's Parcel Number: 037-400-002  
Application Number: SGN2005-00132  
Owner: Redevelopment Agency/Santa Barbara  
Business Name: Pac Sun  
Applicant: Paseo Nuevo Association  
Agent: Glen Morris

*(Proposal for a 4 square foot blade sign, a 1.13 square foot door sign, and a 4 square foot awning sign for Pac Sun located in the Paseo Nuevo Shopping Center in El Pueblo Viejo Landmark District. 9.13 square feet of signage is being requested. The linear building frontage is 29 feet. The allowable signage is 29 square feet.)*

**(2:27)**

Glenn Morris, agent, present.

Motion: Final approval of the signs as submitted.  
Action: Cope/Mudge, 4/0/0.

**CONCEPT REVIEW - NEW****4. 1604 STATE ST**

C-2 Zone

Assessor's Parcel Number: 027-650-006  
Application Number: SGN2005-00133  
Owner: Four Sisters LLC  
Applicant: Santa Barbara Signs & Graphics  
Business Name: Community West Bank

*(Proposal for two, wall painted signs, 24.58 square feet each, located in El Pueblo Viejo Landmark District. 49.16 square feet of signage is being requested. The linear building frontage is 50 feet. The allowable signage is 50 square feet.)*

**(2:35 )**

Fred Barbaria, contractor, and Lynnette Coverly, agent for Community West Bank, present.

Motion: Continued two weeks with the following comments: 1) The applicant should study the signage at each corner as it appears to be over signed. 2) Consider reducing the overall size of the sign, or removing the faux border. 3) The signage should relate to El Pueblo Viejo in terms of color and serif style font. 4) The applicant shall provide a perspective drawing which would show how the two signs on the corner elevations will be viewed from vehicular traffic.  
Action: Hausz/Mudge, 4/0/0.

**\*\* MEETING ADJOURNED AT 2:45 P.M. \*\***