



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

**Wednesday, June 7, 2006     David Gebhard Public Meeting Room: 630 Garden Street     9:00 A.M.**

**COMMITTEE MEMBERS:**     DAWN ZIEMER, Chair – Present  
   NATALIE COPE, Vice Chair – Present  
   STEVE HAUSZ – Absent  
   RANDY MUDGE – Present at 9:15 a.m.

**ALTERNATES:**     LOUISE BOUCHER (HLC) – ABSENT  
   CHRISTOPHER MANSON-HING (ABR) – Absent

**CITY COUNCIL LIAISON:**     GRANT HOUSE – Absent

**STAFF:**     JAIME LIMÓN, Design Review Supervisor – Present, left at 9:29 a.m.  
   TONY BOUGHMAN, Planning Technician I – Present  
   Suzanne Johnston, Planning Technician II – Present 10:18 a.m. to 10:42 a.m.  
   GABRIELA FELICIANO, 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 scheduled meeting. If the applicant is unable to attend scheduled meeting, Staff must be notified by the applicant prior to 4:00 P.M. The day before the meeting. Call Tony Boughman, Planning Technician I, at the City of Santa Barbara Planning Division, at 564-5470.

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 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.
- **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) 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 noon and 1:00 p.m. to 4:00 p.m., Monday through Friday.

**NOTICE:**

That on June 2, 2006, 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](http://www.SantaBarbaraCa.gov).

**GENERAL BUSINESS (9:15):****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 comments.

**B. Approval of the minutes of the Sign Committee meeting of May 24, 2006.**

Motion: Approval of the minutes of the Sign Committee meeting of May 24, 2006, with corrections.

Action: Ziemer/Cope, 2/0/1. Mudge abstained.

**C. Listing of approved Conforming Signs.**

The signs approved on Conforming Sign Review on May 31, 2006, are listed below:

1. 530 Chapala Street, Montecito Motors . Final approval with conditions.
2. 727 State Street, Rip Curl. Final approval as submitted.

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

1. Mr. Boughman announced the following changes to the agenda:
  - a) The applicant on Item 2, 607 State Street, requested a two week postponement to June 21, 2006.
  - b) The applicant on Item 5, 120 South Hope Avenue, may be late to this meeting.

2. Jaime Limón, Senior Planner, reported that he attended a meeting with Santa Barbara County Association of Governments (SBCAG) and Caltrans. They are proposing two computerized message scrolling boards on southbound and northbound Highway 101 prior to Highway 154. The northbound message board is within City limits, next to the Las Positas Road overpass. The message boards would have two lines of changeable text and be used to provide Highway 154 traffic information and for amber alerts. SBCAG and Caltrans have been told that computerized message boards are inconsistent with the local community standards and the City's Sign Ordinance, yet they are adamant that it is a State order to install these signs, but may request a courtesy review of the proposed signage.

Earl Warren Showgrounds is planning to install a 35 foot high computerized message board. The Showgrounds is under State control, the City does not have purview over these signs, and the Showgrounds may not comply with a request for a courtesy Sign Review.

The Committee requested that a letter be drafted to be sent to the Mayor and City Council expressing the Committee's opposition and to ask that SBCAG provide documentation of their State-mandated requirements.

Mr. Limón explained that a joint meeting review will be planned with the Sign Committee, Architectural Board of Review, and Historic Landmarks Commission when the application is submitted.

3. Ms. Ziemer announced she will be absent from the July 5<sup>th</sup> and 19<sup>th</sup> Sign Committee meetings and the July 12<sup>th</sup> Conforming Sign Review.

E. Possible Ordinance Violations.

No possible ordinance violations reported.

**CONCEPT REVIEW – NEW**

1. **217 STATE ST** HRC-2/SD-3 Zone

(9:28) Assessor's Parcel Number: 033-042-011  
 Application Number: SGN2006-00067  
 Owner: Young America's Foundation  
 Architect: Jan Hochhauser  
 Business Name: Reagan Ranch Center

*(Proposal for a 6.75 square foot awning sign and a 2 square foot wall sign. The linear building frontage is 130 feet. The allowable signage is 90 square feet. The project is located in El Pueblo Viejo Landmark District.)*

Present: Jan Hochhauser, Architect

Motion: Final approval of signs as submitted.

Action: Ziemer/Cope, 3/0/0.

**CONCEPT REVIEW – CONTINUED****2. 607 STATE ST**

C-M Zone

Assessor's Parcel Number: 037-131-021  
 Application Number: SGN2006-00064  
 Owner: Pierce Partners  
 Contractor: Vogue Sign Company  
 Business Name: Design Within Reach

*(Proposal for a two square foot blade sign. This location, Pierce Block, is on the City's List of Potential Historic Resources. The linear building frontage is 30 feet. The allowable signage is 30 square feet. The project is located in El Pueblo Viejo Landmark District.)*

Postponed two weeks to June 21, 2006, at applicant's request.

**CONCEPT REVIEW – CONTINUED****3. 200 E CARRILLO ST**

C-2 Zone

(9:36) Assessor's Parcel Number: 029-292-025  
 Application Number: SGN2006-00066  
 Owner: Joe A. Freitas & Sons  
 Agent: Benton Signs  
 Business Name: Price Postel & Parma LLC

*(Proposal for two 5.1 square foot wall signs for an office building. The linear building frontage is 100 feet. The allowable signage is 20 square feet. The project is located in El Pueblo Viejo Landmark District.)*

Present: David Benton, Benton Signs

Motion: Final approval with the following condition and comment: 1) Spacing between the letters shall be increased by approximately 10% to better match the other signage on the building. 2) The Committee would not be receptive to any additional signage on the building.

Action: Mudge/Cope, 3/0/0.

**CONCEPT REVIEW – CONTINUED****4. 3905 STATE ST**

C-P/SD-2 Zone

(10:10) Assessor's Parcel Number: 051-021-005  
 Application Number: SGN2006-00063  
 Owner: SPI La Cumbre, LP  
 Applicant: Dave's Signs  
 Business Name: Medi Zone

*(Proposal for one 9.3 square foot halo lit channel letter wall sign and one 3 square foot blade sign. Signage is subject to State & La Cumbre Retail Center sign program. The linear building frontage is 40 feet. The allowable signage is 40 square feet.)*

Motion: To table this item to the end of the meeting. (9:50)

Action: Mudge/Ziemer, 3/0/0.

Motion: To untable this item. (10:10)  
 Action: Ziemer/Cope, 3/0/0.

Present: Dave Tilsner, Dave's Signs  
 Shawn Miller, Medi Zone

Motion: Continued two weeks with the following comments: 1) The Committee supports the blade sign as proposed to be located to the left of the entry on the right side of the architectural element. 2) The Committee cannot support the proposed sign in the center of the storefront because it does not integrate with the architecture; however, the Committee could support a sign in this location if it were a different design. 3) The Committee could support a halo lit sign on the right of the main entry with 8 inch maximum letters and applicant may return with this proposal to Conforming Sign Review in one week. 4) The Committee is open to other solutions. 5) It would be acceptable to have the business name added to the directory located on the west wall.

Action: Mudge/Cope, 3/0/0.

### **CONCEPT REVIEW – CONTINUED**

#### **5. 120 S HOPE AVE F-27**

C-2/SD-2 Zone

(9:51) Assessor's Parcel Number: 051-010-014  
 Application Number: SGN2006-00065  
 Owner: Macerich La Cumbre, LLC  
 Applicant: The Conceptual Motion Company  
 Architect: WD Partners  
 Business Name: Lane Bryant

*(Proposal for two 9.75 square foot channel letter wall signs and one 6 square foot blade sign. Signage is subject to the La Cumbre Plaza sign program. The linear building frontage is 50 feet. A total of 25.5 square feet of signage is proposed. The allowable signage is 25 square feet. )*

Present: Ryan Mills, The Conceptual Motion Company

Motion: Continued two weeks to allow the Committee to visit the site during both day and night time to consider the overall impact of future signage, particularly on the walls facing the parking lot. The Board is concerned about setting a precedent for placement of signage on this side of the building.

Action: Ziemer/Mudge, 3/0/0.

**CONCEPT REVIEW – NEW**

**6. 631 W CARRILLO ST**

C-P Zone

(10:42) Assessor's Parcel Number: 039-291-036  
Application Number: SGN2006-00069  
Owner: Kathe Schilling Trustee  
Applicant: DCM Graphics  
Business Name: Los Amigos Dollar & Up Store

*(Proposal for a 16 square foot wall sign. The linear building frontage is 40 feet. The allowable signage is 40 square feet.)*

Present: Franco Rizzo, DCM Graphics

Motion: Continued two weeks with the following comments: 1) Applicant shall provide a scaled site plan, complete documentation, photographs of the existing building, and should study other methods of signage. 2) The Committee has reservations on the mounting of the sign board on the trellis. 3) The Committee would discourage any raw cut edge if a sign board ends up being the final solution. 4) The vinyl sample that was presented is too shiny and applicant should submit a sample of matte finish vinyl.

Action: Ziemer/Mudge, 3/0/0.

**CONCEPT REVIEW – CONTINUED**

**7. 37 W CALLE LAURELES**

C-2/SD-2 Zone

(10:54) Assessor's Parcel Number: 051-122-008  
Application Number: SGN2006-00060  
Owner: Foothill Pacific, LLC  
Applicant: Franco Rizzo  
Business Name: DCM Graphics

*(Proposal for an 8 square foot vinyl window sign. The linear building frontage is 16 feet. The allowable signage is 16 square feet.)*

Present: Franco Rizzo, DCM Graphics

Motion: Continued one week to Conforming Sign Review with applicant to provide accurately scaled storefront elevation with the signage to scale.

Action: Mudge/Cope, 3/0/0.

**\*\* MEETING ADJOURNED AT 11:02 A.M. \*\***