



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Wednesday, November 22, 2006 **David Gebhard Public Meeting Room: 630 Garden Street** **9:00 A.M.**

COMMITTEE MEMBERS: DAWN ZIEMER, Chair – Present
 NATALIE COPE, Vice Chair – Absent
 STEVE HAUSZ (HLC) – Present
 GARY MOSEL (ABR) – Present

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

CITY COUNCIL LIAISON: GRANT HOUSE – Absent

STAFF: JAIME LIMÓN, Design Review Supervisor – Absent
 TONY BOUGHMAN, Planning Technician I – Present
 GABRIELA FELICIANO, Commission Secretary – Absent

Website: www.SantaBarbaraCa.gov

**** 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 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 November 17, 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.

GENERAL BUSINESS (9:03):

A. Public Comments:none

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 November 8, 2006.

Motion: Approval of the minutes of the Sign Committee meeting November 8, 2006, with corrections.

Action: Mosel/Ziemer, 3/0/0. (Cope absent.) Motion carried.

C. Listing of approved Conforming Signs.

The signs approved on Conforming Sign Review from November 8 to November 22 are listed below:

1. 15 West Anapamu Street, California Closets. Final approval with condition.
2. 3535 State Street, Wash & Go. Final approval as submitted.
3. 819 State Street, Pinecone Shoe Inc. Final approval with condition.

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

1. Mr. Boughman announced he would be acting as Committee Secretary as well as Staff.

2. Chair Ziemer announced she had found various message board sign options on the CALTRANS website while trying to confirm the height of the proposed sign cabinet. She questions the structural argument for the bridge's inability to carry the weight of a sign. The Committee is not pleased that the City asks businesses to produce custom signs conforming to the Sign Ordinance while State highway signage is exempt from conformance. Chair Ziemer will send a letter to the Mayor and City Council members stating the Committee's objections to the proposed sign.

E. Possible Ordinance Violations.

Ziemer reported possible unpermitted "Dentist" wall sign and detailing painted on building façade at 605 State Street.

CONCEPT REVIEW – NEW

1. **407 N NOPAL ST** M-1 Zone

(9:16) Assessor's Parcel Number: 031-302-007
 Application Number: SGN2006-00146
 Owner: Dina Benedetto
 Applicant: Freedom Signs
 Business Name: Built Rite Auto Body

(Proposal for one 27.5 square foot wall sign. The linear building frontage is 40 feet. The allowable signage is 40 square feet.)

Present: Dan Morris, Freedom Signs

Motion: Final Approval as Submitted.

Action: Hausz/Ziemer, 3/0/0. (Cope absent.) Motion carried.

CONCEPT REVIEW – CONTINUED

2. **721 CHAPALA ST** C-2 Zone

(9:25) Assessor's Parcel Number: 037-082-006
 Application Number: SGN2006-00134
 Owner: BDC Paseo Chapala, LLC
 Applicant: Peikert Group
 Contractor: Signs By Ken
 Business Name: Paseo Chapala

(Proposal for a Sign Program for a mixed-use development. The linear building frontage is 212 feet. The project is located in El Pueblo Viejo Landmark District.)

(An exception is requested for letter size to exceed ten inches.)

This item was heard out of order.

Present: Bonnie Sangster, Peikert Group Architects
 Ken Sorgman, Signs By Ken

- Motion: Continued two weeks for the Committee to review the proposed Sign Program document. The majority of the Committee still does not support the "Paseo Chapala" sign as submitted.
- Action: Hausz/Ziemer, 3/0/0. (Cope absent.) Motion carried.

CONCEPT REVIEW – CONTINUED

3. **3916 STATE ST** R-O/SD-2 Zone
(9:19) Assessor's Parcel Number: 057-233-006
Application Number: SGN2006-00139
Owner: Aiken Living Trust 1-11-02
Applicant: Signs By Ken
Business Name: 3916 State Street

(Proposal for a Sign Program and review of the two proposed directory monument signs and one wall sign for current tenants. This application includes six tenants' signage on the directory signs and one wall sign for Machin and Mead Architecture, Inc. The linear building frontage is 165 feet.)

This item was heard out of order.

Present: Ken Sorgman, Signs By Ken

Motion: The two ground signs are approved with condition that one sign be increased in size to allow space for a sixth tenant name, increasing the backboard in height 5 inches. The revised Sign Program document is to return to Conforming Review in one week reflecting the approved sign dimensions.

Action: Hausz/Ziemer 3/0/0. (Cope absent.) Motion carried.

CONCEPT REVIEW – NEW

4. **505 STATE ST** C-M Zone
(10:49) Assessor's Parcel Number: 037-172-011
Application Number: SGN2006-00145
Owner: 501 State Street, Inc.
Applicant: Anacapa Signs
Business Name: Mad Dogs

(Proposal for one 9 square foot hanging sign and one 6 square foot projecting sign. The linear building frontage is 17 feet. The allowable signage is 17 square feet. The project is located in El Pueblo Viejo Landmark District.)

This item was heard out of order.

Present: Bud Jones, Anacapa Signs

Motion: Continued two weeks with the following comments: 1) The Committee is not comfortable with proposed steel crossbars spanning the inside of the arch. 2) The two signs as proposed may conflict with each other and it was suggested to consider eliminating the spanner sign and hanging the blade sign lower from the existing bracket. 3) The blade sign should be reconsidered to have more traditional design elements and reconsider the size and shape. 4) Detailed, scaled drawings with complete dimensions should be provided on revised plans.

Action: Hausz/Ziemer, 3/0/0. (Cope absent.) Motion carried.

CONCEPT REVIEW – NEW

5. 530 STATE ST

C-M Zone

(10:08) Assessor's Parcel Number: 037-173-026
 Application Number: SGN2006-00147
 Owner: McColm Family Trust 8/13/99
 Applicant: Rod Pearson
 Business Name: Open Wide Modern World Furniture

(Proposal for a 25 square foot wall sign. The linear building frontage is 30 feet. The allowable signage is 30 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Rod Pearson

Motion: Continued two weeks with the comments that the sign as proposed is not acceptable because it does not conform to El Pueblo Viejo Landmark District guidelines. The applicant should restudy the approach and consider a blade sign in addition to, or instead of, a wall sign.

Action: Hausz/Mosel, 3/0/0. (Cope absent.) Motion carried.

CONCEPT REVIEW – CONTINUED

6. 740 STATE ST

C-2 Zone

(10:29) Assessor's Parcel Number: 037-092-001
 Application Number: SGN2006-00117
 Owner: Atlantico, Inc.
 Applicant: Eagle Signs
 Contractor: California Wrought Iron
 Business Name: Lucky Kid

(Revised proposal for one 5 square foot wall sign and a two 4.75 square foot blade signs. This property, the La Placita Building, also known as the McKay-Bothin Building, is on the list of Potential Historic Resources. The linear building frontage is 41 feet. The allowable signage is 41 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Roberto Diosdado, California Wrought Iron

- Motion: Continued two weeks to Full Committee. Applicant shall provide architectural drawings showing a detailed section drawing of the window mullion showing sign attachment and depth of recess. A drawing should be provided to show detail of end of beam and how it will be cut as it meets the inside of the window arch. Applicant shall provide a close-up photo of inside of arch where beam would terminate. Applicant shall provide paint samples of proposed colors for the blade sign.
- Action: Ziemer/Mosel, 3/0/0. (Cope absent.) Motion carried.

REFERRED FROM CONFORMING SIGN REVIEW

7. 617 STATE ST C-M Zone

(10:39) Assessor's Parcel Number: 037-131-021
 Application Number: SGN2006-00142
 Owner: Pierce Partners
 Applicant: Sign-A-Rama
 Business Name: Nu-Image Nails & Spa

(Proposal for a 2.6 square foot projecting sign. This building, the Pierce Block, is on the list of Potential Historic Resources. The linear building frontage is 18 feet. The allowable signage is 18 square feet. The project is located in El Pueblo Viejo Landmark District.)

- Present: Wasantha Mohottage, Sign-A-Rama
- Motion: Continued two weeks to Full Committee with the following comments: 1) The proposed signage does not conform to El Pueblo Viejo District. 2) The colors are too bright and should be toned down. 3) Applicant should study existing examples of acceptable brackets and provide explicitly dimensioned drawings and material details called out. 4) The font should be a more period style serif font. 5) The board shape should be more traditional or a shape such as a hand would be appropriate for a nail business.
- Action: Hausz/Mosel, 3/0/0. (Cope absent.) Motion carried.

CONCEPT REVIEW – CONTINUED

8. 1315 STATE ST C-2 Zone

(10:30) Assessor's Parcel Number: 039-131-008
 Application Number: SGN2006-00125
 Owner: Wayne & Sue Bueche, Trustees
 Applicant: Sign-A-Rama
 Business Name: Mary Lynn's Bridal & Tuxedo

(Proposal for one 19.6 square foot wall sign and one 6 square foot projecting sign. The linear building frontage is 35 feet. The allowable signage is 35 square feet. The project is located in El Pueblo Viejo Landmark District.)

(An exception is requested for letter size to exceed ten inches.)

This item was heard out of order.

- Motion: Continued indefinitely due to applicant's absence.
- Action: Hausz/Ziemer, 3/0/0. (Cope absent.) Motion carried.