



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Wednesday, December 6, 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 (HLC) – Present
 GARY MOSEL (ABR) – Present

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

CITY COUNCIL LIAISON: GRANT HOUSE – Present

STAFF: JAIME LIMÓN, Design Review Supervisor – Absent
 TONY BOUGHMAN, Planning Technician I and Recording staff – Present

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 December 1, 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 (9:00):**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.

B. Approval of the minutes of the Sign Committee meeting of November 22, 2006.

Motion: Approval of the minutes of the Sign Committee meeting of November 22, 2006.

Action: Mosel/Ziemer, 3/0/1. (Cope abstained.)

C. Listing of approved Conforming Signs.

No signs were approved on Conforming Sign Review from November 29 to December 6.

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

1. Mr. Boughman announced that the applicant for 530 State Street, Openwide Modern World Furniture, requested a postponement.
2. Ms. Ziemer announced she received a reply from City Councilman Das Williams in response to her letter about the proposed CALTRANS changeable message board sign on Highway 101 at Las Positas Road. Mr. Williams will speak to the Mayor on behalf of the Sign Committee. City Councilman Grant House mentioned the City's Highway 101 Design Guidelines, which give the City a lot of say in the process of the design of infrastructure. It was suggested to schedule a discussion item about the CALTRANS sign on December 20th.

E. Possible Ordinance Violations.

Councilman House said he has received pictures of many instances of off-premise real estate signs.

CONCEPT REVIEW – CONTINUED1. **721 CHAPALA ST** C-2 Zone

(9:13) 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.)

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

Motion: Approval of the revised Sign Program and all permanent building signage with the exception of the "Paseo Chapala" building name sign, which is denied. A majority of the Committee feels that having a sign for the name of the building is acceptable, but at its proposed location the sign competes with architectural details and is located too high. It would be more acceptable at a more pedestrian scale. Revisions to the Sign Program document are to return in one week to Conforming Review.

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

CONCEPT REVIEW – NEW2. **212 ANACAPA ST** OC/SD-3 Zone

(9:41) Assessor's Parcel Number: 033-053-013
 Application Number: SGN2006-00150
 Owner: Wilson Living Trust 9/12/90
 Applicant: Signs By Ken
 Business Name: Ventana Doors & Windows

(Proposal for one 4.73 square foot wall sign. The linear building frontage is 30 feet. The allowable signage is 30 square feet.)

Present: Ken Sorgman, Signs By Ken

Motion: Final approval as submitted.

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

CONCEPT REVIEW – NEW**3. 506 CHAPALA ST**

C-M Zone

(9:46) Assessor's Parcel Number: 037-171-008
Application Number: SGN2006-00152
Owner: Haimovitz Family Limited Partnership
Applicant: Signs By Ken
Business Name: Santa Barbara Business College

(Proposal for one 40 square foot ground sign, one 4 square foot ground sign, and two 11.25 square foot wall signs. This building is a Structure of Merit: The Firestone Building. The linear building frontage is 102 feet. The allowable signage is 77 square feet.)

Present: Ken Sorgman, Signs By Ken
Kevin Buckley, Santa Barbara Business College

Motion: Continued two weeks with the following comments: 1) Application does not meet El Pueblo Viejo Landmark District requirements and is not sensitive to art deco character of building. 2) The color, font style, and overall graphic design should be restudied. 3) The amount of signage in number of signs and total square footage is excessive. 4) The tagline "A Tradition of Success Since 1888" should be eliminated. 5) Lighting details are required.

Action: Ziemer/Cope, 4/0/0. Motion carried.

CONCEPT REVIEW – NEW**4. 801 PASEO NUEVO**

C-2 Zone

(10:13) Assessor's Parcel Number: 037-400-002
Application Number: SGN2006-00151
Owner: Redevelopment Agency/Santa Barbara
Applicant: Signs By Ken
Business Name: Avarar Real Estate of Santa Barbara

(Proposal for three 2.3 square foot vinyl window signs. The linear building frontage is 40 feet. The allowable signage is 20 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Ken Sorgman, Signs By Ken

Motion: Final approval with the condition that white rectangular background be off-white. Signage is acceptable for its small size.

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

CONCEPT REVIEW – CONTINUED**5. 335 N MILPAS ST**

C-2/M-1 Zone

(10:15) Assessor's Parcel Number: 031-363-033
Application Number: SGN2006-00137
Owner: Thomas A. Roth, Trustee 1987 Trust
Applicant: Anacapa Signs
Business Name: Zoom Motors

(Revised proposal for one 6.25 square foot wall sign and one 11.5 square foot wall sign. The linear building frontage is 58 feet. The allowable signage is 58 square feet.)

Present: Mary Kirkpatrick, Anacapa Signs
Doug Reid, Zoom Motors

Motion: Continued two weeks with the following comments: 1) The Committee has concerns about the proposed orange color. Applicant shall present a color chip in a muted color. 2) The Committee cannot support two signs on adjacent sides of the building as close to each other as proposed. 3) The wall sign facing Gutierrez Street should be centered above the bank of rollup doors to increase distance between the two signs.

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

CONCEPT REVIEW – CONTINUED**6. 530 STATE ST**

C-M Zone

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.)

This item was postponed indefinitely at the applicant's request.

CONCEPT REVIEW – CONTINUED**7. 740 STATE ST** C-2 Zone

(10:20) Assessor's Parcel Number: 037-092-001
Application Number: SGN2006-00117
Owner: Atlantico, Inc.
Applicant: Eagle Signs
Business Name: Lucky Kid
Contractor: California Wrought Iron

(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: Bob Neevers, Eagle Signs

Motion: The blade sign is approved with PMS187 and PMS187.5 as the red background colors. (The blade sign bracket was approved at the previous meeting.) The wall sign is continued two weeks, carrying forward previous comments regarding needed documentation in the form of scaled architectural drawings, including a cross-section drawing showing the sign and details of existing building to which the sign will be attached. The color, texture, and finish of applied beam shall match existing window mullions. It is not acceptable to alter the transom window hinges.

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

CONCEPT REVIEW – CONTINUED**8. 617 STATE ST** C-M Zone

(10:52) 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 Mohottige, Sign-A-Rama

Motion: Final approval with the condition that the blade sign bracket be mounted so that it is visually at the same height as adjacent blade signs. Any additional signage, such as window signage, shall return for review.

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

CONCEPT REVIEW – NEW**9. 1226 STATE ST**

C-2 Zone

(10:57) Assessor's Parcel Number: 039-183-026
Application Number: SGN2006-00149
Owner: Alec P. Alexander, Trust 10-18-88
Applicant: Dave Mahn Visible Graphics
Business Name: The Coffee Bean & Tea Leaf

(Proposal for one 15.83 square foot hanging sign, one 4 square foot blade sign, and one 9 square foot wall sign for a total of 28.83 square feet of signage. An exception is requested for greater than allowable square footage of signage. The linear building frontage is 20 feet. The allowable signage is 20 square feet. The project is located in El Pueblo Viejo Landmark District.)

(An exception is requested for square footage of signage to exceed the maximum allowed.)

Present: Dave Mahn, Visible Graphics

Motion: Continued two weeks with the following comments: 1) Applicant should restudy the hanging sign and it was recommended to have signage in the lower window area applied to inside of glass or a wood sign located behind the glass. 2) The wall sign at the rear entrance is acceptable as proposed. 3) The blade sign is acceptable as proposed with comments that details of material sizes and details of finials and leaves shall be provided, the backplate should be taller, and the bracket color is acceptable or could be darker.

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

CONCEPT REVIEW – CONTINUED**10. 505 STATE ST**

C-M Zone

(11:15) Assessor's Parcel Number: 037-172-011
Application Number: SGN2006-00145
Owner: 501 State Street, Inc.
Business Name: Mad Dogs
Applicant: Anacapa Signs

(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.)

Motion: Postponed indefinitely due to the absence of the applicant.

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

**** MEETING ADJOURNED AT 11:16 A.M. ****