



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Wednesday, January 3, 2007 **David Gebhard Public Meeting Room: 630 Garden Street** **9:00 A.M.**

COMMITTEE MEMBERS: NATALIE COPE – Present
 BOB CUNNINGHAM – Present
 JIM BLAKELEY (ABR) – Absent
 STEVE HAUSZ (HLC) – Present
 JENNIFER ROSE – Present

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

CITY COUNCIL LIAISON: GRANT HOUSE – Absent

STAFF: JAIME LIMÓN, Design Review Supervisor – Present
 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 29, 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. Election of Officers

Ms. Cope opened nominations for Chair and Vice-Chair.

1. Nominations for Chair: Natalie Cope.

A vote was taken and Natalie Cope was elected as Chair.

2. Nominations for Vice-Chair: Bob Cunningham.

A vote was taken and Bob Cunningham was elected as Vice-Chair.

B. 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.

C. Approval of the minutes of the Sign Committee meeting of December 20, 2006.

Motion: Approval of the minutes of the Sign Committee meeting of December 20, 2006, with corrections.

Action: Hausz/Cunningham, 3/0/1. (Cunningham abstained. Jim Blakeley absent.) Motion carried.

D. Listing of approved Conforming Signs.

The signs approved on Conforming Sign Review from December 27 to January 3 are as follows:

1. 505 State Street, Mad Dogs. Final approval as submitted.
2. 115 South La Cumbre Road, Chevron. Final approval as submitted.
3. 335 North Milpas Street, Zoom Motors. Final approval as submitted.

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

Mr. Limón announced that he has a training session for new Committee members and invited Ms. Rose and Mr. Cunningham to attend.

F. Possible Ordinance Violations.

No possible ordinance violations reported.

CONCEPT REVIEW – CONTINUED

1. **506 CHAPALA ST**

C-M Zone

(9:12) 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: **Approval of the corner ground sign at Chapala and Haley Streets** with wall signs, lighting, and landscaping details to return in two weeks to Full Committee.

Action: Hausz/Cunningham, 4/0/0. (Jim Blakeley absent.) Motion carried.

CONCEPT REVIEW – CONTINUED**2. 742 STATE ST SUITE 3**

C-2 Zone

Assessor's Parcel Number: 037-092-001
 Application Number: SGN2006-00117
 Owner: Atlantico, Inc.
 Applicant: Signs By Ken
 Business Name: Lucky Kid

(Revised proposal for one 5 square foot wall sign and 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.)

The applicant requested a two week continuance.

Motion: Continue two weeks to Full Committee.

Action: Hausz/Cope, 4/0/0. (Jim Blakeley absent.) Motion carried.

CONCEPT REVIEW – NEW**3. 28 E VICTORIA ST**

C-2 Zone

(9:26) Assessor's Parcel Number: 039-183-031
 Application Number: SGN2006-00164
 Owner: Peoples' Self-Help Housing Corporation
 Applicant: Signs By Ken
 Business Name: The Massage Place

(Proposal for a 5.5 square foot wall sign. This building is on the Potential Historic List: Victoria Hotel and Shops. The linear building frontage is 21 feet. The allowable signage is 21 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Ken Sorgman, Signs By Ken

Motion: Final approval as submitted.

Action: Hausz/Cunningham, 4/0/0. (Jim Blakeley absent.) Motion carried.

CONCEPT REVIEW – CONTINUED**4. 3892 STATE ST**

C-2/SD-2 Zone

Assessor's Parcel Number: 057-240-045
 Application Number: SGN2006-00155
 Owner: Alan R. Porter
 Applicant: Sign -A-Rama
 Business Name: Pueblo Radiology

(Proposal for a 5.3 square foot monument sign. The linear building frontage is 74 feet. The allowable signage is 65 square feet.)

Postponed indefinitely due to the absence of applicant.

CONCEPT REVIEW – CONTINUED**5. 3120 STATE ST**

C-2/SD-2 Zone

Assessor's Parcel Number: 053-332-017
 Application Number: SGN2006-00156
 Owner: Paul Uyesaka
 Applicant: Sign -A-Rama
 Business Name: Tiger Rose Tattoo

(Proposal for one 10.8 square foot wall sign. The linear building frontage is 19 feet. The allowable signage is 19 square feet.)

Postponed indefinitely due to the absence of applicant.

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

C-M Zone

(9:33) 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 taken out of order.

Present: Rod Pearson

Motion: **The wall sign above the storefront shall return to Conforming Review with the following comments:** 1) The tagline shall be eliminated. 2) The "OPENWIDE" letters shall be reduced to 7 inches with the entire sign reduced in size proportionally to the reduction in letter size. 3) The bottom of the letters should be 12 inches above the storefront opening. 4) The letters shall be made of ¾ inch Extira or a similar material. 5) The color should move in the direction of bronze rather than the brown proposed. 6) The blade sign and other signage are to return to Full Committee in two weeks.

Action: Hausz/Cunningham, 4/0/0. (Jim Blakeley absent.) Motion carried.

CONCEPT REVIEW – CONTINUED**7. 1315 STATE ST**

C-2 Zone

(9:50) Assessor's Parcel Number: 039-131-008
 Application Number: SGN2006-00125
 Owner: Wayne & Sue Bueche, Trustees
 Applicant: Signs of Distinction, LLC
 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.)

Present: Ron Smith, Signs of Distinction

Motion: **Continued two weeks to Full Committee with the following comments:** 1) The wall sign is going in the right direction and is approvable with the letter sizes and configuration shown, including the words “Bridal & Tuxedo” to be dimensional letters. 2) The materials for all signs are not compatible with EPV. The Committee cannot support vinyl faces on the letters with a different color return and digital graphics for the blade sign. 3) Comments from the 12/20/06 meeting need to be addressed. 4) The applicant shall provide a correctly scaled elevation drawing, not a photograph. 5) The Committee can not support the reuse of the existing bracket since it has no permit history. 6) The applicant should either provide photographs of the existing bracket or propose a new bracket. The Committee could also support two brackets, located at each end of the building facade. 7) Approval of the sign application is contingent on approval or removal of the white color on the storefront columns.

Action: Hausz/Rose, 4/0/0. (Jim Blakeley absent.) Motion carried.

CONCEPT REVIEW – CONTINUED**8. 509 STATE ST**

C-M Zone

(10:35) Assessor's Parcel Number: 037-172-009
 Application Number: SGN2006-00154
 Owner: Ray Mahboob
 Applicant: Milonga, Inc.
 Business Name: Bricks Cafe

(Proposal for a 13.3 square foot illuminated wall sign and a 3 square foot projecting sign. The linear building frontage is 25 feet. The allowable signage is 25 square feet. The project is located in El Pueblo Viejo Landmark District.)

This item was taken out of order.

Present: Wally Ronchietto, Bricks Cafe

Motion: **Continued two weeks to Full Committee with the following comment:** The Committee is uncomfortable with the approach taken and encourages the use of creative techniques which could include faux painted bricks, or the applicant could explore other possibilities.

Action: Hausz/Cunningham 4/0/0. (Jim Blakeley absent.) Motion carried.

CONCEPT REVIEW - NEW**9. 5 W HALEY ST**

C-M Zone

(10:15) Assessor's Parcel Number: 037-211-006
Application Number: SGN2006-00162
Owner: Ling-Chai Yee, Trustee (For) Lim Yee
Applicant: Stan Nicolaides
Business Name: Greek House Cafe

(Proposal for a 6 square foot projecting sign. The linear building frontage is 15 feet. The allowable signage is 15 square feet. The project is located in El Pueblo Viejo Landmark District.)

This item was taken out of order.

Present: Stan Nicolaides

Motion: **Final approval with the following conditions:** 1) The sign board shall be the same shape as the One Hour Photo sign board. 2) The white color on the sign board shall be off-white to match the building color.

Action: Hausz/Cunningham, 4/0/0. (Jim Blakeley absent.) Motion carried.

CONCEPT REVIEW – NEW**10. 19 E HALEY ST**

C-M Zone

(10:58) Assessor's Parcel Number: 037-173-041
Application Number: SGN2006-00163
Owner: Faulding Hotel, Inc.
Applicant: Trevor Martinson
Business Name: India House

(Proposal for an 8 square foot window sign and an 8 square foot projecting sign. The linear building frontage is 18 feet. The allowable signage is 18 square feet. This parcel is adjacent to El Pueblo Viejo District.)

This item was taken out of order.

Present: Trevor Martinson

Motion: **Continued two weeks to Full Committee with the following comments:** 1) The Committee can support the use of the carved frame for the blade sign but would like to see two of them mounted back-to-back to make the sign double-sided. 2) The font as proposed for the blade sign is appropriate with addition of small serifs to the letters. 3) Applicant should return with details of a bracket for the blade sign. 4) The same font should be used for the window sign. 5) It was suggested that the window signage be located below the horizontal mullion and in one line of text.

Action: Hausz/Cunningham, 4/0/0. (Jim Blakeley absent.) Motion carried.

REFERRED FROM CONFORMING SIGN REVIEW

11. 719 PASEO NUEVO

C-2 Zone

(10:25) Assessor's Parcel Number: 037-400-002
 Application Number: SGN2006-00157
 Owner: Redevelopment Agency/Santa Barbara
 Applicant: Academy Awning
 Business Name: California Pizza Kitchen

(Proposal for replacement of canvas and lettering on six awning signs totaling 15 square feet of signage. Final approval with condition that two of the three side-by-side "CPK" lettering on awning signs be omitted with only the center one to remain. The linear building frontage is 50 feet. The allowable signage is 25 square feet. The project is located in El Pueblo Viejo Landmark District.)

This item was taken out of order.

Present: Chuck Phillips

Motion: **The Committee upholds Conforming Review approval for the three awnings with “California Pizza Kitchen” lettering but denies the request to place “CPK” initials on any of the three awnings facing Chapala Street** with the findings that those awnings do not relate to an entrance and are excessive and redundant signage.

Action: Hausz/Cunningham, 4/0/0. (Jim Blakeley absent.) Motion carried.

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