



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

**Wednesday, January 17, 2007**      **David Gebhard Public Meeting Room: 630 Garden Street**      **9:00 A.M.**

**COMMITTEE MEMBERS:**

NATALIE COPE, Chair – Present  
BOB CUNNINGHAM, Vice Chair– 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 – Absent  
TONY BOUGHMAN, Planning Technician I and Recording staff – 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 January 12, 2007, 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 (9:00):**

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.

No public comment.

B. Approval of the minutes of the Sign Committee meeting of January 3, 2007.

**Motion: Approval of the minutes of the Sign Committee meeting of January 3, 2007, with corrections.**

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

C. Listing of approved Conforming Signs.

The signs approved on Conforming Sign Review from January 10 to January 17 are listed below:

1. 631 West Carrillo Street, Los Amigos .99 Plus Store. Final approval with condition.
2. 3916 State Street. Final approval of Review After Final as submitted.
3. 505 State Street, Mad Dogs. Final approval as submitted.
4. 721 Chapala Street, Paseo Chapala. Final approval of Review After Final as submitted.
5. 800 Anacapa Street, Strauding, Yocca, Carson, & Rauth. Final approval as submitted.
6. 530 State Street, Openwide. Final approval as submitted.

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

No announcements.

## E. Possible Ordinance Violations.

No possible ordinance violations reported.

**CONCEPT REVIEW – CONTINUED**1. **509 STATE ST**

C-M Zone

(9:24) 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 heard out of order.

Present: Wally Ronchietto, Bricks Cafe

**Motion:** **Continued two weeks to Full Committee with the following comments:** 1) The Committee is supportive of the concept of painting the signage and faux bricks on the wall. 2) The applicant shall return with elevation drawings showing the sign with 8 inch letters and with 10 inch letters and the elevations should show dimensions of sign and building. A cross-section drawing of the wall should be provided showing sign in relation to the convex curve of the wall below the upper window.

**Action:** Cunningham/Hausz, 3/0/0. (Blakeley absent. Rose stepped down.) Motion carried.

**CONCEPT REVIEW – CONTINUED**2. **530 STATE ST**

C-M Zone

(9:20) 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.)*

**Motion:** **Postpone the item indefinitely due to absence of the applicant.**

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

**CONCEPT REVIEW – CONTINUED****3. 19 E HALEY ST**

C-M Zone

(9:34) 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. This parcel is adjacent to El Pueblo Viejo District. The linear building frontage is 18 feet. The allowable signage is 18 square feet.)*

This item was heard out of order.

Present: Trevor Martinson

**Motion:** **Continued two weeks to Full Committee with the following comments:** 1) Both proposed mounting brackets are acceptable. For the rotating bracket, the Committee prefers that the horizontal piece not be exposed inside the sign frame. 2) The applicant shall provide scaled elevation drawings for the window sign showing 8 inch letters and provide details of the method of window sign mounting.

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

**CONCEPT REVIEW – CONTINUED****4. 1315 STATE ST**

C-2 Zone

(9:05) 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.)*

This item was heard out of order.

Present: Ron Smith, Sign-A-Rama

**Motion:** **Final approval with the following conditions:** 1) The entire wall sign shall be painted dark bronze, with applicant to provide a color sample. The mounting height of the signs and dimension above the entry opening shall be called out on the drawings. 2) The existing bracket may be reused but shall be relocated to be centered above the left column at the same height as it is currently mounted.

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

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

C-2/SD-2 Zone

(9:45) 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.)*

This item was heard out of order.

Present: Wasantha Mohottige, Sign-A-Rama

**Motion: Final approval with the following conditions:** 1) The text portion of the existing window sign shall be removed. 2) The cut-out letters shall have a matte painted finish.

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

**CONCEPT REVIEW – CONTINUED****6. 3892 STATE ST**

C-2/SD-2 Zone

(9:57) 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.)*

This item was heard out of order.

Present: Wasantha Mohottige, Sign-A-Rama

**Motion: Continued two weeks with the following comments:** 1) While the proposed sign is very attractive, it has no relationship to the architecture of the building. 2) The small letter size may not provide adequate wayfinding direction for vehicles. 3) The previous comments regarding sign colors still apply.

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

**CONCEPT REVIEW – NEW****7. 3120 STATE ST**

C-2/SD-2 Zone

(10:07) Assessor's Parcel Number: 053-332-017  
 Application Number: SGN2007-00004  
 Owner: Paul Uyesaka  
 Applicant: Sign-A-Rama  
 Business Name: Fusion

*(Proposal for one 11.5 square foot wall sign. The linear building frontage is 21 feet. The allowable signage is 21 square feet.)*

This item was heard out of order.

Present: Wasantha Mohottige, Sign-A-Rama

**Motion:** **Final approval with the following conditions:** 1) The “N” in “Fusion” shall be reduced to 12 inches. 2) The gold color shall be a matte paint finish.

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

**CONCEPT REVIEW – CONTINUED****8. 506 CHAPALA ST**

C-M Zone

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.)*

This item was postponed two weeks at the request of the applicant.

**CONCEPT REVIEW – CONTINUED****9. 742 STATE ST SUITE 3**

C-2 Zone

(10:20) 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.)*

Present: Ken Sorgman, Signs By Ken

**Motion:** Continued two weeks to Full Committee with the comment that the applicant should provide a cross-section drawing through mullion, revised to show the accurate location of wiring and signage.

**Action:** Hausz/Cope 2/0/2. (Cunningham/Rose abstained. Blakeley absent.) Motion carried.

### REFERRED FROM CONFORMING SIGN REVIEW

#### 10. 28 E VICTORIA ST

C-2 Zone

(10:30) Assessor's Parcel Number: 039-183-031  
 Application Number: SGN2006-00164  
 Owner: Peoples' Self-Help Housing Corp.  
 Applicant: Signs by Ken  
 Business Name: The Massage Place

*(Revised proposal for a 5.5 square foot wall sign and a 7.7 square foot window 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:** Continued one week to Conforming Sign Review with the following comments:  
 1) The window sign should have one line of copy with a maximum of 4 inch letters using off-white vinyl. 2) The wall sign is approved with the curvature of the line of copy to be concentric with the curve of the archway.

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

### CONCEPT REVIEW – NEW

#### 11. 1036 STATE ST

C-2 Zone

(10:35) Assessor's Parcel Number: 039-282-001  
 Application Number: SGN2007-00001  
 Owner: Levon Investments  
 Applicant: Signs by Ken  
 Business Name: Bank of the West

*(Proposal for a 8.35 square foot wall sign. This location is on the Potential Historic List: Elks Club Building, Lloyds Bank. The linear building frontage is 69 feet. The allowable signage is 65 square feet. The project is located in El Pueblo Viejo Landmark District.)*

**Present:** Ken Sorgman, Signs By Ken

**Motion:** Continued one week to Conforming Sign Review with the following comments:  
 1) The existing wall sign with 9 inch letters on Figueroa Street should be relocated over the entry archway. 2) The existing wall sign with 10 inch letters on State Street should be relocated in place of the sign on Figueroa Street. 3) All signs shall have the gold vinyl replaced with true gold leaf.

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

**CONCEPT REVIEW – NEW****12. 1208 STATE ST**

C-2 Zone

(10:45) Assessor's Parcel Number: 039-183-018  
 Application Number: SGN2007-00002  
 Owner: Frank & Isako Nam, Trustees  
 Applicant: Signs by Ken  
 Business Name: East Sushi and Thai Asian Cuisine

*(Proposal for a 2.6 square foot wall sign and a 2 square feet projecting sign. The linear building frontage is 22 feet. The allowable signage is 22 square feet. The project is located in El Pueblo Viejo Landmark District.)*

Present: Ken Sorgman, Signs By Ken

Motion: Continued two weeks to Full Committee with the following comments: **1)** The wall sign is approved as submitted. **2)** The blade sign should be restudied to avoid conflict with the existing light fixture.

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

**REFERRED FROM CONFORMING SIGN REVIEW****13. 510 STATE ST**

C-M Zone

(10:55) Assessor's Parcel Number: 037-173-020  
 Application Number: SGN2007-00003  
 Owner: RTK Associates  
 Applicant: Signs by Ken  
 Business Name: 510 State Street

*(Proposal for a 2.35 square foot projecting sign and bracket. The linear building frontage is 14 feet. The allowable signage is 7 square feet. The project is located in El Pueblo Viejo Landmark District.)*

Present: Ken Sorgman, Signs By Ken

Motion: **Continued one week to Conforming Review with the comment that the proposed blade sign is approved with the condition that the existing address numerals shall be removed and replaced with painted numerals using a font to match the new sign.**

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

**COURTESY REVIEW****14. CITYWIDE**

(11:05) Applicant: Building and Safety Division, City of Santa Barbara

*(Proposal for City of Santa Barbara "NO DUMPING" signs to be placed at various locations.)*

Present: Larry Cassidy, Building and Safety Supervisor

**The Committee had the following comments:** **1)** The proposed sign should be reduced in size by eliminating some of the space between blocks of text and by reducing the borders around the text. **2)** The sign should have a dark brown background with light colored text. **3)** The location map should be reduced in size.

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