



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

**Tuesday, July 17, 2007**      **David Gebhard Public Meeting Room: 630 Garden Street**      **8:00 A.M.**

**COMMITTEE MEMBERS:**      NATALIE COPE, *Chair* – Present  
   BOB CUNNINGHAM, *Vice-Chair* – Present  
   STEVE HAUSZ (HLC) – Absent  
   JENNIFER ROSE – Present  
   PAUL ZINK (ABR) – Present

**ALTERNATES:**              LOUISE BOUCHER (HLC) – Absent  
   CLAY AURELL (ABR) – Absent

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

**STAFF:**                      JAIME LIMÓN, Design Review Supervisor – Absent  
   MICHELLE BEDARD, Planning Technician I – Present  
   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 the scheduled meeting, notification must be communicated to Staff the day before the meeting prior to 4:00 P.M. Michelle Bedard, 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 4:00 p.m., Monday through Thursday, and every other Friday.

**NOTICE:**

That on July 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/sign](http://www.SantaBarbaraCa.gov/sign).

**GENERAL BUSINESS (8:03):****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 July 5, 2007.**

**Motion:** Approval of the minutes of the Sign Committee meeting of July 5, 2007.

**Action:** Zink/Rose, 3/0/1. (Cunningham abstained. Hausz absent.) Motion carried.

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

The signs approved on Conforming Sign Review on July 11 are listed below:

1. 1021 State Street, Bella Rosa. Final approval with conditions.
2. 1017 State Street, Outfits. Final approval with conditions.
3. 730 Ancapa Street, Distinctive Real Estate. Final approval as submitted.
4. 132 Harbor Way, Harbor. Final approval as submitted.
5. 3916 State Street, Machin & Associates. Final approval as submitted.

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

1. Ms. Bedard announced that Steve Hausz would be absent from today's meeting.

## E. Possible Ordinance Violations.

1. Ms. Rose reported that Fashions by Ursula, located at 1303 State Street, has an unpermitted roof sign that appears to be handpainted.
2. Mr. Cunningham reported that Santa Barbara Art Market, located at 625 Santa Barbara Street across from the Farmers Market, has been putting up plastic laminated signs on Saturdays.

**CONCEPT REVIEW – CONTINUED**1. **33 E CARRILLO ST**

C-2 Zone

(8:07) Assessor's Parcel Number: 039-282-009  
 Application Number: SGN2007-00070  
 Owner: City Commerce Bank  
 Agent: Stellar Installations  
 Contractor: Chandler Signs  
 Business Name: Rabobank

*(Proposal for three 13 square foot bronze mounted wall signs totaling 39 square feet; one non-illuminated ATM sign totaling 7.2 square feet; and replacement of parking directional signs with new name & logos. Total requested signage is 46.20 square feet. The linear building frontage is 78 feet. The allowable signage is 65 square feet. The project is located in El Pueblo Viejo Landmark District.)*

Present: Gary Winn, Stellar Installations

**Motion:** **Final approval with the following conditions to be confirmed by Staff: 1) Sign C,** ground sign on the corner of Anacapa and Carrillo Street, is acceptable with the following changes: **a)** Shall be sandblasted with raised letters. **b)** Located approximately six feet from the corner. **c)** The sign board material shall be at least 1½ inches thick. **d)** The color of posts shall match the balcony stain. **e)** The logo shall be handpainted on raised wood. **2) Signs F, G, and H,** directional signs, shall be as shown in proposed Option 1 without a border.

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

**CONCEPT REVIEW – CONTINUED**2. **2222 BATH ST**

C-O Zone

(8:25) Assessor's Parcel Number: 025-181-019  
 Application Number: SGN2007-00071  
 Owner: City Commerce Bank  
 Agent: Stellar Installations  
 Contractor: Chandler Signs  
 Business Name: Rabobank

*(Proposal for a new 12 square foot sign atop an existing monument base. Also proposed is a 7 square foot wall sign and two window signs for Rabobank. The linear building frontage is 24 feet. The allowable signage is 24 square feet.)*

Present: Gary Winn, Stellar Installations

**Motion: Final approval of signage as submitted.**

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

**\*\* THE COMMITTEE RECESSED FROM 8:33 A.M. TO 8:54 A.M. \*\***

### CONCEPT REVIEW – CONTINUED

#### 3. 2006 STATE ST

R-2/R-O Zone

(8:54) Assessor's Parcel Number: 025-312-012  
 Application Number: SGN2007-00016  
 Owner: George and Maria F. Herold Revocable Trust  
 Applicant: DCM Graphics  
 Business Name: Goodwyn & Thyne

*(Resubmittal for lighting approval. The proposal for a 23.7 square foot ground sign and a 6.25 square foot ground sign was approved February 28, 2007. The linear building frontage is 60 feet. The allowable signage is 60 square feet. The project is located in El Pueblo Viejo Landmark District.)*

#### **(Review of lighting.)**

Present: Franco Rizzo and Jerry Fair, DCM Graphics

**Motion: Final approval of proposed lighting with the following conditions:** 1) A time clock shall be installed for the sign's lighting per previous meeting minutes. 2) The sign housing shall be painted white. 3) The wattage shall not exceed 26 watts as stated in previous meeting minutes. 4) The length of the light fixture is per the field conditions; it can span from outside of post to outside of post, but shall not exceed 48 inches.

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

### CONCEPT REVIEW – CONTINUED

#### 4. 401 STATE ST

C-M Zone

(9:02) Assessor's Parcel Number: 037-211-018  
 Application Number: SGN2007-00068  
 Owner: Abraham Safina, Trustee  
 Applicant: Vu Ngoc Nguyen  
 Contractor: DCM Graphics  
 Business Name: The Nails Town

*(Proposal for one 9.36 square foot wall sign and one 5.25 square foot projecting sign. 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: Franco Rizzo and Jerry Fair, DCM Graphics

**Motion:** **Continued indefinitely to Conforming Review:** 1) The signage color should be close to Frazee Toreador color # 6335R(LH). 2) The white color should be off-white. 3) Provide paint chip samples of all proposed colors. 4) Locate the wall sign just above the door. 5) Show dimensions and provide pictures of the cleaned-up walls where removed light fixtures were located. 6) The blade sign shall be a 1½ inch minimum wood depth.

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

### **CONCEPT REVIEW – CONTINUED**

#### 5. **1309 STATE ST**

C-2 Zone

(9:15) Assessor's Parcel Number: 039-131-010  
 Application Number: SGN2007-00043  
 Owner: Ronald J. Gillio 2006 Revocable Trust  
 Contractor: Signs By Ken  
 Business Name: Evolutions Medical Spa

*(Resubmittal for lighting approval. The proposal for a new 3'x4' oval shaped wooden sign to replace an existing sign was approved June 27, 2007. The total proposed new signage area is 12 square feet. The linear building frontage is 28 feet. The allowable signage is 28 square feet.)*

#### **(Review of lighting.)**

Present: Ken Sorgman, Signs By Ken  
 Brian Perkins, Evolutions Medical Spa

**Motion:** **Continued indefinitely to Conforming Review with the following comments:** 1) Provide cut sheets of the light fixtures. 2) Provide proposed location of the lighting shown with photographs. 3) The lights shall conform to the City's outdoor lighting regulations.

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

**\*\* THE COMMITTEE RECESSED FROM 9:22 A.M. TO 9:49 A.M. \*\***

**CONCEPT REVIEW – CONTINUED****6. 740 STATE ST (2 E DE LA GUERRA ST) C-2 Zone**

(10:01) Assessor's Parcel Number: 037-092-001  
 Application Number: SGN2007-00058  
 Owner: Atlantico, Inc.  
 Applicant: Sherry & Associates  
 Business Name: Peace Store

*(Proposal for a 6.7 square foot projecting sign to hang from existing bracket. The purpose is to review abatement of an existing non-permitted sign. This address is on the California Inventory of Historic Resources and is on the List of Potential Structures of Merit and Landmarks. 4G Phase I Survey Name: La Placita Building. AKA: McKay-Bothin Building. The linear building frontage is 19 feet. The allowable signage is 19 square feet. The project is located in El Pueblo Viejo Landmark District. Note: Requires full board review.)*

Motion: To postpone this item due to applicant's absence.

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

(10:01)

*This item was heard out of order.*

Present: David Walkins, Sherry & Associates

Motion: To reopen consideration of this item due to applicant's arrival.

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

**Motion: Continued two weeks for applicant to explore other signage options.**

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

Committee comments: The Commission stated that the shape of the oval sign previously presented is more appropriate to El Pueblo Viejo Landmark District; and that the sign presented at today's meeting is not acceptable.

**CONCEPT REVIEW – NEW****7. 636 STATE ST C-M Zone**

(10:11) Assessor's Parcel Number: 037-132-001  
 Application Number: SGN2007-00075  
 Owner: Gallina Family Trust  
 Applicant: Derrick Prodigalidad  
 Architect: Kenneth Gruskin  
 Business Name: Verizon Wireless

*(Proposal for two new wall LED Halo-lit signs for Verizon Wireless. The linear building frontage is 25 feet. The allowable signage is 25 square feet. The project is located in El Pueblo Viejo Landmark District.)*

Motion: To postpone this item due to the applicant's absence.

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

(10:11)

*This item was heard out of order.*

Present: Derrick Prodigalidad

Motion: To reopen consideration of this item due to applicant's arrival.

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

Staff Comment: Michelle Bedard, Planning Technician I, stated Committee member Steve Hausz forwarded the following comments: The proposed signage was reviewed at the last Historic Landmarks Commission meeting. The HLC determined that painting the recessed panel in which the sign is located with black paint would not be acceptable in El Pueblo Viejo Landmark District.

**Motion: Continued indefinitely for applicant to return when the building remodel is approved by the Historic Landmarks Commission.**

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

Committee comment: The proposed signage is much too large.

### **CONCEPT REVIEW – CONTINUED**

#### **8. 1298 COAST VILLAGE RD**

C-1/R-2/SD3 Zone

(9:49) Assessor's Parcel Number: 009-230-043  
 Application Number: SGN2007-00040  
 Owner: Olive Oil & Gas, LP  
 Applicant: Jennifer Brown  
 Business Name: Coast Village 76 Station

*(Proposal for one 19.8 square foot monument sign; 8 pump skirt signs totaling 48 square feet; 8 pump valance signs totaling 22 square feet total; and one 19.3 square foot auto care sign. Total signage requested is 109.1 square feet. The linear building frontage is 54 feet. The allowable signage is 54 square feet.)*

**(Exception requested for additional proposed signage.)**

This item was reviewed out of order.

Present: John Price, Property Owner

**Motion: Final approval of the monument sign with the following conditions: 1) The price sign shall be in "oasis red" on the left hand side and the right hand side shall be in "oasis gray." 2) The white numbers on the price sign shall not exceed six inches.**

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

**REFERRED FROM CONFORMING SIGN REVIEW**

9. **410 S SALINAS ST**

C-P Zone

Assessor's Parcel Number: 017-341-010  
Application Number: SGN2007-00057  
Owner: Gallina Family Trust 2/27/02  
Contractor: Benton Sign Company  
Business Name: Mi Fiesta Market Deli & Grill

*(Proposal to install two 8 square foot wall signs and a 5.25 square foot valance sign for Mi Fiesta Market Deli and Grill. The linear building frontage is 36 feet. The allowable signage is 36 square feet.)*

**Motion: To postpone this item due to applicant's absence.**

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

**\*\* MEETING ADJOURNED AT 10:26 A.M. \*\***