



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

**Wednesday, November 21, 2007**    **David Gebhard Public Meeting Room: 630 Garden Street**    **9:05 A.M.**

**COMMITTEE MEMBERS:**            NATALIE COPE, Chair – Present  
   BOB CUNNINGHAM, Vice-Chair – Present, left briefly from 10:32 a.m. to 10:34 a.m.  
   STEVE HAUSZ (HLC) – Present  
   JENNIFER ROSE – Present  
   PAUL ZINK (ABR) – Absent

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

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

**STAFF:**                            DANNY KATO, Senior Planner – Absent  
   DEBBIE HUGHEY, Planning Technician II – Present  
   KATHLEEN GOO, Alternate 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 the scheduled meeting. If the applicant is unable to attend the scheduled meeting, notification must be communicated by 4:00 P.M. on the day before the meeting to Debbie Hughey, Planning Technician II, at the City of Santa Barbara Planning Division, at 564-5470, otherwise a postponement/rescheduling fee will be charged.

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 Debbie Hughey, Planning Technician II 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 November 15, 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 (9:07):**

## 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 November 7, 2007.

**Motion: Approval of the minutes of the Sign Committee meeting of November 7, 2007, with corrections.**

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

## C. Listing of approved Conforming Signs.

The signs approved on Conforming Sign Review from **November 14, 2007** are listed below:

1. 436 E. Gutierrez Street, P. J. Milligan. Referred to Full Board.
2. 506 Chapala Street, Santa Barbara Business College. Final approval as submitted.
3. 518 N. Milipas Street, La Pachanga Night Club. Final approval as submitted.
4. 1269 Coast Village Circle, Kreiss. Final Approval as submitted upon receipt of letter from City Attorney, which was read to the Board by Ms. Hughey.

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

1. Ms. Rose announced that she would not be attending the December 5, 2007 meeting.
2. Mr. Hausz announced an invitation-only meeting to discuss enforcement issues between staff and various Committee members on December 10, 2007 at City Hall, Room 15.

E. Possible Ordinance Violations.

Mr. Cunningham requested an update from staff on the previous reported sign violations at Giati Design, 614 Santa Barbara Street, at the Goodwill Store on Carrillo Street had color paper signs posted on the building every week, and at the 76 Station at 200 S. Milpas Street which also had possible violations discovered during the review of a proposed project at this meeting.

**CONCEPT REVIEW - NEW**

**1. 1221 CHAPALA ST**

C-2 Zone

Assessor's Parcel Number: 039-172-002  
 Application Number: SGN2007-00131  
 Owner: Montgomery Revocable Family Trust  
 Applicant: Bob Wesley  
 Business Name: The Winehound

(Proposal for two wall signs. One 7.5 square foot wall sign, facing Chapala (Sign A), and one 7.5 square foot wall sign, south elevation (Sign B). The linear building frontage is 30 feet. The allowable signage is 30 square feet. The project is located in the El Pueblo Viejo Landmark District.)

(9:12)

Present: Bob Wesley, Applicant.

Straw vote: How many Committee members could approve Sign B as proposed and in the location proposed with some suggested modifications? 4/0. (All supported.)

Straw vote: How many Committee members could approve Sign A as proposed and in the location proposed some suggested modifications? 4/0. (All supported.)

**Motion:** **Continued two weeks to Full Board with the following comments:** **1) Sign A:** The letter sizing is acceptable but the logo is too large and needs to be reduced or eliminated. **2)** Applicant to show on the elevation the mounting height of the signage above the arch on the building and to lower it from what is proposed. **3) For Sign B:** Eliminate the logo and have only text if the sign is to be located on the wall as proposed or as an alternative, use a blade sign on the street frontage. **4)** Indicate height above trim which is around the door to bottom of sign. **5)** Reduce both logos in relation to text.

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

**CONCEPT REVIEW - CONTINUED**

**2. 530 CHAPALA ST**

C-M Zone

Assessor's Parcel Number: 037-171-001  
Application Number: SGN2006-00053  
Owner: Dal Pozzo/Lane Family Trust 4/10/92  
Business Name: Montecito Motors

(Proposal for 39.9 square feet of signage consisting of two 4.5 square foot blade signs, one 7.6 square foot pinned-letter wall sign, two 7.6 square foot painted wall signs, and three 2.7 square foot awning signs. The linear building frontage is 100 feet. The allowable signage is 65 square feet. The project is located in the El Pueblo Viejo Landmark District.)

(9:26)

Present: David Shelton, Agent.

**Motion:** Continued two weeks to Full Board with the following comments: 1) More specification and accurate proportion is needed for the hanger hardware and oval panel on the blade sign. 2) Clarify letter type and color. 3) Correct the dimensions for Sign H. 4) Remove conduit and lighting not installed with permits.

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

Committee Comments: The proposed project needs appropriate El Pueblo Viejo District lighting.

**CONCEPT REVIEW - CONTINUED**

**3. 614 E HALEY ST**

C-M Zone

Assessor's Parcel Number: 031-293-004  
Application Number: SGN2007-00125  
Owner: Bertha Claveria, Trustee  
Applicant: Central Coast Signs  
Business Name: Pacific Timber Production

(Proposal for one wall sign of 11.66 square feet. The linear building frontage is 20 feet. The allowable signage is 20 square feet.)

(9:44)

Present: David Shelton, Agent.

**Motion:** Final approval as submitted.

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

**CONCEPT REVIEW - NEW**

**4. 3835 STATE E-149**

C-2/SD-2 Zone

Assessor's Parcel Number: 051-010-007  
Application Number: SGN2007-00138  
Owner: Riviera Dairy Products  
Applicant: Tako Tyko Sign  
Business Name: Marmalade Café, LLC

(Proposal for 5 signs for Marmalade Cafe storefront. Two 8.1 square feet blade signs; three 10.75 square foot illuminate reverse channel letters mounted to exterior walls. The linear building frontage is 180 feet. The allowable signage is 90 square feet.)

(9:49)

Present: Tony Morales, Agent for Marmalade Café, LLC.

**Motion:** Continued two weeks with the following comments: 1) Sign A2 is acceptable as proposed, and all other signage to return to Full Board. 2) The proposed signage must conform to the La Cumbre Plaza Sign Program. 3) The Committee cannot support three illuminated signs on the west elevation, and suggest locating a smaller illuminated sign at the location of the proposed blade signs. 4) Only one illuminated wall sign on the west elevation. 5) Applicant to return with complete dimensions and elevations on the blade signs to be more in proportion to pedestrian traffic. 6) The 3-inch letters are acceptable.

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

**REVIEW AFTER FINAL**

**5. 1298 COAST VILLAGE RD**

C-1/R-2/SD3 Zone

Assessor's Parcel Number: 009-230-043  
Application Number: SGN2007-00040  
Owner: Olive Oil & Gas L P  
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. Exception requested for additional proposed signage.

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**REVISED DESCRIPTION FOR REVIEW AFTER FINAL:**

(Proposal to add Oasis red, white and silver stripes to four pump valances; and to change the color of the self-serve/full-serve sign from blue background with white lettering to Oasis red background with white letter and Oasis silver for background of blue "self-serve" lettering (18 square feet). The linear building frontage is 54.00 feet. The allowable signage is 54.00 square feet.)

(10:09/10:47)

Present: John Price, Agent for Coast Village 76 Station.

**Motion:** Continued two weeks to Full Board at the applicant's request.

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

**CONCEPT REVIEW - NEW**

**6. 3898 STATE ST**

C-2/SD-2 Zone

Assessor's Parcel Number: 057-240-044  
Application Number: SGN2007-00142  
Owner: Four Jays  
Applicant: John Price  
Business Name: Conoco Philips

(Oasis Upgrade valance stripes for four pumps for a total of 12 square feet. Remove and replace existing 18" Unocal identification logo. One 7.5 double-sided self-serve monument sign for a total of 15 square feet. The linear building frontage is 75 feet. The allowable signage is 75 square feet.)

(10:26/10:48)

Present: John Price, Agent/Applicant for Conoco Philips.

**Motion:** Continued two weeks to Full Board with the following comments: 1) The Committee accepts the changes to the monument sign as proposed. 2) The Committee accepts the lower red panel on the dispensers, but the valance signs on the dispensers are not acceptable. 3) The painting on pillars of the canopy is not within the purview of the Committee.

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

**CONCEPT REVIEW - CONTINUED**

**7. 436 E GUTIERREZ ST**

M-1 Zone

Assessor's Parcel Number: 031-343-009  
Application Number: SGN2007-00044  
Owner: Laguna Industrial Partners  
Applicant: Sign-A-Rama Goleta  
Business Name: P. J. Milligan

(Proposal for a 7.5 square foot projecting sign and two 7.5 square foot wall mounted signs. Total proposed signage is 22.5 square feet. The linear building frontage is 65 feet. The allowable signage is 65 square feet.)

(10:31)

Present: Wasantha Mohottige, Applicant.

**Motion:** Final approval of sign with the condition that the attachment hardware is to be painted the same black as the bracket.

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

**CONCEPT REVIEW - NEW**

**8. 801 STATE ST A**

C-2 Zone

Assessor's Parcel Number: 037-400-013  
 Application Number: SGN2007-00114  
 Owner: Hughes Land Holding Trust 5/9/84  
 Contractor: Vogue Signs  
 Business Name: Sunglass Hut

(Proposal to construct a 6.06 square foot blade sign and a 18.19 square foot wall sign for Sunglass Hut. The linear building frontage is 10.2 feet. The allowable signage is 10.2 square feet. The project is located in the El Pueblo Viejo Landmark District.)

(10:33)

Present: Christian Muldoon, Applicant from Vogue Sign Co.

**Motion:** **Final approval of sign with the following conditions:** 1) Wall sign is acceptable as proposed. 2) The bracket sign needs to return with more detail as appropriate for EPV with call-outs for all the materials sizes, back plate and sample of the finish.

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

**\*\* MEETING ADJOURNED AT 10:52 P.M. \*\***