



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE MINUTES

**Wednesday, July 2, 2008**      **David Gebhard Public Meeting Room: 630 Garden Street**      **9:00 A.M.**

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

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

**CITY COUNCIL LIAISON:**      GRANT HOUSE – Absent  
   DALE FRANCISCO (ALTERNATE) – Absent

**STAFF:**      DANNY KATO, Senior Planner/Signs Design Review Supervisor – Present until 9:18 a.m.  
   RENEE BROOKE, Senior Planner – Present until 9:54 a.m.  
   MAGGI WALKER, Planning Technician – Present  
   ELVA DE LA TORRE, Planning Technician – Present  
   GABRIELA FELICIANO, Commission Secretary – Present

*WWebsite: [www.SantaBarbaraCa.gov](http://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 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 Maggi Walker, Planning Technician, at the City of Santa Barbara Planning Division, (805) 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 have necessitated the reduction of previously approved signage.
- Approximate time the project was reviewed is listed to the left of each item. It was suggested that applicants arrive a few minutes early. Agenda schedule was subject to change as cancellations occurred.
- **AMERICANS WITH DISABILITIES ACT:** In compliance with the Americans with Disabilities Act, if special assistance is needed to gain access to, comment at, or participate in these meetings, please contact the Planning Division at 805-564-5470. If possible, notification at least 48 hours prior to the meeting will enable the City to make reasonable arrangements in most cases.
- **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. Please check our website under City Calendar to verify closure dates.

**APPEALS:**

Decisions of the Sign Committee may be appealed to the Architectural Board of Review or the Historic Landmarks Commission depending on the appropriate jurisdiction. For further information on appeals, contact the Planning Staff. Appeals must be in writing and must be filed at the Planning/Zoning Counter within ten (10) calendar days of the meeting at which the Sign Committee took action or rendered its decision.

**NOTICE:**

That on Thursday, June 26, 2008, 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 (9:04):****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 June 18, 2008.**

**Motion: Approval of the minutes of the Sign Committee meeting of June 18, 2008 with corrections.**

**Action: Zink/Cunningham, 2/0/1. (Boucher abstained. Cope/Hausz/Rose absent.)**

C. Listing of approved Conforming Signs.

The signs approved on Conforming Sign Review from June 18 to June 25 are listed below:

1. 1819 Cliff Drive, Wells Fargo. Final Approval as submitted.
2. 1811 State Street, Senior Planning Center. Final Approval as submitted.
3. 1990 Cliff Drive, Starbucks. Final Approval as submitted.
4. 721-731 Chapala Street, Esau's. Final Approval with conditions.
5. 3331 State Street, Northside Shoe Repair. Final Approval as submitted.
6. 1919 State Street, Select Staffing. Final Approval as submitted.
7. 1921 De La Vina Street, Nutes. Final Approval with conditions.

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

1. Ms. De la Torre announced that Chair Cope and Commissioners Hausz and Rose would be absent from the meeting.
2. Mr. Kato introduced Renee Brooke as the new Zoning Enforcement/Sign Review Supervisor. Mr. Kato will be the Senior Planner assisting the Planning Commission in September when Jan Hubbell retires.
3. Mr. Kato discussed the Sign Committee meeting change to Thursday mornings.

E. Possible Ordinance Violations.

1. Committee member Zink reported that Blockbuster movie rentals at Five Points covers the windows with graphics that change weekly.
2. Committee member Boucher expressed concern that many real estate signs are being displayed around the City with balloons and flags. Mr. Kato responded that amending the Sign Ordinance to address real estate sign issues is under discussion.
3. Committee member Cunningham reported that Paddle Sports at the zero block of West Cabrillo Boulevard on West Beach has an umbrella structure and three signs. He asked whether that area would be under the jurisdiction of the City's Parks and Recreation Department.

**CONCEPT REVIEW – NEW**

1. **1 S MILPAS ST**

C-P Zone

**(9:16)**

Assessor's Parcel Number: 017-171-001

Application Number: SGN2008-00091

Owner: Rev McKeever Living Trust

Business Name: Barry Mast, O.D.

(Proposal for a 13.75 square foot wall sign to be screw mounted over the business entrance. The linear building frontage is 19.5 feet. The allowable signage is 19.5 square feet.)

Present: Barry Mast, Applicant

**Motion: Final Approval as submitted.**

Action: Boucher/Zink, 3/0/0. (Cope/Hausz/Rose absent.)

**CONCEPT REVIEW – NEW****2. 3855 STATE ST**

C-2/SD-2 Zone

**(9:20)**

Assessor's Parcel Number: 051-010-010  
 Application Number: SGN2008-00092  
 Owner: Grace Lutheran Church of Santa Barbara  
 Applicant: Glacier Water Services, Inc.  
 Business Name: Vons

(Proposal for location of two water vending machines at VONS. Machine design is already approved. The linear building frontage is 228 feet. The allowable signage is 90 square feet.)

Present: Jerry Richmond, Glacier Water

**Motion: Final Approval with the following conditions: 1) The conduit used for the vending machine shall be removed. 2) The wall where the previous signage was located shall be painted to match adjacent wall color.**

Action: Zink/Boucher, 3/0/0. (Cope/Hausz/Rose absent.)

**CONCEPT REVIEW – NEW****3. 922 LAGUNA ST**

C-2 Zone

**(9:30)**

Assessor's Parcel Number: 029-302-015  
 Application Number: SGN2008-00087  
 Owner: Herbert L. and Barbara Reff Trust 10-19-88  
 Applicant: DJM Development Partners, Inc.  
 Business Name: Parton & Edwards

(Proposal for a new 3.7 square foot wall sign, made of vinyl & plastic, internally illuminated with LED's and to be attached directly to the building. The linear building frontage is 50 feet. The allowable signage is 20 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Amy Dowd, Applicant

**Motion: Continued two weeks with the comment that the materials proposed for the new wall sign are not allowed in El Pueblo Viejo Landmark District.**

Action: Zink/Boucher, 3/0/0. (Cope/Hausz/Rose absent.)

Committee comments: It is suggested that either a hand-painted wood sign be proposed or that the sign be painted directly on the wall. Although fonts that have a historical character are preferred, the Committee understands that the font proposed is part of the business registered trademark. Any illumination proposed would have to conform to what is traditionally found in the EPV.

**CONCEPT REVIEW – NEW****4. 1600 STATE ST**

RETIRED Zone

**(9:35)**

Assessor's Parcel Number: 027-182-017  
 Application Number: SGN2008-00093  
 Owner: Donald Michaelsen  
 Applicant: Signs By Ken  
 Business Name: Plan Member Financial Center

(Proposal for two painted 14.66 square foot wall signs totaling 29.32 square feet. The linear building frontage is 48 feet. The allowable signage is 48 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 Sign A, the painted wall sign facing State Street, shall be lowered so that it is nine feet, two inches above the sidewalk.**

Action: Boucher/Cunningham, 3/0/0. (Cope/Hausz/Rose absent.)

**CONCEPT REVIEW - NEW****5. 1819 CLIFF DR D**

C-P/R-2/SD-3 Zone

**(9:39)**

Assessor's Parcel Number: 045-013-002  
 Application Number: SGN2008-00095  
 Owner: Ernest J. Panosian, Trustee  
 Applicant: Signs By Ken  
 Business Name: Meun Fan Thai Cafe

(Proposal for a new 10.76 square foot flush mounted wall sign, one "as-built" 8.5 square foot awning sign and one "as-built" 4 square foot awning sign. The linear building frontage is 52 feet. The allowable signage is 26 square feet.)

Present: Ken Sorgman, Signs By Ken

**Motion: Continued one week to Conforming Sign Review with the following comments:**  
**1) Wall Sign B is acceptable as submitted and is ready for final approval. 2) The valence for Sign A, awning sign over the existing door, and Sign C, awning sign facing parking lot, should be replaced to match the font proposed for the wall sign. 3) The letters in "Thai Cafe" for the awning signs should not exceed four inches in height. 4) The color of the text on the awning signs should match the white plaster wall.**

Action: Zink/Boucher, 3/0/0. (Cope/Hausz/Rose absent.)

**\*\* THE COMMITTEE RECESSED FROM 9:46 A.M. TO 9:54 A.M. \*\***

**CONCEPT REVIEW – CONTINUED****6. 32 N CALLE CESAR CHAVEZ**

M-1/SD-3 Zone

**(9:54)** Assessor's Parcel Number: 017-030-016  
 Application Number: SGN2007-00126  
 Owner: Scott Property Associates, LLC  
 Applicant: Diana Kelly Design  
 Business Name: Pat Scott Masonry

(Proposal for two "as-built" wall signs at 6.7 square feet each. This application is to abate enforcement case ENF2007-01240. The linear building frontage is 120 feet. The allowable signage is 90 square feet.)

**(The request for an Exception to have the sign height exceed the 5.5 feet above the finished second floor was not supportable at the June 18, 2008, meeting.)**

Present: Eddie Langhorne, Business Owner  
 Kathleen Weinheimer, Attorney at Law

Motion: Continued two weeks with the following comments: 1) The sign as presented in its proposed location (four or five feet above the second floor) is not supportable. 2) The sign should relate to the pedestrian level and the business door. As stated in the previous meeting, the sign should be relocated to the lower portion of the building; either below the central window over the doorway or where the window that was removed use to be.

Action: Zink/Boucher, 3/0/0. (Cope/Hausz/Rose absent.)

The applicant requested a denial of the project as presented in order to have the application reviewed by the Architectural Board of Review on appeal.

Motion: Denial of the project as submitted.

Action: Zink/Boucher, 3/0/0. (Cope/Hausz/Rose absent.)

The applicant decided to have the project continued rather than opting for a denial.

**Motion: Continued two weeks for applicant to return with a proposal that responds to the Committee's comments and suggestions.**

Action: Zink/Boucher, 3/0/0. (Cope/Hausz/Rose absent.)

Committee comments: Sign location may be more appropriate in the vicinity of the banding line of the building.

**CONCEPT REVIEW – CONTINUED****7. 1329 STATE ST**

C-2 Zone

**(10:17)**

Assessor's Parcel Number: 039-131-018  
 Application Number: SGN2008-00075  
 Owner: Tevis-Jankovitz Gladys Trust  
 Applicant: Sign-A-Rama Goleta  
 Business Name: Conditioning Specialists

(A proposal for 8.95 square foot pin mounted wall sign with sandblasted logo. The linear building frontage is 42 feet. The allowable signage is 42 square feet. The project is located in El Pueblo Viejo Landmark District.)

This item was reviewed out of order.

Present: Wasantha Mohottige, Sign-A-Rama

**Motion:** **Continued one week to Conforming Sign Review with the following comments:**  
**1)** Reduce the letter height to four inches. **2)** Provide more spacing between the letters and the two words. **3)** Lower the logo by half the distance. **4)** Provide a dimensioned elevation indicating the distance from the sidewalk to the location of the letters. **5)** Lighting is not part of this application. If no permit can be established for the lighting, it shall be removed.

Action: Zink/Cunningham, 3/0/0. (Cope/Hausz/Rose absent.)

Committee comment: Commissioner Boucher, HLC Alternate, expressed concern with the sign as presented.

**CONCEPT REVIEW – NEW****8. 535 OLIVE ST**

C-M Zone

**(10:26)**

Assessor's Parcel Number: 031-212-005  
 Application Number: SGN2008-00097  
 Owner: Christopher Lynn Cadwell, Trustee  
 Applicant: Sign-A-Rama Goleta  
 Business Name: Startech Auto

(Proposal for three as-built wall signs: One 12 square foot painted wall sign, one 18 square foot light box sign and one 12 square foot MDO wall sign with vinyl lettering. This is to abate ENF2008-00335. The linear building frontage is 114 feet. The allowable signage is 98 square feet.)

Present: Wasantha Mohottige, Sign-A-Rama

**Motion:** **Continued two weeks with the following comments:** **1)** Signs A and B, the wall signs facing Cota Street, should be eliminated from the application. **2)** Relocate Sign C, the wall sign facing the parking lot, to where Sign B is currently located. **3)** The height for Sign C should be adjusted so that the top of the sign matches the top of the adjacent doorway. **4)** The text and logo for Sign C could be internally illuminated. **5)** The smog check sign should be moved to where it would not conflict with the architecture or the business identification sign. **6)** Provide full elevation photographs of the building.

Action: Cunningham/Boucher, 3/0/0. (Cope/Hausz/Rose absent.)

**CONCEPT REVIEW – CONTINUED****9. 617 N SALSIPUEDES ST**

C-M Zone

**(10:13)**

Assessor's Parcel Number: 031-171-020  
 Application Number: SGN2008-00071  
 Owner: Jerry William and Helene G. Beaver Trust  
 Applicant: Central Coast Signs  
 Business Name: Paragon Academy

(Proposal for three 14.58 square foot wall signs totaling 43.74 square feet and one 1.8 square foot ground sign reface. The linear building frontage is 75 feet. The allowable signage is 75 square feet.)

This item was reviewed out of order.

Present: David Lemmons, Central Coast Signs

**Motion: Final Approval with the condition that the letter height for Sign D shall be ten inches.**

Action: Zink/Boucher, 3/0/0. (Cope/Hausz/Rose absent.)

Location of Signs:

Sign A – existing Monument sign at parking lot facing Salsipuedes Street.

Signs B – Wall sign at the corner of building facing Salsipuedes Street.

Signs C – Wall sign facing the parking lot.

Signs D and E – proposed Painted Wall signs facing Cota Street; D is for Santa Barbara Glass & Granite, E is the Paragon logo.

**CONCEPT REVIEW – NEW****10. 1021 STATE ST A**

C-2 Zone

**(10:34)**

Assessor's Parcel Number: 039-281-016  
 Application Number: SGN2008-00090  
 Owner: ITC Group, LLC  
 Applicant: IEA Signs  
 Business Name: Subway

(Proposal for a new 3.92 square foot internally illuminated aluminum wall sign and a 2 square foot wood blade sign using existing approved bracket. The linear building frontage is 32 feet. The allowable signage is 16 square feet. The project is located in El Pueblo Viejo Landmark District.)

Present: Sheryl Loyd, Applicant

**Motion: Continued two weeks with the following comments: 1) The proposed interior lit illumination for the wall sign is not supportable. 2) A sandblasted wood sign with a frame or a painted sign on the wall was suggested. 3) The location of the wall sign should be twelve to eighteen inches above the scalloped detail on the front elevation. 4) The blade sign should be modified to have the banding removed or the existing bandings should be molded to conform to the radius corners of the sign. 5) On both signs, the gold should be a more golden color and the green a more olive green color.**

Action: Zink/Boucher, 3/0/0. (Cope/Hausz/Rose absent.)

**CONCEPT REVIEW – CONTINUED**

11. **200 S MILPAS ST** C-2/SD-3 Zone

**(11:04)** Assessor's Parcel Number: 017-240-014  
Application Number: SGN2008-00069  
Owner: Kayo Oil Company  
Applicant: A & S Engineering  
Business Name: Conoco Phillips Company

(As-Built reface existing service station signage due to corporate change. This application is to abate ENF2007-01227. The linear building frontage is 104.9 feet. The allowable signage is 78.68 square feet.)

**(Exception is requested for logos and letters that exceed the 12 inch maximum.)**

This item was reviewed out of order.

Present: Ahmad Ghaderi, A & S Engineering

**Motion:** **Final Approval with the following conditions:** 1) The red outside the corporate logo on the bottom panel/valance of the fuel dispensers shall be removed. 2) The refacing of the monument sign shall match the "Oasis red" color. 3) Provide color chips for the silver and red colors.

Action: Zink/Boucher, 3/0/0. (Cope/Hausz/Rose absent.)

**CONCEPT REVIEW – CONTINUED**

12. **500 FOWLER RD** A-F/SD-3 Zone

**(10:50)** Assessor's Parcel Number: 073-450-003  
Application Number: SGN2008-00052  
Owner: Santa Barbara Airport  
Architect: Fred Sweeney  
Architect: Joseph Grogan and Kristin Byrd

(Sign Program for Airline Terminal Improvement Project.)

Present: Joseph Grogan and Kristin Byrd, HNTB Architects  
Fred Sweeney, PMSM Architect

This item was reviewed out of order.

**Motion:** **Final Approval with the condition that the serif on the "T" shall be modified on the copper plate font.**

Action: Zink/Cunningham, 3/0/0. (Cope/Hausz/Rose absent.)

**\*\* MEETING ADJOURNED AT 11:19 A.M. \*\***