



City of Santa Barbara

Planning Division

SIGN COMMITTEE AGENDA

Wednesday, July 16, 2008 **David Gebhard Public Meeting Room: 630 Garden Street** **9:00 A.M.**

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

ALTERNATES: LOUISE BOUCHER (HLC)
 CLAY AURELL (ABR)

CITY COUNCIL LIAISON: GRANT HOUSE
 DALE FRANCISCO (ALTERNATE)

STAFF: DANNY KATO, Senior Planner/Signs Design Review Supervisor
 MAGGI WALKER, Planning Technician
 GABRIELA FELICIANO, Commission Secretary

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 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 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 gain access to, comment at, or participate in this meeting, 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 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, July 10, 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.

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.

B. Approval of the minutes of the Sign Committee meeting of July 2, 2008.**C. Listing of approved Conforming Signs.****D. Announcements, requests by applicants for continuances and withdrawals, and future agenda items.****E. Possible Ordinance Violations.****DISCUSSION ITEM****(9:05)**

Staff will discuss the Sign Review Application intake process.

CONCEPT REVIEW – NEW**1. 7 E DE LA GUERRA ST**

C-2 Zone

(9:20) Assessor's Parcel Number: 037-052-027
 Application Number: SGN2008-00109
 Owner: Santa Barbara Trust for Historic Preservation
 Applicant: Signs By Ken
 Business Name: Lovebird Boutique Jewelry Bar

(Proposal for a new 3.6 square foot sandblasted wood projecting sign and wrought iron bracket. The linear building frontage is 30 feet. The allowable signage is 30 square feet. The project is located in El Pueblo Viejo Landmark District.)

CONCEPT REVIEW – NEW**2. 400 E GUTIERREZ ST**

M-1 Zone

(9:30) Assessor's Parcel Number: 031-343-001
 Application Number: SGN2008-00100
 Owner: Bernard A. and Claude Jean, Trustees
 Applicant: Freedom Signs
 Business Name: Recording Studio

(Proposal for a 1.88 square foot 3-D wall sign. The linear building frontage is 55 feet. The allowable signage is 55 square feet.)

CONCEPT REVIEW – NEW**3. 3890 LA CUMBRE PLAZA LN**

C-2/SD-2 Zone

(9:40) Assessor's Parcel Number: 051-010-016
 Application Number: SGN2008-00101
 Owner: Edwin E. Kayser, Trustee
 Applicant: Freedom Signs
 Business Name: The Habit Burger Grill

(Proposal for a 12 square foot 3-D letter halo lit wall sign. The linear building frontage is 100 feet. The allowable signage is 65 square feet.)

(An exception is requested for letters over the allowed maximum height.)

CONCEPT REVIEW – NEW**4. 534 E HALEY ST**

C-M Zone

(9:50) Assessor's Parcel Number: 031-291-008
 Application Number: SGN2008-00103
 Owner: Nielsen Family Exemption Trust
 Applicant: Freedom Signs
 Business Name: Village Pool Supply

(Proposal for two wall signs totaling 11.75 square feet: one hand painted 4.5 square foot wall sign [Sign A]; and one stud mounted 3-D letter 7.25 square foot wall sign [Sign B]. The linear building frontage is 30 feet. The allowable signage is 30 square feet.)

CONCEPT REVIEW – NEW**5. 511 E GUTIERREZ ST**

M-1 Zone

(10:00) Assessor's Parcel Number: 031-292-011
 Application Number: SGN2008-00104
 Owner: Smagala-Ferro 2001 Family Trust
 Applicant: Freedom Signs
 Business Name: Prosource Wholesale Floorcovering

(Proposal for a 6.2 square foot hand painted wall sign. The existing previously approved (SGN2001-00198) eight (8) square foot monument sign is to remain. The linear building frontage is 30 feet. The allowable signage is 30 square feet.)

CONCEPT REVIEW – NEW**6. 3835 STATE ST C-50A**

C-2/SD-2 Zone

(10:10) Assessor's Parcel Number: 051-010-007
 Application Number: SGN2008-00089
 Owner: Riviera Dairy Products
 Applicant: The Conceptual Motion Company
 Business Name: William-Sonoma, Inc.

(The project consists of a tenant improvement and store expansion which require new signage. Proposal for two new polycast wall signs totaling 36.63 square feet, two new wall medallions totaling 8.83 square feet and three new vinyl window signs totaling 6.31 square feet. There is an approved "La Cumbre Plaza Tenant Design Criteria" in place. The linear building frontage is 95.5 feet. The allowable signage is 72 square feet.)

(An exception is requested for letters over the allowed maximum height for one interior wall sign and one interior wall medallion.)

CONCEPT REVIEW – CONTINUED**7. 1021 STATE ST A**

C-2 Zone

(10:20) Assessor's Parcel Number: 039-281-016
 Application Number: SGN2008-00090
 Owner: ITC Group, LLC
 Applicant: Cheryl Loyd
 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 the 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.)

CONCEPT REVIEW – CONTINUED**8. 32 N CALLE CESAR CHAVEZ**

M-1/SD-3 Zone

(10:30) Assessor's Parcel Number: 017-030-016
 Application Number: SGN2007-00126
 Applicant: Diana Kelly Design
 Owner: Scott Property Associates, LLC
 Business Name: Pat Scott Masonry

(Proposal for two "as-built" wall signs 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.)

(An exception is requested for the sign height to exceed 5.5 feet above the finished second floor.)

CONCEPT REVIEW – CONTINUED**9. 535 OLIVE ST**

C-M Zone

(10:40) Assessor's Parcel Number: 031-212-005
 Application Number: SGN2008-00097
 Owner: Cadwell Christopher Lynn Trustee
 Applicant: Sign-A-Rama Goleta
 Business Name: Startech Auto

(Proposal for three "as-built" wall signs to abate ENF2008-00335: 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. The linear building frontage is 114 feet. The allowable signage is 98 square feet.)

CONCEPT REVIEW – NEW**10. 202 E CABRILLO BLVD**

P-R/SD-3 Zone

(10:50) Assessor's Parcel Number: 017-191-004
 Application Number: SGN2008-00099
 Owner: City of Santa Barbara
 Applicant: Theresa Lawler

(Proposal for four new Honor Fee Collection System signs located in the Palm Park parking lot. The project is part of the approved Guarded Slot Signage program. The project is located in El Pueblo Viejo Landmark District.)

CONCEPT REVIEW – NEW**11. 27 E GUTIERREZ ST**

C-M Zone

(11:00) Assessor's Parcel Number: 037-212-035
 Application Number: SGN2008-00106
 Owner: Donald & Audrey Barnes 2005 Family
 Applicant: DCM Graphics
 Business Name: Santa Barbara Valet

(Proposal for two "as built" ground signs: one 12 square foot wood sign; one 5 1/2 square foot aluminum ground slot sign (for the use of payment for parking in the lot). This application is to abate ENF2008-00632. The project is located in El Pueblo Viejo Landmark District.)

CONCEPT REVIEW – NEW**12. 1114 STATE ST 22**

C-2 Zone

(11:10) Assessor's Parcel Number: 039-232-009
 Application Number: SGN2008-00111
 Owner: La Arcada Investment Corporation
 Applicant: Benton Signs
 Business Name: Stateside Restaurant & Lounge

(Proposal for three new signs on existing awnings and two "as built" projecting signs. Awning Signs: One 6.14 square foot awning sign [Sign A], one 3.25 square foot sign [Sign B], and one 6.14 square foot sign [Sign C]. "As built" projecting sandblasted double faced redwood signs on existing brackets: one 3.4 square foot sign [Sign D], and one 3.4 square feet [Sign E]. The linear building frontage is 115 feet. The allowable signage is 43.1 square feet. The project is located in El Pueblo Viejo Landmark District.)

DISCUSSION ITEM**(11:20)**

A discussion will be held regarding neon "open" signs.