



City of Santa Barbara

Planning Division

SIGN COMMITTEE AGENDA

Thursday, September 04, 2008 **David Gebhard Public Meeting Room: 630 Garden Street** **10:00 A.M.**

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

ALTERNATES: ALEX PUJO (HLC) CLAY AURELL (ABR)

CITY COUNCIL LIAISON: GRANT HOUSE DALE FRANCISCO (ALTERNATE)

STAFF: RENEE BROOKE, Senior Planner
 ELVA de la TORRE, Planning Technician
 KATHLEEN GOO, 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 Elva de la Torre, 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 Materials related to an item on this agenda submitted to the Sign Committee after distribution of the agenda packet are available for public inspection in the Community Development Department located at 630 Garden St., during normal business hours. 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.

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.

POSTING: That on Friday, August 29, 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 (10:00):

- 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 August 21, 2008.
- C. Listing of approved Conforming Signs.
- D. Announcements, requests by applicants for continuances and withdrawals, and future agenda items.
- E. Possible Ordinance Violations.

CONCEPT REVIEW – CONTINUED**1. 1905 CLIFF DR**

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

(10:05) Assessor's Parcel Number: 045-015-007
 Application Number: SGN2008-00129
 Applicant: Signs by Ken
 Business Name: Giovanni's

Proposal for three new signs: a 6 square foot curved hanging metal cabinet with red LED halo-lit letters and two 9.5 square foot (each) wood sandblasted hanging signs, for a total of 25 square feet. The linear building frontage is 45 feet. The allowable signage is 45 square feet

CONCEPT REVIEW – CONTINUED**2. 791 CHAPALA ST**

C-2 Zone

(10:15) Assessor's Parcel Number: 037-082-006
 Application Number: SGN2008-00120
 Owner: John DeWilde
 Applicant: Signs by Ken
 Business Name: Silver Greens

(Proposal for five exterior signs, including two wood hanging signs: [Sign A] 5 square feet and [Sign B] 5 square feet; two metal wall signs: [Sign C] 11.08 square feet and [Sign D] 2.48 square feet; painted window sign: [Sign E] 0.66 square feet, for a total of 24.22 square feet. An exception is requested for over height letters (12.25 inch letter height). The "Paseo Chapala" 6 square foot wall sign with pin mounted metal letters would be relocated as part of this proposal. There is an approved "Paseo Chapala" sign program in place. The linear building frontage is 66 feet. The allowable signage is 25 square feet. The project is located in the El Pueblo Viejo Landmark District.)

CONCEPT REVIEW – CONTINUED**3. 27 E COTA ST****C-M Zone**

(10:25) Assessor's Parcel Number: 037-132-033
 Application Number: SGN2007-00013
 Owner: The Lyon Building
 Applicant: Banyan Architects
 Business Name: Lyons Building

(Proposal for a 9.5 square foot directory wall sign. The project is located adjacent to the El Pueblo Viejo Landmark District. The linear building frontage is 170 feet. The allowable signage is 90 square feet.)

CONCEPT REVIEW – NEW

4. **1117 STATE ST** C-2 Zone

(10:35) Assessor's Parcel Number: 039-231-030
Application Number: SGN2008-00127
Owner: 1129 State Street
Applicant: Adnan Orali
Business Name: Antica Furnishing, Inc.

(Proposal for an "as-built" 6.41 square foot projecting sandblasted redwood sign with painted letters. This application is to abate ENF2008-00884. The linear building frontage is 44 feet. The allowable signage is 44 square feet. The project is located in the El Pueblo Viejo Landmark District.)

CONCEPT REVIEW – NEW

5. **120 S HOPE AVE F-18** C-2/SD-2 Zone

(10:45) Assessor's Parcel Number: 051-010-014
Application Number: SGN2008-00138
Owner: Nettleship Patricia S Trustee (For)
Applicant: Vogue Sign Company
Business Name: BCBG MAXAZRIA

(Proposal for six new signs: Two 14.1 square foot (each) reverse channel halo-lit letters pin mounted, 14.1 and four 0.41 square foot (each) vinyl window signs, for a total of 29.84 square feet. There is an existing "La Cumbre Plaza Tenant Design Criteria" sign program in place. The linear building frontage is 109 feet. The allowable signage is 65 square feet.)

CONCEPT REVIEW – NEW

6. **1230 COAST VILLAGE CIR** C-1/SD-3 Zone

(10:55) Assessor's Parcel Number: 009-291-036
Application Number: SGN2008-00133
Owner: Coast Village Investments, LLC
Applicant: CBG Sign Solutions
Business Name: Edward Jones Investments

(Proposal for two new signs: a 3 square foot vinyl window sign and a 4.125 square foot flush mounted, painted acrylic letters, installed with double sided adhesive tape, for a total of 7.125 square feet. The linear building frontage is 19 feet. The allowable signage is 19 square feet.)

CONCEPT REVIEW – NEW

7. **132 N MILPAS ST** C-2 Zone

(11:05) Assessor's Parcel Number: 017-091-019
Application Number: SGN2008-00132
Owner: Joe & Beatryce Butler, Family Revocable Trust
Applicant: Jerry Fair
Business Name: Auto Insurance

(Proposal for two "as built" wooden wall signs: [Sign A] is 8 square feet; [Sign B] is 2.7 square feet, for a total of 10.7 square feet. This application is to abate ENF2008-00795. The linear building frontage is 13 feet. The allowable signage is 13 square feet.)

CONCEPT REVIEW – NEW

8. **712 N MILPAS ST** C-2 Zone

(11:15) Assessor's Parcel Number: 031-122-034
 Application Number: SGN2008-00137
 Owner: Mateo and Lupe Gastelum, Trustees
 Applicant: Jerry Fair
 Business Name: Cesar's Place

(Proposal for two new wooden wall signs: a 10.4 square foot sign and a 4 square foot sign, for a total of 14.4 square feet. The linear building frontage is 34 feet. The allowable signage is 34 square feet.)

CONCEPT REVIEW – NEW

9. **129 N MILPAS ST** C-2/M-1 Zone

(11:25) Assessor's Parcel Number: 017-083-009
 Application Number: SGN2008-00139
 Owner: Steve Melkonian
 Applicant: DCM Graphics
 Business Name: El Bajio

(Proposal for two new wooden wall signs: a 7 square foot wall sign with painted letters and a 16.25 square foot sign with painted letters, for a total of 23.25 square feet. The linear building frontage is 25 feet. The allowable signage is 25 square feet.)

CONCEPT REVIEW – CONTINUED

10. **1131 STATE ST** C-2 Zone

(11:35) Assessor's Parcel Number: 039-231-037
 Application Number: SGN2008-00124
 Owner: 1129 State Street
 Contractor: Swain Signs
 Applicant: Luke Tillery
 Business Name: Peet's Coffee & Tea

(Proposal for six new signs: [Sign A] and [Sign D] are 7.6 square feet (each) aluminum wall signs with internally illuminated reverse channel letters; [Sign C] and [Sign F] are 3.8 square feet (each) window signs made of flat aluminum panels that are internally illuminated (fluorescent lamps); [Sign B] and [Sign E] are 2.1 square feet (each) double-sided aluminum blade signs, for a total of 27 square feet in overall signage. The linear building frontage is 21.4 feet. The allowable signage is 21.4 square feet. The project is located in the El Pueblo Viejo Landmark District.)

(An exception is requested to exceed the allowable square footage of signage, for materials proposed, and to allow internally illuminated signs.)

CONCEPT REVIEW – CONTINUED**11. 3835 STATE ST C-50A**

C-2/SD-2 Zone

(11:45) 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 a 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, three new vinyl window signs totaling 6.31 square feet, and one 8.5 square foot awning sign. New signage totals 60.27 square feet. Existing signage to remain totals 31.6 square feet. The total for new and existing signage is 92.07 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.)

(Exceptions are requested to allow the tenant to exceed the maximum allowable letter height of 12 inches for one interior wall medallion, and to exceed the maximum allowable square footage for overall signage.)