



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE AGENDA

**Tuesday, July 6, 2010 David Gebhard Public Meeting Room: 630 Garden Street 8:30 A.M.**

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**COMMITTEE MEMBERS:** NATALIE COPE, Chair  
BOB CUNNINGHAM, Vice-Chair  
LOUISE BOUCHER (HLC)  
JOSHUA PEMBERTON  
DAWN SHERRY (ABR)

**ALTERNATES:** ALEX PUJO (HLC)  
KEITH RIVERA (ABR)

**CITY COUNCIL LIAISON:** MICHAEL SELF

**STAFF:** JAIME LIMÓN, Senior Planner/Design Review Supervisor  
ELVA DE LA TORRE, Planning Technician  
GABRIELA FELICIANO, Commission Secretary

**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 Elva de la Torre, at the city of Santa Barbara Planning Division, (805) 564-5470 extension 4554; 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 at least 15 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 Street and agendas and minutes are posted online at [www.SantaBarbaraCa.gov/sign](http://www.SantaBarbaraCa.gov/sign). 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 Elva de la Torre, at (805) 564-5470 extension 4554, or by email at [edelatorre@santabarbaraca.gov](mailto:edelatorre@santabarbaraca.gov). Our office hours are 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.

**POSTING:** That on July 1, 2010, 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 (8:30):**

- 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 22, 2010.
- C. Listing of approved Conforming Signs: from **June 22, 2010** through **June 29, 2010**.
- D. Announcements, requests by applicants for continuances and withdrawals, and future agenda items.
- E. Possible Ordinance Violations.

**CONCEPT REVIEW – NEW**

**1. 913 STATE ST**

C-2 Zone

**(8:35)** Assessor’s Parcel Number: 039-321-037  
(10 MIN) Application Number: SGN2010-00085  
Owner: Aryana Jeans, LLC  
Contractor: Sign-A-Rama  
Business Name: Dear Diary...

(Proposal for four signs: one 8.16 square foot wall sign made of individual letters; one 5.25 square foot projecting sign; two 1.1 square foot (each) window signs, for a total of 15.61 square feet. The linear building frontage is 26 feet. The allowable signage is 65 square feet. The project is located in El Pueblo Viejo Landmark District.)

**CONCEPT REVIEW – NEW**

**2. 742 STATE ST**

C-2 Zone

**(8:45)** Assessor’s Parcel Number: 037-092-001  
(10 MIN) Application Number: SGN2010-00084  
Owner: Atlantico, Inc.  
Applicant: Freedom Signs  
Business Name: This Little Pig Wears Cotton

(Proposal for six signs: one 4.34 square foot projecting sign; one 7.56 square foot projecting sign; one 4.02 square foot wall sign; one 7.22 square foot wall sign, and two 2.12 square foot (each) window signs, for a total of 27.4 square feet. **The site is located in a building listed as a potential for designation; known as both the La Placita building and the McKay-Bothin building.** The linear building frontage is 36 feet. The allowable signage is 36 square feet. The project is located in El Pueblo Viejo Landmark District.)

**CONCEPT REVIEW – CONTINUED**

**3. 2939 DE LA VINA ST**

C-2/SD-2 Zone

**(8:55)** Assessor’s Parcel Number: 051-202-002  
(10 MIN) Application Number: SGN2010-00081  
Owner: Michael and Dirk Probstel, Trustees  
Contractor: DCM Graphics  
Business Name: Vishions Smoke Shop

(Proposal for a 13 square foot wall sign constructed of individual letters. The linear building frontage is 53 feet. The allowable signage is 53 square feet.)

**CONCEPT REVIEW – NEW**

**4. 1025 STATE ST**

C-2 Zone

**(9:05)** Assessor’s Parcel Number: 039-281-014  
 (10 MIN) Application Number: SGN2010-00082  
 Owner: Russell J. and Alma L. Eckerstrom, Trustees  
 Designer: Sam Sanchez  
 Business Name: Crossroads Trading Co.

(Proposal for three signs: one 12.2 square foot wall sign; one 2.62 square foot wall sign and one 5.33 square foot hanging sign, for a total of 20.16 square feet. The linear building frontage is 21.8 feet. The allowable signage is 21.8 square feet. The project is located in El Pueblo Viejo Landmark District.)

**CONCEPT REVIEW – CONTINUED**

**5. 2003 STATE ST**

C-2 Zone

**(9:15)** Assessor’s Parcel Number: 025-311-013  
 (10 MIN) Application Number: SGN2010-00073  
 Owner: Thomas G. Foley, Jr.  
 Applicant: Wasantha Mohottige  
 Business Name: Dementia

(Proposal for three signs: one three square foot window sign; one 11 square foot window sign and a one square foot door sign, for a total of 15 square feet. The linear building frontage is 20 feet. The allowable signage is 20 square feet. The project is located in El Pueblo Viejo Landmark District.)

**DISCUSSION ITEM:**

**6. SUBMITTAL REQUIREMENTS AND MATERIALS**

**(9:25)** Staff: Jaime Limón, Senior Planner  
 (20 MIN) (Discussion with respect to Sign Application submittal requirements and Sign Materials.)