



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

October 8, 2003 **David Gebhard Public Meeting Room: 630 Garden Street** **1:30 P.M.**

COMMITTEE MEMBERS:

STELLA LARSON, Chair, Present
LORETTA REDD, Vice Chair, Present
TOM NILSEN, Present
STEVE HAUSZ, Present, left at 2:28 p.m., returned at 2:35 p.m.
DAWN ZIEMER, Present

ALTERNATES:

CAROL GROSS, Absent
ANTHONY SPANN, Absent

CITY COUNCIL LIAISON:

DAN SECORD, Absent

STAFF:

JAIME LIMÓN, Design Review Supervisor, Present at 2:05 p.m., left at 2:27 p.m.; arrived at 3:19 p.m., left at 3:46 pm.
RAIN LONGO, Planning Technician I, Present
ELIA ZAVALA, Recording Secretary, Present

**** 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.
- 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 scheduled meeting. If the applicant is unable to attend scheduled meeting, Staff must be notified by the applicant prior to eleven a.m. of the meeting day. Call Rain Longo, Planning Technician I, at the City of Santa Barbara, Planning Division, 564-5470.

No application will be reviewed by the Sign Committee until any illegal signs are removed or brought into compliance with the Sign Ordinance.

* Please note: 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.

** 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.

NOTICE:

That on October 1, 2003, at 4:00 P.M., this agenda was duly posted on the Community Development bulletin board, in the office of the City Clerk, and on the bulletin board on the outside of City Hall.

GENERAL BUSINESS (1:30):

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.

No public comment.

B. Approval of the minutes of the Sign Committee meeting of September 24, 2003.

Motion: Approval of the Minutes of the Sign Committee Meeting of September 24, 2003, with corrections.
Action: Hausz/Ziemer, 4/0/1. Nilsen abstained.

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from September 24, 2003 to October 7, 2003 are listed at the end.

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

Ms. Longo announced that Item No. 1, 3305 State Street, was postponed two weeks at the applicant's request.

E. Possible Ordinance Violations.

Mr. Nilsen reported the following possible ordinance violations:

1. Big O Tires, 2701 De La Vina Street, where a portable sign has been installed next to the sidewalk.
2. Sharkeez, 416 State Street, where the building paint is not appropriate to the El Pueblo Viejo District, and an oversized sign has been installed without a permit.

CONCEPT REVIEW - CONTINUED1. **3305 STATE ST**

C-L/C-P/SD-2 Zone

Assessor's Parcel Number: 051-100-001
Application Number: SGN2003-00082
Applicant: Gelsons Market
Owner: Emil & James Deloreto, Trustees
Business Name: Gelson's Market

(Proposal for a new 38.5 square foot wall sign for Gelson's Market located in Loreto Plaza. Two existing monument signs are to remain. A sign program currently exists. 38.50 square feet of signage is being requested, in addition to 60.00 square feet of existing signage. The building frontage is 160.00 feet. The allowable signage is 113.00 square feet.)

(COMPLIANCE WITH SIGN PROGRAM REQUIRED.)

Postponed two weeks at the applicant's request.

CONCEPT REVIEW - CONTINUED**2. 1324 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-132-015
 Application Number: SGN2003-00003
 Owner: Arlington Plaza, LLC
 Contractor: Signs By Ken*
 Business Name: Arlington Plaza Sign Program

(Revised proposal for a sign program for Arlington Plaza, which has nine tenant spaces, located in El Pueblo Viejo District. The proposal includes two illuminated, nine square foot projecting identification signs for the Plaza. Individual tenants will be allowed a sign constructed from 3/4-inch individual MDO letters a maximum of eight inches high, suspended on two 3/4-inch metal rods and a 2.5 square foot pedestrian sign. The building frontage is 100.00 feet.)

(Proposal for review after final of an additional "bench" sign with a total of 3.32 square feet of lettering at 6.75 letter height. Bench received final approval from Historic Landmarks Commission.)

(1:50)

Ken Sorgman, Signs By Ken, present.

Motion: Final approval as submitted.

Action: Redd/Ziemer, 1/4/0. Hausz, Larson, Nilsen, Ziemer opposed. Motion failed.

Motion: Continued two weeks pending possible reconsideration of bench design by the Historic Landmarks Commission.

Action: Hausz/Nilsen, 5/0/0.

CONCEPT REVIEW - CONTINUED**3. 223 CASTILLO ST**

R-4/SD-3 Zone

Assessor's Parcel Number: 033-022-022
 Application Number: SGN2003-00091
 Contractor: Signs By Ken
 Business Name: Brisas Del Mar Inn At the Beach
 Business Name: Tropicana Inn By the Beach
 Owner: Harborside Inns of Santa Barbara
 Architect: Kirk Gradin

(Proposal for one 13.5 square foot, redwood, sand blasted, ground sign with a maximum eight inch letter height for the Tropicana Inn by the Beach located in El Pueblo Viejo Landmark District. The sign is located within a planter that is elevated above the sidewalk grade approximately two feet and will be illuminated externally with two directional spot lights. The overall sign height will be five feet one inch. All existing signs for the Inn have been removed. 33.70 square feet of signage is being requested. The building frontage is 108.00 feet. The allowable signage is 90.00 square feet.)

(2:03)

Janet Weather, Brisas Del Mar; and Ken Sorgman of Signs by Ken, present.

Motion: Final approval of the project and an indefinite continuance to Conforming Review with the condition to provide bracket details on the plans.

Action: Nilsen/Hausz, 5/0/0.

CONCEPT REVIEW - CONTINUED**4. 1125 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-231-037
 Application Number: SGN2003-00123
 Contractor: Signs By Ken*
 Owner: 1129 State Street
 Business Name: As Seen On TV

(Proposal for a new blade to replace the existing. The size of the proposed blade sign will be 2.6 square feet, conforming to existing signage on site. Site is located in El Pueblo Viejo District. 4.00 square feet of signage is being requested, in addition to 3.00 square feet of existing signage. The building frontage is 20.00 feet. The allowable signage is 20.00 square feet.)

(2:25)

Ken Sorgman, Signs by Ken, present.

Motion: Final approval of the project with the condition that sign shall hang from the sloping awning cross arm with a heavy black chain to match the paint finish of the existing awning frame.

Action: Hausz/Larson, 5/0/0.

CONCEPT REVIEW - NEW**5. 1219 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-182-018
 Application Number: SGN2003-00145
 Business Name: Unity Shoppe
 Owner: Unity Shoppe, Inc
 Contractor: Signs By Ken

(Proposal for 19 square foot, individual PVC letter wall sign and a 9.68 square foot sandblasted wood projecting sign on an existing bracket for the Unity Shoppe located in El Pueblo Viejo District. 28.68 square feet of signage is being requested. The building frontage is 38.00 feet. The allowable signage is 38.00 square feet.)

(2:13)

Tom Reed, Development Director; and Ken Sorgman, Signs by Ken, present.

Motion: Continued two weeks to full Committee with the following comments:
Blade Sign: 1) The existing bracket and chain should be used. 2) The sign background should be off-white to match the building. Wall Sign: 1) Consider a more traditional serif font style and consider a handpainted sign in off-black. 2) Provide a photograph that includes more frontage, including the building and Victoria Court. 3) Consider double-stacking the name of the building. 4) Staff should research what ordinances apply to naming the building.

Action: Redd/Hausz, 5/0/0.

CONCEPT REVIEW - NEW**6. 251 S HOPE AVE**

E-3/PD/SP-4/SD-2 Zone

Assessor's Parcel Number: 051-240-008
 Application Number: SGN2003-00139
 Business Name: Big Wave Dave's Christmas Trees
 Applicant: Dave Lidren
 Owner: Hughes Dealership Group, Inc.

(Proposal for a temporary ground sign to be placed in front of a temporary christmas tree lot and pumpkin patch. There is a total of 30 square feet of signage proposed for the site. 30.00 square feet of signage is being requested.

(2:28)

Ms. Linden, present.

Staff Comment: Ms. Longo reported that the project complies with Transportation Division requirements.

Motion: Final approval of the project and an indefinite continuance to Conforming Review with the following conditions: 1) Background shall be off-white. 2) Provide a drawing showing the open/closed sign. 3) Decrease the white space between the tree types by moving them closer. 4) Consider adding a green border. 5) Consider adding tree graphics next to the tree types.

Action: Ziemer/Nilsen, 5/0/0.

CONCEPT REVIEW - NEW**7. 18 E CANON PERDIDO ST**

C-2 Zone

Assessor's Parcel Number: 037-052-003
 Application Number: SGN2003-00140
 Owner: Pat Altanvilla
 Owner: David Edward & Julieanne Hybert
 Designer: Paul White
 Business Name: Spa Medicus

(Proposal for three wood pin mounted signs. Two signs will be located on either side of building, the third sign will be located on the front of the building, the total of 15 square feet of signage proposed. Site is located in El Pueblo Viejo District. 15.00 square feet of signage is being requested. The building frontage is 28.00 feet. The allowable signage is 28.00 square feet.)

(1:38)

Dennis Condan, present.

Motion: Final approval of Sign B only, and an indefinite continuance with the following comments: 1) Consider a more traditional serif font on the word "medicus." 2) Consider a blade sign in lieu of Signs A and C and provide appropriate details of sign and bracket.

Action: Hausz/Redd, 5/0/0.

CONCEPT REVIEW - NEW**8. 3888 STATE ST**

C-2/SD-2 Zone

Assessor's Parcel Number: 057-240-046
 Application Number: SGN2003-00142
 Business Name: My Gym Children's Fitness Center
 Contractor: Betsy Harris
 Owner: Sumida Family Limited Partnership

(Proposal for a 16 square foot face for an existing ground mounted can sign, two - 1.77 square foot vinyl door signs, and a 3.54 square foot wall sign for My Gym Children's Fitness Center. The Ground sign will be shared with Curves to be reviewed under SGN2003-00142. 23.08 square feet of signage is being requested. The building frontage is 100.00 feet. The allowable signage is 65.00 square feet.)

(PROJECT REQUIRES A SIGN PROGRAM AND TRANSPORTATION COMMENTS.)**(2:40)**

Betsy Harris, present.

Ms. Harris requested approval of the temporary sign only.

Motion: Final approval of the temporary sign on the existing ground-mounted cabinet sign only, not to exceed 60 days.

Action: Hausz/Zimmer, 5/0/0.

CONCEPT REVIEW - NEW**9. 3888 STATE ST**

C-2/SD-2 Zone

Assessor's Parcel Number: 057-240-046
 Application Number: SGN2003-00143
 Owner: Sumida Family Limited Partnership
 Contractor: Freedom Signs
 Business Name: Curves

(Proposal to install a 16 square foot partial face for an existing ground sign, 3.33 square foot wall sign, 2-1.33 square foot vinyl door signs. The ground sign face will be shared with My Gym Children's Fitness Center to be reviewed under SGN2003-00142. 21.99 square feet of signage is being requested. The building frontage is 100.00 feet.)

(PROJECT REQUIRES A SIGN PROGRAM AND TRANSPORTATION COMMENTS.)**(2:40)**

Betsy Harris, present.

Ms. Harris requested approval of the temporary sign only.

Motion: Final approval of the temporary sign on the existing ground-mounted cabinet sign only, not to exceed 60 days.

Action: Hausz/Zimmer, 5/0/0.

CONCEPT REVIEW - CONTINUED**10. 200 E CARRILLO ST. #100**

C-2 Zone

Assessor's Parcel Number: 029-292-025
Application Number: SGN2003-00131
Owner: Joe Freitas & Sons
Agent: Sign Express
Business Name: US Trust

(Proposal for a new 2 square foot wall sign with 9/16 inch cast bronze in a dull duranodic finish peg mounted on wall for US Trust at the Freitas Building located in EL Pueblo Viejo Design District. 2.00 square feet of signage is being requested, in addition to 24.72 square feet of existing signage. The building frontage is 135.00 feet. The allowable signage is 90.00 square feet.)

(2:54)

Fred Barberia, Sign Express, present.

Motion: Final approval of the project with the following conditions: 1) US Trust shall be installed on both sides of the corner, underneath Investec. 2) The letters US Trust shall be the same line length as the word Investec. 3) The sign shall be mounted exactly the same as the Investec letters. 4) Dimension details between Investec and US Trust shall be approved at Conforming Review.

Action: Hausz/Nilsen, 5/1/0. Ziemer opposed.

CONCEPT REVIEW - NEW**11. 1216 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-183-019
Application Number: SGN2003-00147
Owner: Granada Tower LLC
Business Name: Sumbody

(The Granada theatre building is on the City's List of Potential Structures for Designation and is located in El Pueblo Viejo District. Proposal for a 2.5 square foot wood sign for Sumbody on a new bracket. 2.50 square feet of signage is being requested. The building frontage is 11.50 feet. The allowable signage is 5.75 square feet.)

(3:46)

David Benton, Benton Signs, present.

Motion: Final approval of project and an indefinite continuance to Conforming Review to review further specifications on the detailing of the iron materials, scroll ends, and back plates.

Action: Hausz/Redd, 5/0/0.

CONCEPT REVIEW - CONTINUED**12. 701 BATH ST**

R-4 Zone

Assessor's Parcel Number: 037-073-011
 Application Number: SGN2003-00056
 Applicant: Robert Joyce
 Business Name: The Little Corner Store
 Owner: Dennis Hoey & Tracy Kahn

(This is part of an enforcement case. Proposal to review the location of an as-built installation of one outdoor vending machine with a one square foot identification panel to be located outside of the Little Corner Store for Joyce Communications. 1.00 square feet of signage is being requested, in addition to 40.00 square feet of existing signage. The building frontage is 40.00 feet. The allowable signage is 40.00 square feet.)

(Referred from Conforming Review. Previously reviewed at Architectural Board of Review.)

(3:17)

Robert Joyce, applicant; Dennis Hoey, owner; Larry Kitchen, Attorney; and Jaime Limon, Design Review Supervisor, present.

Staff Comment: Mr. Limon reported on the Architectural Board of Review's (ABR) direction to relocate the machine to be screened from adjacent residential properties. As part of that review, the applicant has proposed a screening enclosure. Although the ABR approved the screening of the machines, it is up to the Sign Committee to approve the location and accept or change the ABR recommendations.

Motion: Final approval of the Architectural Board of Review's recommendations in regards to the location and screening with the condition that the screen shall be extended to, and abut, the existing adjacent fence to the north of the machine.

Action: Hausz/Ziemer, 5/0/0.

CONFORMING CALENDAR

September 24, 2003

CONCEPT REVIEW - CONTINUED**A. 601 W MISSION ST**

R-3 Zone

Assessor's Parcel Number: 043-131-008
 Application Number: SGN2003-00022
 Owner: Cho Kenney Jonghoon/Sin Hee
 Agent: Robert Joyce
 Business Name: Mission Liquor & Deli
 Business Name: Joyce Communications - Water Vending

(Installation of one outdoor vending machine with a 1.0 square foot identification panel to be located outside of the Mission Liquor and Deli for Joyce Communications. 1.00 square feet of signage is being requested with 21.00 square feet of existing signage. The linear building frontage is 61.50 feet. The allowable signage is 61.50 square feet.)

Continued indefinitely with the comment that the no parking sign should be replaced to comply with City Ordinance.

CONCEPT REVIEW - CONTINUED**B. 416 E MICHELTORENA ST**

R-3 Zone

Assessor's Parcel Number: 029-022-003
Application Number: SGN2003-00042
Applicant: Robert Joyce
Owner: Maxwell Shelly Ruston, Trustees
Business Name: Riviera Market

(Installation of one outdoor vending machine with a 1.0 square foot identification panel to be located outside of Riviera Market for Joyce Communications. The linear building frontage is 25.00 feet. The allowable signage is 25.00 square feet.)

Continued indefinitely with the following comments: 1) Investigate the removal of the signage. 2) Identify the existing lighting. 3) Lighting should conform to the City Ordinance. 4) Consider moving the vending machine closer to the entrance of the store and placing behind the pre-existing alcove.

CONCEPT REVIEW - CONTINUED**C. 601 W DE LA GUERRA ST**

R-3 Zone

Assessor's Parcel Number: 037-061-021
Application Number: SGN2003-00045
Business Name: Guadalajara Market
Owner: Ellas & Maria Pantoja
Applicant: Robert Joyce

(Installation of one outdoor water vending machine with a one square foot identification panel to be located outside of Guadalajara Market & Deli for Joyce Communications. There is an existing soft drink vending machine that will be reviewed under separate application. 1.00 square feet of signage is being requested with 6.25 square feet of existing signage. The linear building frontage is 40.00 feet. The allowable signage is 40.00 square feet.)

Final approval of the project with the condition that the conduit shall be cleared or painted to match the building.

CONCEPT REVIEW - CONTINUED**D. 701 BATH ST**

R-4 Zone

Assessor's Parcel Number: 037-073-011
Application Number: SGN2003-00056
Applicant: Robert Joyce
Business Name: The Little Corner Store
Owner: Dennis Hoey & Tracy Kahn

(This is part of an enforcement case. Proposal to review the location of an as-built installation of one outdoor vending machine with a one square foot identification panel to be located outside of the Little Corner Store for Joyce Communications. 1.00 square feet of signage is being requested with 40.00 square feet of existing signage. The linear building frontage is 40.00 feet. The allowable signage is 40.00 square feet.)

(Discussion of the Architectural Board of Review's decision to move the vending machines facing oncoming traffic.)

Continued two weeks to full Committee for review of the Architectural Board of Review's decision.

CONCEPT REVIEW - CONTINUED**E. 27 W ANAPAMU ST**

C-2 Zone

Assessor's Parcel Number: 039-231-002
Application Number: SGN2003-00116
Owner: 29 West, LLC
Agent: BDC Management
Applicant: Richard Benson
Business Name: The UPS Store

(Remove and reface two existing wood signs to read the "UPS Store". One is a wall sign at 9.8 Square feet, and the projecting is three square feet. 12.78 square feet of signage is being requested with 12.78 square feet of existing signage. The linear building frontage is 40.00 feet. The allowable signage is 20.00 square feet.)

Continued indefinitely due to the applicant's absence.

CONCEPT REVIEW - CONTINUED**F. 1125 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-231-037
Application Number: SGN2003-00123
Contractor: Signs By Ken*
Owner: 1129 State Street
Business Name: As Seen On TV

(Proposal for a new blade to replace the existing. The size of the proposed blade sign will be 2.6 square feet, conforming to existing signage on site. Site is located in El Pueblo Viejo District. 4.00 square feet of signage is being requested with 3.00 square feet of existing signage. The linear building frontage is 20.00 feet. The allowable signage is 20.00 square feet.)

Continued one week with the following comments: 1) Provide bracket details. 2) The chain link should be black. 3) The projecting sign should match the sign next door.

CONCEPT REVIEW - NEW**G. 15 W FIGUEROA ST**

C-2 Zone

Assessor's Parcel Number: 039-281-007
Application Number: SGN2003-00133
Owner: Santa Barbara Bank & Trustee
Business Name: South Coast Beacon

(Proposal for two new wall signs 6.41 and 6.75 square feet respectively for South Coast Beacon on an existing commercial building in El Pueblo Viejo. 13.16 square feet of signage is being requested. The linear building frontage is 39.00 feet. The allowable signage is 33.00 square feet.)

Continued indefinitely with the following comments: 1) Investigate proposed Sign "B" for either painting directly onto the side of building or creating a sign with a border like those accepted in the EPV District. 2) Consider reducing the size of "Beacon" to 7". 3) Provide the necessary mounting details. 4) Provide drawings of existing signage.

CONCEPT REVIEW - NEW**H. 2022 CLIFF**

C-P/R-2 Zone

Assessor's Parcel Number: 035-141-009
 Application Number: SGN2003-00135
 Owner: Levon Investments LLC
 Agent: Richard Benson
 Business Name: UPS Store

(Proposal to remove and replace the existing signage at a tenant space within the Mesa Center. A 2.5 square foot blade sign and a 16.833 square foot wall sign are proposed. There is an existing sign program for the center and the project meets all of the criteria. 19.30 square feet of signage is being requested with 25.00 square feet of existing signage. The linear building frontage is 18.00 feet. The allowable signage is 18.00 square feet.)

Final approval of the project with the comment that it must conform to the sign program.

CONCEPT REVIEW - NEW**I. 3905 STATE ST**

C-P/SD-2 Zone

Assessor's Parcel Number: 051-021-005
 Application Number: SGN2003-00136
 Owner: William J. Levy
 Business Name: UPS Store
 Applicant: Richard Benson

(Proposal to remove the existing signage and install an eight square foot illuminated wall sign and a 2.5 square foot blade sign and a 1.17 square foot painted wall sign for the UPS Store in an existing tenant space. There is an existing sign program for the center and the proposal meets all of the requirements. 11.66 square feet of signage is being requested with 22.58 square feet of existing signage. The linear building frontage is 24.00 feet.)

Final approval of the project as submitted.

October 01, 2003**CONCEPT REVIEW - CONTINUED****J. 1125 STATE ST**

C-2 Zone

Assessor's Parcel Number: 039-231-037
 Application Number: SGN2003-00123
 Contractor: Signs By Ken*
 Owner: 1129 State Street
 Business Name: As Seen On TV

(Proposal for a new blade to replace the existing. The size of the proposed blade sign will be 2.6 square feet, conforming to existing signage on site. Site is located in El Pueblo Viejo District. 4.00 square feet of signage is being requested with 3.00 square feet of existing signage. The linear building frontage is 20.00 feet. The allowable signage is 20.00 square feet.)

(Final Review of details of the location and mounting as requested.)

Continued indefinitely to full Committee with the suggestion to replace the sign on existing bracket or replace the bracket as was existing (if it has been removed) and to remove sign from hanging on the awning.

CONCEPT REVIEW - CONTINUED**K. 721 CHAPALA ST**

C-2 Zone

Assessor's Parcel Number: 037-082-006
 Application Number: SGN2003-00128
 Owner: Chadwick Pacific LP
 Applicant: Freedom Signs
 Business Name: Santa Barbara Running

(Proposal to remove a three square foot projecting sign and install an 11.11 square foot wall sign for Santa Barbara Running. 11.11 square feet of signage is being requested with 35.00 square feet of existing signage. The linear building frontage is 44.00 feet. The allowable signage is 44.00 square feet.)

(Re-submitted to conforming with the request to change the circular sign to be a rectangular sign.)

Final approval of the project with the suggestion that the sign have a frame similar to the Hazard's sign and to follow the rectangle but to exclude the area around the decorative mountains.

REVIEW AFTER FINAL**L. 200 E CARRILLO ST. #100**

C-2 Zone

Assessor's Parcel Number: 029-292-025
 Application Number: SGN2003-00131
 Owner: Joe Freitas & Sons
 Agent: Sign Express
 Business Name: US Trust

(Proposal for a new 2 square foot wall sign with 9/16 inch cast bronze in a dull duranodic finish peg mounted on wall for US Trust at the Freitas Building located in EL Pueblo Viejo Design District. 2.00 square feet of signage is being requested with 24.72 square feet of existing signage. The linear building frontage is 135.00 feet. The allowable signage is 90.00 square feet.)

(Requesting a review of new location for sign on both sides of the building. Proposed location is higher than previously approved.)

Continued one week to full Committee with the suggestion that the lettering remain under the Investec lettering as previously approved.

CONCEPT REVIEW - CONTINUED**M. 15 W FIGUEROA ST**

C-2 Zone

Assessor's Parcel Number: 039-281-007
 Application Number: SGN2003-00133
 Owner: Santa Barbara Bank & Trustee
 Business Name: South Coast Beacon

(Proposal for two new wall signs 6.41 and 6.75 square feet respectively for South Coast Beacon on an existing commercial building in El Pueblo Viejo. 13.16 square feet of signage is being requested with. The linear building frontage is 39.00 feet. The allowable signage is 33.00 square feet.)

Final approval of the project as submitted.

CONCEPT REVIEW - CONTINUED**N. 915 GARDEN ST**

C-2 Zone

Assessor's Parcel Number: 029-292-006
Application Number: SGN2003-00134
Business Name: Inn of the Spanish Garden
Owner: Rich Untermann

(Proposal for two double faced projecting wall signs totaling 24 square feet for the Inn of the Spanish Garden. An existing 5 square foot wall sign is to remain. 24.00 square feet of signage is being requested with 5.00 square feet of existing signage. The linear building frontage is 89.00 feet. The allowable signage is 65.00 square feet.)

Continued indefinitely due to applicant's absence.

CONCEPT REVIEW - CONTINUED**O. 2022 CLIFF**

C-P/R-2 Zone

Assessor's Parcel Number: 035-141-009
Application Number: SGN2003-00135
Owner: Levon Investments LLC
Agent: Richard Benson
Business Name: UPS Store

(Proposal to remove and replace the existing signage at a tenant space within the Mesa Center. A 2.5 square foot blade sign and a 16.833 square foot wall sign is proposed. There is an existing sign program for the center and the project meets all of the criteria. 19.30 square feet of signage is being requested with 25.00 square feet of existing signage. The linear building frontage is 18.00 feet. The allowable signage is 18.00 square feet.)

(Re-submittal of sign conforming to sign program.)

Final approval of the project with the comment that the sign conforms to the font style and size lettering of the current existing program in the mall and follows the sign program guidelines.