



City of Santa Barbara

Planning Division

SIGN COMMITTEE AGENDA

Wednesday, August 1, 2007 David Gebhard Public Meeting Room: 630 Garden Street 9:00 A.M.

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

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

CITY COUNCIL LIAISON: GRANT HOUSE

STAFF: JAIME LIMÓN, Design Review Supervisor
JO ANNE LACONTE, Assistant Planner
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 scheduled meeting. If the applicant is unable to attend the scheduled meeting, notification must be communicated to Staff the day before the meeting prior to 4:00 P.M. Michelle Bedard, at the City of Santa Barbara Planning Division, at 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 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 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.
- **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.

NOTICE:

That on July 26, 2007, 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 17, 2007.

C. Listing of approved Conforming Signs.

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

E. Possible Ordinance Violations.

REFERRED FROM CONFORMING SIGN REVIEW1. **410 S SALINAS ST**

C-P Zone

(9:20)

Assessor's Parcel Number: 017-341-010

Application Number: SGN2007-00057

Owner: Gallina Family Trust 2/27/02

Contractor: Benton Sign Company

Business Name: Mi Fiesta Market Deli & Grill

(Proposal to install two 8 square foot wall signs and a 5.25 square foot valance sign for Mi Fiesta Market Deli and Grill. The linear building frontage is 36 feet. The allowable signage is 36 square feet.)

(Referred from Conforming Review)

REVIEW AFTER FINAL

2. **506 CHAPALA ST** C-M Zone

(9:40) Assessor's Parcel Number: 037-171-008
Application Number: SGN2006-00152
Owner: Haimovitz Family Limited Partnership
Applicant: Signs by Ken
Business Name: Santa Barbara Business College

(Proposal for one 40 square foot ground sign, one 4 square foot ground sign, and two 11.25 square foot wall signs. An exception is requested to exceed the allowable letter height of 10 inches. This building is a Structure of Merit: the Firestone Building. The linear building frontage is 102 feet. The allowable signage is 77 square feet.)

(Review of lighting and exception request to exceed the maximum letter height.)

CONCEPT REVIEW – NEW

3. **435 STATE ST** C-M Zone

(10:00) Assessor's Parcel Number: 037-211-007
Application Number: SGN2007-00082
Owner: Stella, Trustee for James G. Anthes
Applicant: Signs by Ken
Business Name: Whiskey Richards

(Proposal for one 4.88 square foot hanging painted metal sign. The linear building frontage is 25 feet. The allowable signage is 25 square feet. The project is located in El Pueblo Viejo Landmark District.)

CONCEPT REVIEW – NEW

4. **3760 STATE ST** C-P/R-O/SD-2 Zone

(10:20) Assessor's Parcel Number: 053-300-033
Application Number: SGN2007-00084
Owner: Gwen Griffin Santa Barbara, LLC
Applicant: Signs by Ken
Business Name: L3 Communications, LLC

(Proposal to install one 4 square foot wall sign and one 25 square foot monument sign. The linear building frontage is 125 feet. The allowable signage is 90 square feet.)

REFERRED FROM CONFORMING SIGN REVIEW**5. 705 PASEO NUEVO**

C-2 Zone

(10:40) Assessor's Parcel Number: 037-400-002
 Application Number: SGN2007-00088
 Owner: Santa Barbara Redevelopment Agency
 Applicant: Signs by Ken
 Business Name: Lulu Lemon

(Proposal to install one new 3 square feet hanging sign. The linear building frontage is 20 feet. The allowable signage is 10 square feet. The project is located in El Pueblo Viejo Landmark District.)

CONCEPT REVIEW – NEW**6. 113 W DE LA GUERRA ST**

C-2 Zone

(11:00) Assessor's Parcel Number: 037-082-027
 Application Number: SGN2007-00087
 Owner: John R. Dewilde
 Applicant: DCM Graphics
 Business Name: Paseo Pilates

(Proposal to construct one new 5.25 square foot hanging sign. The linear building frontage is 18 feet. The allowable signage is 18 square feet.)

CONCEPT REVIEW – CONTINUED**7. 3815 STATE G-131**

C-2/SD-2 Zone

(11:20) Assessor's Parcel Number: 051-010-014
 Application Number: SGN2007-00046
 Owner: Patricia S. Nettleship, Trustee
 Applicant: Dave's Signs
 Applicant: Conceptual Motion Co.
 Business Name: Ruth's Chris Steak House

(Three new aluminum wall signs, halo lit channel letters: one 29.62 square foot wall sign on the front entrance north elevation, one 24.16 square foot wall sign on the east elevation, one 24.16 square foot wall sign on the north elevation. The linear building frontage is 122 feet. The allowable signage is 90 square feet. Exception requested to exceed the maximum letter height of 12 inches.)

(Exception requested to exceed the maximum letter height.)

CONCEPT REVIEW – NEW**8. 3851 STATE ST**

C-2/SD-2 Zone

(11:40) Assessor's Parcel Number: 051-010-011
 Application Number: SGN2007-00079
 Owner: Macerich La Cumbre, LLC
 Applicant: Ronald Patterson
 Contractor: Quiel Brothers Signs
 Business Name: Wachovia

(Proposal to change out existing World Savings signs (47.23 square feet) and replace with Wachovia signage. Also proposed is one 17.15 monument sign; one 8.75 square foot wall sign, one 7.05 square foot wall sign, and one 2.43 square foot directional sign. The linear building frontage is 57 feet. The allowable signage is 57 square feet. The total proposed signage under this permit is 35.73 square feet. Note that 8 square feet of signage is proposed for the ATM machine under separate permit - SGN2007-00080.)

CONCEPT REVIEW – NEW**9. 3851 STATE ST**

C-2/SD-2 Zone

(12:00) Assessor's Parcel Number: 051-010-011
 Application Number: SGN2007-00080
 Owner: Macerich La Cumbre, LLC
 Applicant: Jay Watt
 Architect: Leslie Burnside
 Business Name: Wachovia Bank

(Proposal for ATM wall sign of 8 square feet. The linear building frontage is 57 feet. The allowable signage is 57 square feet. Note that 35.73 square feet of signage is proposed for the Wachovia Bank under a separate permit - SGN2007-00079.)