



City of Santa Barbara

Planning Division

SIGN COMMITTEE AGENDA

Wednesday, July 30, 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
 ELVA DE LA TORRE, Planning Technician
 GABRIELA FELICIANO, Commission Secretary
 KATHLEEN GOO, Alternate 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. 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.

NOTICE:

That on Thursday, July 24, 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 16, 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 – NEW**1. 608 ANACAPA** C-M Zone

(9:05) Assessor's Parcel Number: 031-151-017
 Application Number: SGN2008-00115
 Owner: Mark Harris
 Business Name: The Melting Pot
 Applicant: Sign Craft

(Proposal for a new 44.7 square foot back-lit acrylic stud mounted wall sign and a new 8.75 square foot projecting sign to hang on an existing bracket, totaling 53.45 square feet. The linear building frontage is 76.00 feet. The allowable signage is 75.00 square feet.)

CONCEPT REVIEW – CONTINUED**2. 27 E GUTIERREZ ST** C-M Zone

(9:15) Assessor's Parcel Number: 037-212-035
 Application Number: SGN2008-00106
 Applicant: DCM Graphics
 Business Name: Santa Barbara Valet

(Proposal for two "as built" ground signs: one 12 square foot wood sign; one 5.5 square foot aluminum ground slot sign (for the use of payment for parking in the lot), totaling 17.5 square feet. This application is to abate ENF2008-00632. This is a parking lot application only. The project is located in the El Pueblo Viejo Landmark District.)

Tentative: Applicant to submit color schedule.

CONCEPT REVIEW – CONTINUED**3. 922 LAGUNA ST** C-2 Zone

(9:25) Assessor's Parcel Number: 029-302-015
 Application Number: SGN2008-00087
 Applicant: DJM Development Partners
 Business Name: DJM Development Partners, Inc.
 Business Name: Parton & Edwards

(Proposal for a new 3.8 square foot wall sign, made of vinyl & plastic, internally illuminated with LED's attached directly to the building. The linear building frontage is 50.00 feet. The allowable signage is 20.00 square feet. The project is located in the El Pueblo Viejo Landmark District.)

CONCEPT REVIEW – NEW**4. 121 W MISSION ST B** C-2 Zone

(9:35) Assessor's Parcel Number: 025-363-003
 Application Number: SGN2008-00102
 Applicant: William Risser
 Business Name: Water Store

(Proposal for three "as-built" vinyl signs on three "built-in" vending machines a total of 3.7 square feet and one 5 square foot cloth window sign, totaling 8.7 square feet. Application to abate ENF2008-00585. The linear building frontage is 13.50 feet. The allowable signage is 13.50 square feet.)

CONCEPT REVIEW – NEW**5. 521 STATE ST** C-M Zone

(9:45) Assessor's Parcel Number: 037-172-004
 Application Number: SGN2008-00116
 Applicant: Jeanette Hedrickson
 Business Name: Retroville

(Proposal for a 6 square foot painted wooden wall sign and a 5.75 square foot painted doubled sided projecting sign, totaling 11.75 square feet. The linear building frontage is 24.00 feet. The allowable signage is 24.00 square feet. The project is located in the El Pueblo Viejo Landmark District.)

CONCEPT REVIEW – CONTINUED**6. 1329 STATE ST** C-2 Zone

(9:55) Assessor's Parcel Number: 039-131-018
 Application Number: SGN2008-00075
 Applicant: Sign-A-Rama Goleta
 Business Name: Conditioning Specialists

(A proposal for a new 6.49 square foot pin mounted wall sign and a 2.46 square foot sandblasted logo, totaling 8.95 square feet. The linear building frontage is 42.00 feet. The allowable signage is 42.00 square feet. The project is located in the El Pueblo Viejo Landmark District.)

CONCEPT REVIEW – CONTINUED**7. 535 OLIVE ST** C-M Zone

(10:05) Assessor's Parcel Number: 031-212-005
 Application Number: SGN2008-00097
 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 lit box sign and one 12 square foot MDO wall sign with vinyl lettering, totaling 42 square feet. The linear building frontage is 114.00 feet. The allowable signage is 98.00 square feet.)

Tentative: Applicant needs to provide revision as requested.

CONCEPT REVIEW – CONTINUED**8. 3890 LA CUMBRE PLAZA LN** C-2/SD-2 Zone

(10:15) Assessor's Parcel Number: 051-010-016
 Application Number: SGN2008-00101
 Owner: Richard Family Revocable Trust
 Business Name: The Habit Burger Grill

(Proposal for a 24.8 square foot halo lit wall sign with dimensional letters. An exception is requested for the over height letters. The linear building frontage is 100.00 feet. The allowable signage is 65.00 square feet.)

Tentative: Applicant to provide revised changes prior to coming in for review.

CONCEPT REVIEW – CONTINUED**9. 3835 STATE ST C-50A**

C-2/SD-2 Zone

(10:30)

Assessor's Parcel Number: 051-010-007
Application Number: SGN2008-00089
Applicant: The Conceptual Motion Co.
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, 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 is 92.07 square feet. An exception is requested for excess letter height for one interior wall sign and for one interior wall medallion and excessive signage. There is an approved "La Cumbre Plaza Tenant Design Criteria" in place. The linear building frontage is 95.50 feet. The allowable signage is 72.00 square feet.)