



City of Santa Barbara Planning Division

SIGN COMMITTEE AGENDA

Thursday, October 02, 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, September 26, 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 September 4th (postponed due to lack of quorum) and September 18th, 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. 1309 STATE ST**

C-2 Zone

(10:05) Assessor's Parcel Number: 039-131-010
 Application Number: SGN2008-00141
 Applicant: Richele Mailand
 Business Name: Evolutions Medical Spa

(Revised description: Proposal for a new 7.29 square foot rectangular window sign. The linear building frontage is 28 feet. The allowable signage is 28 square feet. The project is located in El Pueblo Viejo Landmark District.)

CONCEPT REVIEW – NEW**2. 732 STATE ST**

C-2 Zone

(10:15) Assessor's Parcel Number: 037-092-027
 Application Number: SGN2008-00144
 Owner: Kim and Eugene Rosenquist, Trustees
 Applicant: Sign A Rama
 Business Name: The Area

(Proposal for four new signs: one 2.48 square foot wall sign, pin mounted individual metal letters; one 1.66 square foot projecting sandblasted wooden sign; two 0.78 square foot (each) vinyl window signs, for a total of 5.7 square feet. The linear building frontage is 48 feet. The allowable signage is 48 square feet. The project is located in El Pueblo Viejo Landmark District.)

CONCEPT REVIEW – CONTINUED**3. 791 CHAPALA ST**

C-2 Zone

(10:25) 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 at 5 square feet and Sign B at 5 square feet; two metal wall signs: Sign C at 11.08 square feet and Sign D at 2.48 square feet; and a painted window sign: Sign E at 0.66 square feet, for a total of 24.22 square feet. An exception is requested and exception findings are required 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 El Pueblo Viejo Landmark District.)

CONCEPT REVIEW – CONTINUED**4. 1311 STATE ST****C-2 Zone**

(10:35) Assessor's Parcel Number: 039-131-009
 Application Number: SGN2008-00121
 Applicant: Signs by Ken
 Business Name: Jane

(Revised description: Proposal for one 1.59 square foot hand-painted sign at rear of the building, a 4.33 square foot painted wood projecting sign, and a 1.60 square foot pin mounted wood letter wall sign, for a total of 7.52 square feet. The linear building frontage is 22 feet. The allowable signage is 22 square feet. The project is located in El Pueblo Viejo Landmark District.)

Applicant is requesting an additional 1.59 square foot hand-painted sign at rear of the building.

CONCEPT REVIEW – NEW**5. 826 N MILPAS ST****C-P Zone**

(10:45) Assessor's Parcel Number: 031-051-024
 Application Number: SGN2008-00134
 Contractor: Sign-A-Rama
 Business Name: Taqueria El Buen Gusto

(Proposal for three "as built" signs: one 21 square foot internally illuminated monument sign, one 10 square foot window sign and one 2 square foot awning sign, for a total of 33 square feet. This application is to abate ENF2008-00366. The linear building frontage is 48 feet. The allowable signage is 48 square feet.)

CONCEPT REVIEW – CONTINUED**6. 118 N MILPAS ST****C-2 Zone**

(10:55) Assessor's Parcel Number: 017-091-016
 Application Number: SGN2008-00130
 Applicant: Fred Gonzales
 Business Name: Joyeria Latina Americana Jewlery

(Proposal for six "as built" signs: one 3.8 square foot wooden wall sign; two 1.6 square foot (each) painted window signs; one 1.8 square foot wood sign; one 4.4 square foot wood sign; one 0.85 square foot "painted on" wall sign, for a total of 14.05 square feet. This application is to abate ENF2008-00377. The linear building frontage is 28 feet. The allowable signage is 28 square feet.)

CONCEPT REVIEW – CONTINUED**7. 1131 STATE ST**

C-2 Zone

(11:05) Assessor's Parcel Number: 039-231-037
 Application Number: SGN2008-00124
 Contractor: Swain Signs
 Applicant: Luke Tillery
 Business Name: Peet's Coffee & Tea

(Proposal for six new signs: Sign A and Sign D are each 7.6 square feet aluminum wall signs with internally illuminated reverse channel letters; Sign C and Sign F are each 3.8 square feet window signs made of flat aluminum panels that are internally illuminated (fluorescent lamps); Sign B and Sign E are each 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 linear building frontage is 21.40 feet. The allowable signage is 21.40 square feet. The project is located in El Pueblo Viejo Landmark District.)

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

CONCEPT REVIEW – CONTINUED**8. 121 S HOPE F123**

C-2/SD-2 Zone

(11:15) Assessor's Parcel Number: 051-010-014
 Application Number: SGN2008-00126
 Applicant: R&R Custom Signs
 Business Name: Louis Vuitton

(Proposal for 3 new wall signs: Sign A is a 6.28 square foot back-lit LED reverse channel pin-mounted aluminum wall sign located on interior mall facade; Sign B and Sign C are each 6.25 square feet backlit aluminum and acrylic wall signs, for a total of 18.78 square feet. There is an approved "La Cumbre Plaza Tenant Design Criteria" in place. The linear building frontage is 30 feet. The allowable signage is 30 square feet. The linear building frontage is 30 feet. The allowable signage is 30 square feet.)

(An exception is requested and a finding is required for 24 inches over the maximum allowable letter height.)

CONCEPT REVIEW – NEW**9. 16 W CALLE LAURELES**

C-2/SD-2 Zone

(11:25) Assessor's Parcel Number: 051-121-017
 Application Number: SGN2008-00140
 Applicant: Jeremy Ziegler
 Business Name: Santa Barbara Window Design

(Proposal for two new signs: a 5.77 square foot wooden hanging sign and a 8.88 square foot vinyl window sign, for a total of 14.65 square feet. The linear building frontage is 15 feet. The allowable signage is 15 square feet.)

CONCEPT REVIEW – NEW10. **3435 STATE ST**

C-P/SD-2 Zone

(11:35) Assessor's Parcel Number: 051-061-021
Application Number: SGN2008-00146
Applicant: DCM Graphics
Business Name: La Rumba Bar & Grill

(Proposal for one new internally illuminated (fluorescent) 25 square foot "box" sign. The linear building frontage is 68 feet. The allowable signage is 68 square feet. The project is located in El Pueblo Viejo Landmark District.)

CONCEPT REVIEW – NEW11. **724 N MILPAS ST**

C-2/R-2 Zone

(11:45) Assessor's Parcel Number: 031-122-023
Application Number: SGN2008-00149
Applicant: DCM Graphics
Business Name: Western Alliance Insurance

(Proposal for a new 6 square foot wooden wall sign with painted letters. The linear building frontage is 20 feet. The allowable signage is 20 square feet.)