



# City of Santa Barbara Planning Division

## SIGN COMMITTEE AGENDA

**Tuesday, February 03, 2009     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  
   JOSHUA PEMBERTON  
   DAWN SHERRY (ABR)  
   LOUISE BOUCHER (HLC)

**ALTERNATES:**             ALEX PUJO (HLC)     CLAY AURELL (ABR)  
**CITY COUNCIL LIAISON:**     GRANT HOUSE

**STAFF:**     RENEE BROOKE, Senior Planner  
                         ELVA de la TORRE, Planning Technician  
                         KATHLEEN GOO, 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, 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](http://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, January 30, 2009, 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 January 20, 2009.
- 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. **2946 DE LA VINA STREET** C-2/SD-2 Zone  
**(8:35)** Assessor’s Parcel Number: 051-122-008  
(10 min) Application Number: SGN2008-00193  
Business Name: Forester Media  
Owner: Foothill Pacific, LLC  
Applicant: Freedom Signs  
(Proposal for a new 14.5 square foot wooden panel ground sign. The linear building frontage is 60 feet. The allowable signage is 60 square feet.)

**CONCEPT REVIEW – CONTINUED****2. 1421 CHAPALA ST** R-4 Zone

**(8:45)** Assessor's Parcel Number: 039-062-015  
 (10 min) Application Number: SGN2008-00194  
 Business Name: EF Language School  
 Owner: EFEKTA Schools, Inc.  
 Applicant: Freedom Signs

(Revised description, proposal for two new signs: one 0.66 square foot hand painted sign and one 0.88 square foot hand painted sign, for a total of 1.54 square feet. This application is to abate ENF2008-01233. The linear building frontage is 95 feet. The allowable signage is 95 square feet.)

**CONCEPT REVIEW – NEW****3. 17 W ORTEGA ST** C-M Zone

**(8:55)** Assessor's Parcel Number: 037-131-022  
 (10 min) Application Number: SGN2009-00020  
 Business Name: Eden  
 Owner: Garrett and Joann Van Wyk  
 Applicant: Freedom Signs

(Proposal for three new signs: one 5.5 square foot wall sign made of 3-D letters; and two 2.4 square foot each window signs, for a total of 10.3 square feet. This site is located on the potential historic list, "G Phase I Survey Name: Mission Revival Bldg." The linear building frontage is 20 feet. The allowable signage is 20 square feet.)

**CONCEPT REVIEW – NEW****4. 104 W MISSION ST** C-2 Zone

**(9:05)** Assessor's Parcel Number: 025-302-010  
 (10 min) Application Number: SGN2009-00016  
 Business Name: Epik-Ink Tattoo Studio  
 Owner: Steven E. Stevens, Revocable Trust  
 Applicant: Suzanne Elledge Planning and Permitting Services (SEPPS)

(Proposal for two new wall signs: one 3 square foot wooden wall sign and one 0.75 square foot wooden wall sign, for a total of 3.75 square feet. The linear building frontage is 47 feet. The allowable signage is 23.5 square feet.)

**CONCEPT REVIEW – NEW****5. 3611 1/2 STATE ST**

C-P/SD-2 Zone

**(9:15)** Assessor's Parcel Number: 051-051-006  
 (10 min) Application Number: SGN2009-00017  
 Business Name: Baskin Robbins  
 Owner: Alan R. Porter  
 Applicant: AKC Services, Inc.

(Proposal to permit two "as-built" signs: one 21.38 square foot internally illuminated fluorescent cabinet sign and one 1.55 square foot window sign, for a total of 22.93 square feet. This application is to abate ENF2008-00518. The linear building frontage is 21.60 feet. The allowable signage is 21.60 square feet.)

**CONCEPT REVIEW – CONTINUED****6. 1085 COAST VILLAGE RD**

C-1/SD-3 Zone

**(9:25)** Assessor's Parcel Number: 009-281-003  
 (10 min) Application Number: SGN2008-00204  
 Business Name: Chevron USA, Inc.  
 Owner: Chevron USA, Inc.  
 Architect: Liddy McKenzie  
 Applicant: Gettler-Ryan, Inc.

(Revised: proposal to replace three signs with new trademark logos and install four new signs: reface one previously permitted 16.4 square foot monument sign; reface two logo wall signs at 4.9 square feet (each); and install four new double sided dispenser signs which include spanners and skirts totaling 27.1 square feet, for a total of 53.3 square feet. The linear building frontage is 86 feet. The allowable signage is 65 square feet.)

**CONCEPT REVIEW – CONTINUED****7. 1129 STATE ST**

C-2 Zone

**(9:35)** Assessor's Parcel Number: 039-231-037  
 (10 min) Application Number: SGN2009-00009  
 Business Name: San Marcos Building Complex  
 Owner: 1129 State Street  
 Applicant: Benton Signs

(Proposal for a new sign program for a site with multiple buildings. The sign program is to be named the "San Marcos Building Complex." This site is on the California Inventory of Historic Resources. The project is located in the El Pueblo Viejo Landmark District.)

**CONCEPT REVIEW – CONTINUED****8. 1906 CLIFF DR**

C-P/R-2 Zone

**(9:45)** Assessor's Parcel Number: 035-141-008  
 (10 min) Application Number: SGN2008-00202  
 Business Name: McDonald's  
 Owner: McDonald's Corporation  
 Contractor: Signs By Ken

(Proposal to permit an "as-built" 8.7 square foot panel to a previously approved and permitted three panel menu board, for a total of four panels. This application is to abate ENF2008-01128. The linear building frontage is 58 feet. The allowable signage is 58 square feet.)

**(An exception is requested and findings are required for an additional 8.7 square feet over the 65.1 square feet previously approved, for a total of 73.8 square feet.)**

**REFERRED FROM CONFORMING SIGN REVIEW****9. 9 E DE LA GUERRA ST**

C-2 Zone

**(9:55)** Assessor's Parcel Number: 037-052-027  
 (10 min) Application Number: SGN2008-00192  
 Business Name: Casa De La Guerra  
 Owner: Santa Barbara Trust for Historic Preservation  
 Applicant: SBTHP  
 Architect: Mary Kirkpatrick

(Proposal for a new 9.5 square foot interpretive ground sign. The project is located on the historical site, "Casa De La Guerra." The linear building frontage is 159 feet. The allowable signage is 20 square feet. The project is located in the El Pueblo Viejo Landmark District.)

**CONCEPT REVIEW – CONTINUED****10. 3956 STATE ST**

C-2/SD-2 Zone

**(10:05)** Assessor's Parcel Number: 057-233-018  
 Application Number: SGN2008-00176  
 Business Name: Meineke Car Center/Econo Lube  
 Owner: Maurice Sourmany  
 Applicant: Vogue Signs Company

(Revised proposal for three new signs: one 15 square foot sandblasted sign; one 5.9 square foot wall sign made of Halo-Lit Reverse Channel Letters; one 9.9 square foot wall sign made of Halo-Lit Reverse Channel Letters, for a total of 30.8 square feet. The linear building frontage is 30 feet. The allowable signage is 30 square feet.)