



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE SPECIAL MEETING AGENDA

PLEASE NOTE: THE SPECIAL MEETING DAY OF THURSDAY

**THURSDAY, April 02, 2009**    **David Gebhard Public Meeting Room: 630 Garden Street**    **8:30 A.M.**

**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)**

#### **\*\* 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, March 27, 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 **March 17, 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 – NEW****1. 742 STATE ST**

C-2 Zone

**(8:35)** Assessor's Parcel Number: 037-092-001  
 (10 min) Application Number: SGN2009-00037  
 Owner: Atlantico, Inc.  
 Business Name: Pinkberry  
 Architect: Dawn Sherry

(Proposal for three new signs: one 4.27 square foot projecting sign made of copper; two wall signs, 4.37 square feet each, made of individual pin-mounted letters and two 0.79 square foot logos, for a total of 14.59 square feet. The location is listed on the California Inventory of Historic Resources and is on the List of Potential Structures of Merit and Landmarks: 4G Phase I Survey Name: La Placita Building, aka: McKay-Bothin Building. The linear building frontage is 37 feet. The allowable signage is 37 square feet. The project is located in the El Pueblo Viejo Landmark District.)

**CONCEPT REVIEW – NEW****2. 928 STATE ST**

C-2 Zone

**(8:45)** Assessor's Parcel Number: 039-133-011  
 (10 min) Application Number: SGN2009-00036  
 Owner: Llewellyn Goodfield Jr., Trustee  
 Business Name: Apple Inc.  
 Architect: Cearnal Andrulaitis

(Proposal for a new 19.5 square foot flag to hang on an existing pole. The site is listed on the Potential Historic Structures list: 4G Phase I Survey, Rogers Furniture Building, Pier 1 Store. The linear building frontage is 57 feet. The allowable signage is 57 square feet. The project is located in the El Pueblo Viejo Landmark District.)

**An exception is requested and findings are required for the proposal of a flag that exceeds 8 square feet.**

**CONCEPT REVIEW – NEW****3. 1610 STATE ST**

C-2 Zone

**(8:55)** Assessor's Parcel Number: 027-182-018  
 (10 min) Application Number: SGN2009-00038  
 Owner: Howard Hawkes, LLC  
 Business Name: Financial Credit Network  
 Architect: Freedom Signs

(Proposal for one 2.5 square foot redwood hanging sign. The linear building frontage is 20 feet. The allowable signage is 10 square feet. The project is located in the El Pueblo Viejo Landmark District.)

**CONCEPT REVIEW – NEW****4. 601 E ANAPAMU ST**

R-3 Zone

(9:05) Assessor's Parcel Number: 029-142-019  
 (10 min) Application Number: SGN2009-00039  
 Owner: H&R Investments, LP  
 Business Name: Villa Flores Apartments  
 Architect: Benton Signs

(Proposal for a main identifier and three way-finding ground signs for a seven building apartment complex: one 20 square foot sign made of wood and stone; two 5 square feet (each) wood signs and one 8.66 square foot wood sign, for a total of 38.66 square feet. The linear building frontage is 300 feet. The allowable signage is 24 square feet.)

**An exception is requested and findings are required for the three additional signs for the apartment complex that exceeds the maximum of one allowed by the Sign Ordinance.**

**CONCEPT REVIEW – NEW****5. 3768 STATE ST**

C-P/SD-2 Zone

(9:15) Assessor's Parcel Number: 053-300-034  
 (10 min) Application Number: SGN2009-00042  
 Owner: Gwen Griffin Santa Barbara, LLC  
 Business Name: Chase  
 Architect: Bill Hellman

(Proposal for four signs: one 27.70 square foot ground sign; two 7.0 square foot wall signs, made of individual channel letters internally illuminated with neon tubing; one 1.75 square foot ATM sign internally illuminated with fluorescent lighting, for a total of 43.45 square feet. The linear building frontage is 100 feet. The allowable signage is 65 square feet.)

**An exception was requested for exceeding the maximum allowable square footage of signage by 166.64 square feet. The applicant has since revised the proposal and is now in compliance with the maximum allowable square footage.**

**CONCEPT REVIEW – NEW****6. 1302 STATE ST**

C-2 Zone

(9:25) Assessor's Parcel Number: 039-133-011  
 (10 min) Application Number: SGN2009-00041  
 Owner: Washington Mutual  
 Business Name: Chase  
 Architect: Bill Hellman

(Proposal for six signs: three 4.75 square foot wall signs made of individual Halo-lit letters; one 2.0 square foot awning sign; two 1.75 square foot (each) ATM signs, internally illuminated with fluorescent u-lamps, for a total of 19.75 square feet. The linear building frontage is 100 feet. The allowable signage is 65 square feet. The project is located in the El Pueblo Viejo Landmark District.)

**An exception is requested and findings are required for an internally illuminated ATM sign located in the EPV district which prohibits internally illuminated signs.**