



City of Santa Barbara

Planning Division

SIGN COMMITTEE AGENDA

Wednesday, August 15, 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
TONY BOUGHMAN, Planning Technician II
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, Michelle Bedard, the day before the meeting prior to 4:00 P.M., at the City of Santa Barbara Planning Division. Telephone: (805) 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 August 9, 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 August 1, 2007.**C. Listing of approved Conforming Signs.****D. Announcements, requests by applicants for continuances and withdrawals, and future agenda items.****E. Possible Ordinance Violations.**

REVIEW AFTER FINAL**1. 506 CHAPALA ST** C-M Zone

(9:10) 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. 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. The exception requested to exceed the maximum allowable letter height was not supported by the Sign Committee at the August 1, 2007, meeting.)

CONCEPT REVIEW – CONTINUED**2. 3760 STATE ST** C-P/R-O/SD-2 Zone

(9:20) 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.)

CONCEPT REVIEW – NEW**3. 1924 CLIFF DR** C-P/R-2 Zone

(9:30) Assessor's Parcel Number: 035-141-009
 Application Number: SGN2007-00085
 Owner: Levon Investment, LLC
 Applicant: Signs by Ken
 Business Name: Santa Barbara Bank & Trust

(Proposal for a 33 square foot wall sign with 16 inch letters. The proposal is subject to the Mesa Center sign program. The linear building frontage is 40 feet. The allowable signage is 20 square feet.)

(Exceptions are requested to allow the tenant to exceed the maximum allowable letter height of 12 inches and to exceed the maximum allowable square footage for the sign.)

CONCEPT REVIEW – CONTINUED

4. **113 W DE LA GUERRA ST** C-2 Zone
(9:30) Assessor's Parcel Number: 037-082-027
 Application Number: SGN2007-00087
 Owner: John R. Dewilde
 Applicant: DCM Graphics
 Business Name: Paseo Pilates

(Proposal for a 5.25 square foot hanging sign. The linear building frontage is 18 feet. The allowable signage is 18 square feet.)

CONCEPT REVIEW – NEW

5. **1332 SANTA BARBARA ST** R-3 Zone
(9:40) Assessor's Parcel Number: 029-072-028
 Application Number: SGN2007-00094
 Owner: University Club of Santa Barbara
 Agent: Derrick Eichelberger
 Business Name: The University Club

(Proposal to replace two ground signs with new and add one new ground sign for the University Club. The linear building frontage is 103 feet. The allowable signage is 65 square feet. The project is located in El Pueblo Viejo Landmark District.)

CONCEPT REVIEW – NEW

6. **2735 DE LA VINA ST** C-2/E-3/SD-2 Zone
(9:55) Assessor's Parcel Number: 051-213-020
 Application Number: SGN2007-00090
 Owner: Mike H. and Kathy Unhui Kang
 Applicant: Dave's Signs
 Business Name: De La Vina Liquor

(Proposal to remove four existing wooden signs and install a reverse pan channel halo-lit letter sign and construct a masonry tile monument with halo-lit individual channel letters. The linear building frontage is 79 feet. The allowable signage is 65 square feet.)

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

C-2/SD-2 Zone

(10:00) Assessor's Parcel Number: 051-010-014
 Application Number: SGN2007-00046
 Owner: Patricia S. Nettleship, Trustee
 Applicant: Conceptual Motion Company
 Applicant: Dave's Signs
 Business Name: Ruth's Chris Steak House

(Three new aluminum wall signs with 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, and 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 is requested to exceed the maximum allowable letter height of 12 inches.)

CONCEPT REVIEW - NEW**8. 3849 STATE ST I-57**

C-2/SD-2 Zone

(10:10) Assessor's Parcel Number: 051-010-011
 Application Number: SGN2007-00095
 Owner: Macerich La Cumbre, LLC
 Agent: Jerry Murdock
 Business Name: Panda Express

(Proposal for one 35.5 square foot channel letter wall sign and one 9 square foot internally illuminated window sign. The linear building frontage is 50 feet. The allowable signage is 50 square feet.)

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

C-2/SD-2 Zone

(10:25) 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. 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 – CONTINUED

10. 3851 STATE ST

C-2/SD-2 Zone

(10:35) 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. Note that 35.73 square feet of signage is proposed for the Wachovia Bank under a separate permit - SGN2007-00079. The linear building frontage is 57 feet. The allowable signage is 57 square feet.)

CONCEPT REVIEW – NEW

11. 3820 STATE ST

R-O/SD-2 Zone

(10:50) Assessor's Parcel Number: 057-240-052
 Application Number: SGN2007-00092
 Owner: Peaceful View Properties, LLC
 Agent: Vogue Sign Company
 Business Name: Select Staffing

(Proposal for a 17 square foot wall sign, a 14.5 square foot wall sign, to reface a 20 square foot ground sign and a 12 square foot ground sign, and construct a new 21.5 square foot ground sign. The linear building frontage is 151 feet. The allowable signage is 90 square feet.)