



City of Santa Barbara

Planning Division

SIGN COMMITTEE AGENDA

Thursday, August 21, 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/Signs Design Review Supervisor
 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 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. Please check our website under City Calendar to verify closure dates.

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, August 14, 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:**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 7, 2008.**C. Listing of approved Conforming Signs.****D. Announcements, requests by applicants for continuances and withdrawals, and future agenda items.****E. Possible Ordinance Violations.**

DISCUSSION ITEM**1. MEASURE G APPROVED FOR NOVEMBER 4, 2008, ELECTION BALLOT****(10:05)** Staff Presentation: Bob Peirson, Finance Director

(On July 1, 2008, the Santa Barbara City Council voted to place a measure on the November 4, 2008 ballot to reduce the Utility User's Tax (UUT) on telecommunications and cable TV from 6% to 5.75% and modernize the tax ordinance. Due to an IRS ruling and changes in telecommunications technology, the City of Santa Barbara could lose approximately \$4 million of its annual \$13 million UUT revenue. The UUT provides funding for essential government services such as police, fire, streets, libraries, parks and recreation. The City's UUT Ordinance was written prior to the introduction of cell phones, voice-over-Internet technology, and other telecommunication methods. The proposed UUT Ordinance will update provisions for telecommunications and specifically exclude Internet access service charges. Modernizing the City's UUT Ordinance as it relates to telecommunications requires a majority approval from City voters.)

(Committee comments are requested.)

CONCEPT REVIEW – NEW**2. 336 N MILPAS ST A**

C-2 Zone

(10:25) Assessor's Parcel Number: 031-371-021
 Application Number: SGN2008-00128
 Owner: EHE Realty Company
 Applicant: David Lai
 Business Name: Milpas Nails & Spa

(Proposal for one "as-built" 6 square foot projecting metal sign with painted letters. This application is to abate ENF2008-00442. The linear building frontage is 12 feet. The allowable signage is 12 square feet.)

CONCEPT REVIEW – CONTINUED**3. 121 W MISSION ST B**

C-2 Zone

(10:35) Assessor's Parcel Number: 025-363-003
 Application Number: SGN2008-00102
 Owner: Martín F. Morales, Trustee
 Applicant: William Risser
 Business Name: Water Store

(Proposal for three "as-built" vinyl signs totaling 3.7 square feet and one 5 square foot cloth window sign. Total signage requested is 8.7 square feet. This application is to abate ENF2008-00585. The linear building frontage is 13.5 feet. The allowable signage is 13.5 square feet.)

CONCEPT REVIEW – NEW**4. 10 E FIGUEROA ST**

C-2 Zone

(10:45) Assessor's Parcel Number: 039-282-031
 Application Number: SGN2008-00014
 Owner: Levy William
 Applicant: Edward Cella
 Business Name: Edward Cella Art + Architecture

(Proposal for a new 6 square foot sandblasted wooden projecting sign on an existing bracket. The linear building frontage is 20 feet. The allowable signage is 20 square feet. The project is located in El Pueblo Viejo Landmark District.)

CONCEPT REVIEW – NEW**5. 1905 CLIFF DR**

C-P/R-2/SD-3 Zone

(10:55) Assessor's Parcel Number: 045-015-007
 Application Number: SGN2008-00129
 Owner: Babai Trust
 Applicant: Signs By Ken
 Business Name: Giovanni's

(Proposal for three new signs: One 6 square foot curved hanging metal cabinet with red LED halo lit letters; and two 9.5 square foot (each) wood sandblasted hanging signs. Total signage requested is 25 square feet. The linear building frontage is 45 feet. The allowable signage is 45 square feet.)

CONCEPT REVIEW – CONTINUED**6. 791 CHAPALA ST**

C-2 Zone

(11:05) 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: [Signs A and B] 5 square feet (each); two metal wall signs: [Sign C] 11.08 square feet and [Sign D] 2.48 square feet; and a painted window sign: [Sign E] 0.66 square feet. Total signage requested is 24.22 square feet. 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.)

(An exception is requested to exceed the maximum allowable letter height, resulting in a 12.25 inch letter height.)

CONCEPT REVIEW – NEW**7. 506 STATE ST**

C-M Zone

(11:15) Assessor's Parcel Number: 037-173-020
 Application Number: SGN2008-00131
 Owner: RTK Associates
 Applicant: Nicole William
 Business Name: Bungalow Gift and Home

(Proposal for an "as built" 4.6 square foot projecting wooden sign with a 0.42 square foot ATM sign. Total signage requested is 5.02 square feet. This application is to abate ENF2008-00830. The linear building frontage is 26 feet. The allowable signage is 26 square feet. The project is located in El Pueblo Viejo Landmark District.)

CONCEPT REVIEW – CONTINUED**8. 521 STATE ST**

C-M Zone

(11:25) Assessor's Parcel Number: 037-172-004
 Application Number: SGN2008-00116
 Owner: Ruth Ira Kyes
 Applicant: Jeanette Hedrickson
 Business Name: Retroville

(Proposal for a 6 square foot painted wooden wall sign and a 5.75 square foot painted double sided projecting sign. Total signage requested is 11.75 square feet. The linear building frontage is 24 feet. The allowable signage is 24 square feet. The project is located in El Pueblo Viejo Landmark District.)

CONCEPT REVIEW – NEW**9. 1131 STATE ST**

C-2 Zone

(11:35) Assessor's Parcel Number: 039-231-037
 Application Number: SGN2008-00124
 Owner: 1129 State Street
 Applicant: Luke Tillery
 Contractor: Swain Signs
 Business Name: Peet's Coffee & Tea

(Proposal for six new signs, including aluminum walls signs with internally illuminated reverse channel letters: [Signs A and D] are 7.6 square feet (each); window signs made of flat aluminum panels that are internally illuminated (fluorescent lamps): [Signs C and F] are 3.8 square feet (each); double-sided aluminum blade signs: [Signs B and E] are 2.1 square feet (each). Total signage requested is 27 square feet. The linear building frontage is 21.4 feet. The allowable signage is 21.4 square feet. The project is located in El Pueblo Viejo Landmark District.)

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

CONCEPT REVIEW – NEW**10. 121 S HOPE AVE F123**

C-2/SD-2 Zone

(11:45) Assessor's Parcel Number: 051-010-014
 Application Number: SGN2008-00126
 Owner: Patricia S. Nettleship, Trustee
 Applicant: R&R Custom Signs
 Business Name: Louis Vuitto

(Proposal for 3 wall signs: [Sign A] is a 6.28 square foot back-lit LED reverse channel pin-mounted aluminum foot wall sign located on interior mall facade; [Signs B and C] are 6.25 square feet (each) 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.)

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

CONCEPT REVIEW – CONTINUED**11. 3835 STATE ST C-50A**

C-2/SD-2 Zone

(12:05) Assessor's Parcel Number: 051-010-007
 Application Number: SGN2008-00089
 Owner: Riviera Dairy Products
 Applicant: The Conceptual Motion Company
 Business Name: William-Sonoma, Inc.

(The project consists of a tenant improvement and a 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 requested totals 60.27 square feet. Existing signage to remain totals 31.6 square feet. Total for new and existing is 92.07 square feet. There is an approved "La Cumbre Plaza Tenant Design Criteria" in place. The linear building frontage is 95.5 feet. The allowable signage is 72 square feet.)

(Exceptions are requested to allow the tenant to exceed the maximum allowable letter height of 12 inches for one interior wall medallion, and to exceed the maximum allowable square footage for overall signage.)