



City of Santa Barbara

Planning Division

SIGN COMMITTEE AGENDA

Tuesday, January 20, 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

**** 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 January 14, 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.

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 06, 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. 3411 STATE ST** C-P/SD-2 Zone

(8:35) Assessor's Parcel Number: 051-063-012
 (10 min) Application Number: SGN2008-00206
 Applicant: Franco Rizzo
 Owner: Richard James, Inc.
 Business Name: The Corner Liquor Store

(Proposal to permit an "as-built" 12 square foot internally illuminated fluorescent lite-box. This application is to abate ENF2008-00535. The linear building frontage is 15 feet. The allowable signage is 15 square feet.)

CONCEPT REVIEW – CONTINUED**2. 3333 STATE ST.** C-L/C-P/SD-2 Zone

(8:45) Assessor's Parcel Number: 051-100-002
 (10 min) Application Number: SGN2009-00001
 Applicant: Dave's Signs
 Owner: Emily & James Deloreto, Trust
 Business Name: Red Wing Shoes

(Proposal for a new 20 square foot aluminum panel wall sign with Halo-lit Reverse Pan Channel Letters. The linear building frontage is 31 feet. The allowable signage is 31 square feet.)

CONCEPT REVIEW – CONTINUED**3. 1085 COAST VILLAGE RD** C-1/SD-3 Zone

(8:55) Assessor's Parcel Number: 009-281-003
 (10 min) Application Number: SGN2008-00204
 Architect: Liddy McKenzie
 Applicant: Gettler-Ryan Inc.
 Owner: Chevron, USA, Inc.
 Business Name: Chevron USA, Inc.

(Proposal to replace three signs with new trademark logos and install four new signs: reface one previously permitted monument sign at 19.4 square feet; reface two logo wall signs with each at 9.8 square feet; and install four new double sided dispenser signs which include spanners and skirts. The linear building frontage is 86 feet. The allowable signage is 65 square feet.)

CONCEPT REVIEW – CONTINUED**4. 1906 CLIFF DR** C-P/R-2 Zone

(9:05) Assessor's Parcel Number: 035-141-008
 (10 min) Application Number: SGN2008-00202
 Contractor: Signs By Ken
 Owner: McDonalds Corporation
 Business Name: McDonalds

(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.)

CONCEPT REVIEW – NEW

5. 360 OLIVE ST

M-1 Zone

(9:15) Assessor’s Parcel Number: 031-351-001
(10 min) Application Number: SGN2009-00002
Contractor: Signs By Ken
Owner: Olive Court Partners L/P
Business Name: Control Point

(Proposal for two new 14.86 square feet (each) wall signs with flush mounted individual letters, for a total of 29.72 square feet. The linear building frontage is 156 feet. The allowable signage is 90 square feet.)

CONCEPT REVIEW – NEW

6. 3504 STATE ST

C-2/SD-2 Zone

(9:25) Assessor’s Parcel Number: 053-313-009
(10 min) Application Number: SGN2009-00003
Contractor: Signs By Ken
Owner: Teng & Shen’s Corporation
Business Name: Sunset Motel

(Proposal to permit three "as-built" signs: one previously approved 24 square foot ground sign; one two square foot "No Vacancy" hanging neon sign; and one two square foot "office" neon wall sign, for a total of 28 square feet. This application is to abate ENF2008-00529. The linear building frontage is 80 feet. The allowable signage is 65 square feet.)

CONCEPT REVIEW – NEW

7. 1019 CHAPALA ST

C-2 Zone

(9:35) Assessor’s Parcel Number: 039-272-009
(10 min) Application Number: SGN2008-00200
Applicant: Freedom Signs
Owner: Chapala Partners, LLC
Business Name: Chicago Title

(Proposal for two new three-dimensional letter wall signs at 8.6 square feet each, for a total of 17.2 square feet. The linear building frontage is 26 feet. The allowable signage is 26 square feet. The project is located in the El Pueblo Viejo Landmark District.)

CONCEPT REVIEW – NEW

8. **33 W ANAPAMU ST** C-2 Zone

(9:45) Assessor’s Parcel Number: 039-231-001
(10 min) Application Number: SGN2009-00004
Applicant: Freedom Signs
Owner: Katherine Elaine Kearny
Business Name: Fiesta the Money Store

(Proposal to permit three "as-built" signs and one new sign: two window signs are 3.99 square feet each; one awning sign is 2.13 square feet; and one new hanging sign is 2.5 square feet, for a total of 12.61 square feet. This application is to abate ENF2008-01438. The linear building frontage is 25 feet. The allowable signage is 25 square feet. The project is located in the El Pueblo Viejo Landmark District.)

CONCEPT REVIEW – NEW

9. **902 LAGUNA ST** C-2 Zone

(9:55) Assessor’s Parcel Number: 029-302-013
(10 min) Application Number: SGN2009-00005
Applicant: Freedom Signs
Owner: Blood Systems, Inc.
Business Name: United Blood Services

(Proposal for two new wall signs: one 12.6 square foot and one 10.2 square foot, both made of wood and vinyl, for a total of 22.8 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.)

CONCEPT REVIEW – NEW

10. **609 N MILPAS ST** C-2 Zone

(10:05) Assessor’s Parcel Number: 031-181-011
(10 min) Application Number: SGN2009-00006
Applicant: Freedom Signs
Owner: Goodfield Family Revocable Trust
Business Name: Subway

(Proposal for a new 3.3 square foot wood and vinyl projecting sign to hang on new bracket. The linear building frontage is 22 feet. The allowable signage is 22 square feet.)

CONCEPT REVIEW – NEW**11. 18 E CANON PERDIDO ST**

C-2 Zone

(10:15) Assessor's Parcel Number: 037-052-003
 (10 min) Application Number: SGN2009-00008
 Owner: David Edward & Julieanne Hybert
 Business Name: Float Luxury Spa

(Proposal for two new signs: one 3.78 square foot wooden projecting wall sign to hang on a previously approved bracket; and one 6.87 square foot wall sign made of individual letters mounted to a wooden panel board, for a total of 10.65 square feet. The linear building frontage is 21.3 feet. The allowable signage is 21.33 square feet. The project is located in the El Pueblo Viejo Landmark District.)

CONCEPT REVIEW – NEW**12. 614 N MILPAS ST**

C-2 Zone

(10:25) Assessor's Parcel Number: 031-183-023
 (10 min) Application Number: SGN2009-00011
 Applicant: Benton Signs
 Owner: Mary Lou Sherwin, Survivor's Trust
 Business Name: Livinggreen

(Proposal for four new signs: one 7.75 square foot wooden wall sign; two 2 square foot (each) window signs; and one 2.5 square foot wooden hanging sign, for a total of 14.25 square feet. The linear building frontage is 50 feet. The allowable signage is 50 square feet.)

CONCEPT REVIEW – NEW**13. 414 E HALEY ST A**

C-M/M-1 Zone

(10:35) Assessor's Parcel Number: 031-283-005
 (10 min) Application Number: SGN2009-00010
 Applicant: Benton Signs
 Owner: Paradise Management, LLC
 Business Name: Maverick Window & Door

(Proposal for two new signs: one 12.25 square foot wooden wall sign; and one 5.3 square foot wooden hanging sign, for a total of 17.55 square feet. The linear building frontage is 19.5 feet. The allowable signage is 19.5 square feet.)

CONCEPT REVIEW – NEW**14. 1129 STATE ST**

C-2 Zone

(10:45) Assessor's Parcel Number: 039-231-037
 (10 min) Application Number: SGN2009-00009
 Applicant: Benton Signs
 Owner: 1129 State Street
 Business Name: San Marcos Building Complex

(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.)