



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE AGENDA

**Tuesday, December 08, 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 at least 15 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 December 04, 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 November 24, 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. **209 SANTA BARBARA ST** OC/SD-3 Zone  
**(8:35)** Assessor’s Parcel Number: 033-054-028  
(10 MIN) Application Number: SGN2009-00146  
Owner: Castagnola Italo Etal Trustees  
Business Name: Alki Art & Wellness Institute  
(Proposal for a 10 square foot "as-built" painted wall sign. This application is to abate ENF2009-01191. The linear building frontage is 46 feet. The allowable signage is 23 square feet.)

**CONCEPT REVIEW – NEW****2. 345 CHAPALA ST**

C-2 Zone

**(8:45)** Assessor's Parcel Number: 037-245-003  
 (10 MIN) Application Number: SGN2009-00149  
 Owner: Gutierrez Limited Partnership  
 Contractor: Signs By Ken  
 Business Name: Lenco Mobile - Admax Media

(Proposal for a 9.6 square foot sandblasted projecting sign with a new bracket. The linear building frontage is 68 feet. The allowable signage is 65 square feet. The project is located in the El Pueblo Viejo Landmark District.)

**CONCEPT REVIEW – NEW****3. 421 N MILPAS ST**

C-2 Zone

**(8:55)** Assessor's Parcel Number: 031-303-021  
 (10 MIN) Application Number: SGN2009-00148  
 Owner: D. Becker  
 Contractor: Freedom Signs  
 Business Name: Becker Studios and Pelago

(Proposal for three wall signs for two commercial tenants: two wall signs each at 3.0 square feet for the ground floor tenant; one 0.83 square foot wall sign for the second floor tenant, for a total of 6.83 square feet. The linear building frontage is 48 feet. The allowable signage is 48 square feet.)

**CONCEPT REVIEW – NEW****4. 18 E COTA ST**

C-M Zone

**(9:05)** Assessor's Parcel Number: 037-173-003  
 (10 MIN) Application Number: SGN2009-00147  
 Owner: Howe Family Corporation  
 Contractor: Freedom Signs

(Proposal to add one 5.75 square foot projecting sign on a new bracket, for a business that has five existing approved signs totaling 11.91 square feet, for a total of 17.66 square feet on the site. The linear building frontage is 42 feet. The allowable signage is 42 square feet. The project is located in the El Pueblo Viejo Landmark District.)

**REVIEW AFTER FINAL****5. 1155 COAST VILLAGE RD D**

C-1/SD-3 Zone

**(9:15)** Assessor's Parcel Number: 009-291-006  
 (10 MIN) Application Number: SGN2008-00011  
 Owner: Costa Villa Associates, LP  
 Applicant: Gary Jensen  
 Contractor: Benton Sign Company  
 Business Name: Costa Villa

(Proposal to amend an existing sign program to add the option of a projecting sign.)

**CONCEPT REVIEW – CONTINUED**

**6. 3761 STATE ST**

C-P/SD-2 Zone

**(9:25)**

Assessor's Parcel Number: 051-040-053

Application Number: SGN2009-00138

Owner: Regency Centers, LP

Business Name: Paseo Del Sol Regency Centers

Applicant: Patrick Faranal

(Proposal for a new sign program for the Paseo del Sol Regency Center.)