



City of Santa Barbara

Planning Division

SIGN COMMITTEE AGENDA

Tuesday, February 02, 2010 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 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 **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, January 29, 2010, 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 19, 2010**.
- 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. **3558 STATE** C-2/SD-2 Zone
(8:35) Assessor’s Parcel Number: 053-313-016
(10 MIN) Application Number: SGN2010-00011
Owner: Barbara Starlene Nergaard, Living Trust
Applicant: Freedom Signs
Business Name: Vices & Spices

(Proposal for a 2.64 square foot "as-built" awning sign and a new five square foot wall sign, for a total of 7.64 square feet. This application is to abate violations outlined in ENF2009-00527. The linear building frontage is 18 feet. The allowable signage is 18 square feet.)

CONCEPT REVIEW – NEW

2. 907 STATE ST

C-2 Zone

(8:45) Assessor’s Parcel Number: 039-321-028
 (10 MIN) Application Number: SGN2010-00013
 Owner: Eleanore Alexander
 Applicant: Vogue Sign Company
 Business Name: Happy Feet

(Proposal for one 13.72 square foot wall sign and the relocation of a previously approved 2.25 square foot blade sign, for a total of 15.97 square feet. The Bothin building is on the list for potential designation and is located in El Pueblo Viejo District. The linear building frontage is 23 feet. The allowable signage is 23 square feet. The project is located in El Pueblo Viejo Landmark District.)

CONCEPT REVIEW – NEW

3. 31 W GUTIERREZ STREET

(8:55) Assessor’s Parcel Number: 037-450-022
 (10 MIN) Application Number: SGN2010-00012
 Owner: 350 Chapala, LLC
 Applicant: Alex Marshall, DCM Graphics
 Business Name: Pueblo Radiology

(Proposal for a 3.5 square foot projecting sign to hang on a previously approved bracket. The linear building frontage is 58 feet. The allowable signage is 58 square feet. The project is located in El Pueblo Viejo Landmark District.)

CONCEPT REVIEW – NEW

4. 618 ANACAPA ST

(9:05) Assessor’s Parcel Number: 031-540-010
 (10 MIN) Application Number: SGN2010-00017
 Owner: Jason D. Leggitt
 Contractor: Signs By Ken
 Business Name: Chateau Belle

(Proposal to construct a 9.33 square foot wall sign made of pin-mounted letters and a three square foot logo wall sign (24 inches in height), for a total of 12.33 square feet. The linear building frontage is 33 feet. The allowable signage is 33 square feet. The project is located in El Pueblo Viejo Landmark District.)

CONCEPT REVIEW – NEW**5. 920 STATE ST**

C-2 Zone

(9:15) Assessor's Parcel Number: 039-322-052
 (10 MIN) Application Number: SGN2010-00015
 Owner: City of Santa Barbara
 Contractor: Signs By Ken
 Business Name: The Closet Trading Company

(Proposal for five signs: one 5.33 square foot projecting sign; two 1.66 square foot (each) awning signs; two 0.8 square foot (each) window signs, for a total of 10.25 square feet. The linear building frontage is 36 feet. The allowable signage is 36 square feet. The project is located in El Pueblo Viejo Landmark District.)

CONCEPT REVIEW – NEW**6. 308 E CARRILLO ST**

C-2 Zone

(9:25) Assessor's Parcel Number: 029-301-001
 (10 MIN) Application Number: SGN2010-00014
 Owner: Marital Deduction Trust
 Contractor: Signs By Ken
 Business Name: The Rottman Group

(Proposal for three painted wall signs: one at 6.89 square feet, one at 5.73 square feet, and one at 4.73 square feet, for a total of 17.35 square feet. The linear building frontage is 60 feet. The allowable signage is 60 square feet. The project is located in El Pueblo Viejo Landmark District.)

CONCEPT REVIEW – NEW**7. 1253 COAST VILLAGE RD**

C-1/SD-3 Zone

(9:35) Assessor's Parcel Number: 009-291-023
 (10 MIN) Application Number: SGN2010-00016
 Owner: Tomooka Brothers
 Contractor: Signs By Ken
 Owner: Towbes Group
 Business Name: Coast Village Square

(Proposal for a Sign Program for Coast Village Square. The linear building frontage is 98 feet. The allowable signage is 65 square feet.)

REVIEW AFTER FINAL**8. 120 S HOPE E-144**

C-2/SD-2 Zone

(9:45) Assessor's Parcel Number: 051-010-014
 (10 MIN) Application Number: SGN2007-00106
 Owner: Patricia S. Nettleship, Trustee
 Business Name: La Cumbre Plaza
 Applicant: Matt Honea
 Applicant: Macerich

(Proposal to amend the La Cumbre Mall sign program by adding a 2.8 square foot plaque as an option for the Guest Services office.)

CONCEPT REVIEW – NEW**9. 29 N MILPAS ST** C-2 Zone

(9:45) Assessor's Parcel Number: 017-123-014
 (10 MIN) Application Number: SGN2010-00021
 Owner: McDonald's Corporation
 Business Name: McDonald's

(Proposal for three signs: one 13.6 square foot wall sign; one 11.1 square foot wall sign; one 36 square foot wall sign. There is an existing 30 square foot monument sign that will remain, for a total of 90.7 square feet of signage. The linear building frontage is 55 feet. The allowable signage is 55 square feet.)

An exception is requested and findings are required for exceeding the maximum allowable square footage of 55 square feet by 35.7 square feet, and for 24 inch letters, which exceed the 12 inch maximum letter height SBMC 22.70.030.D.16

REVIEW AFTER FINAL**10. 1129 STATE ST** C-2 Zone

(9:55) Assessor's Parcel Number: 039-231-037
 (10 MIN) Application Number: SGN2009-00009
 Owner: 1129 State Street
 Business Name: San Marcos Building Complex
 Applicant: Benton Signs

(Proposal to add a new bracket and window design to the approved San Marcos Sign Program. The building is a Historic Structure and listed on the California Inventory of Historic Resources. The linear building frontage is 498 feet. The allowable signage is 498 square feet. The project is located in El Pueblo Viejo Landmark District.)

CONCEPT REVIEW – NEW**11. 222 W CARRILLO ST** C-2 Zone

(10:15) Assessor's Parcel Number: 039-271-013
 (10 MIN) Application Number: SGN2010-00019
 Owner: 222-228 W. Carrillo, LLC
 Business Name: CVS/Pharmacy

(Proposal for a conceptual review, of window shades with graphics of historical images and a CVS sign. The "Pythian Castle Lodge Hall" building is a Historic Structure and listed on the California Register. The linear building frontage is 64 feet. The allowable signage is 64 square feet.)