



# City of Santa Barbara

## SIGN COMMITTEE (SC) SUBMITTAL PACKET

- Sign Committee Submittal Requirements and Applicant Checklist
- Sign Application Project Statistics
- El Pueblo Viejo (EPV) Conformance Questionnaire
- From Application to Building Permit
- Sign Review Process
- Sign Committee Levels of Review

**Sign application submittals, with all the required information outlined in this packet, are to be submitted (including applicable fees) either in person or by delivery to City of Santa Barbara Planning Division, 630 Garden Street, Santa Barbara, California; or mailed via United States Postal Service to City of Santa Barbara Planning Division, P.O. Box 1990 Santa Barbara, CA 93102.**

**For a complete application submittal, please obtain the following at <http://www.SantaBarbaraCA.Gov/PlanningHandouts>:**

- (1) A [Master Application](#), and;
- (2) [Outdoor Vending Machine Submittal Checklist](#) (if applicable).

### **SIGN/BUILDING & ELECTRICAL PERMIT REQUIREMENTS:**

After receiving final approval for a sign, the applicant is responsible for having a licensed California Sign Contractor<sup>1</sup> with a valid City of Santa Barbara Business License, **obtain a building permit (additional fee), install the sign, and call for a building inspection with Building & Safety Staff within six (6) months of the approval date. Sign Committee/Conforming Sign approvals are not valid unless** a building permit is issued and a final inspection approval has been obtained. Please contact the Building Division at (805) 564-5485 for questions regarding permit issuance and other permitting requirements.

**Advisory:** Please be advised that all submittal materials (including plans) are subject to the Public Records Act and may be reproduced for the public without agent/owner authorization.

<sup>1</sup> Must be issued to an appropriately licensed sign contractor: Contractor types: C-10 Electrical or C-45 Electrical Sign would be required for electrical signs; C-45 Electrical Sign or C-61/D-42 Limited Specialty would be required for non-electrical signs.

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## SIGN COMMITTEE (SC) SUBMITTAL REQUIREMENTS AND APPLICANT CHECKLIST

A complete Sign Application submittal includes all of the items listed in the checklist below. Check the appropriate boxes listed for each category to identify that the information has been provided and sign the end of the checklist. Incomplete applications may be halted and returned to the applicant. Turn in this checklist, photographs, and plans with a completed Master Application along with the El Pueblo Viejo (EPV) Conformance Questionnaire and Project Statistics Form.

- 1. **MASTER APPLICATION** (to be filled out completely with names, addresses, etc.)
- 2. **SIGN APPLICATION PROJECT STATISTICS FORM** (to be filled out completely as it pertains to the leasehold space or subject property)
- 3. **EL PUEBLO VIEJO (EPV) CONFORMANCE QUESTIONNAIRE** (to be filled out completely for all signs in EPV)
- 4. **APPLICANT CHECKLIST WITH SIGNATURE**
- 5. **COLOR PHOTOGRAPHS (1 Set)** – photographs are to be separate from the scaled plans:
  - a. Color photographs to adequately describe the site, clear and in focus, minimum 4"x6", or digitally printed on regular paper is acceptable. If photos are printed on photographic paper, they must be affixed to 8.5" x 11" paper and cannot be loose. Google Maps street photos are unacceptable.
  - b. Photographs of all existing signs on site and those to remain unaltered.
  - c. Photographs of adjacent buildings and their signs as well as signs across the street, to show neighborhood context and character. Google Maps street photos are unacceptable. Photos must be labeled.
- 6. **SCALED DRAWINGS (2 sets required)**. See attached example.
  - a. Sheet size **maximum** 11" x 17" (unless approval of larger size is obtained from City staff).
  - b. Drawings must be labeled with one of the following scales: 1/8", 1/4", 1/2" or 1" = 1 foot, **except** for the Site Plan which may be at a maximum scale size of 1" = 20 feet.
  - c. Plan sheets must be numbered (example: "1 of 3," "2 of 3," "3 of 3").
  - d. **Site Plan** (1"=20' is acceptable) with complete property lines and dimensions, and to include:
    - i. Project address, parcel number, and applicant contact information;
    - ii. All streets, property lines, building frontage dimensions, distance from building to property lines, and locations of existing and proposed signs;
    - iii. Linear frontage dimension of the building at the main entrance; and
    - iv. Vicinity map showing accurate location of property to surrounding streets.
  - e. **Scaled Drawing (1/8", 1/4", 1/2" or 1" = 1'-0")** of the proposed sign(s) with:
    - i. Enlarged drawings of sign details showing dimensions and letter heights, thickness, specific type faces or fonts, and area in square feet;

- ii. color rendering of signs;
- iii. specific bracket designs (if proposed) including material, color, finish, and dimensions of all sign bracket members;
- iv. all electrical signs labeled by an approved testing laboratory; and
- v. method of attachment for hangings signs and wall signs and weight of signs indicated.
- f. Ground sign applications shall include foundation details and identification of existing and proposed grades. They shall also show proposed landscaping (including plant species) to screen the base of the monument sign.
- g. **Building Elevation(s)** – provide scaled building elevations (or portion thereof) or dimensioned photo-simulations showing the correct proportions of proposed signage to existing building. (Preferred scale for building elevations 1/4"= 1'-0").
- 7. COLORS AND MATERIAL SAMPLES:** Sign color paint chips are to be affixed to each set of plans. Color copies or color computer printouts are unacceptable for color approvals. Material samples may also be required. (Note: For signs in EPV, whites are to be off-white, blacks are to be off-black, and all colors are to be of a matte finish.)
- 8. LIGHTING:**
  - a. Show any existing and/or proposed lighting, its location and intensity.
  - b. Submit the manufacturer product literature for any new light fixtures to be used.
- 9. LANDSCAPING:**  
Applicants proposing planting are required to show a specific landscape plan with existing and proposed plant material including common plant names, plant size, and location.
- 10. EXCEPTION REQUEST LETTER (if applicable):**  
A proposal to erect a sign that does not comply with the provisions of the Sign Ordinance requires a request for an “exception” be submitted with the sign application materials, and an additional fee. An exception letter for such a proposal is required that includes the type of exception(s) being requested and the grounds for such exception(s), as specified in Section 22.70.070.B of the Sign Ordinance.
- 11. OUTDOOR VENDING MACHINES<sup>2</sup>:**  
When outdoor vending machines are proposed, submit the required information outlined in the “Outdoor Vending Machine Submittal Checklist.” Machines may be required to be screened from the public way, therefore a scaled elevation showing screening should be included.
- 12. FILING FEE** (based on square footage of new signs and level of review required).

Please sign and date this sheet to acknowledge that you have provided all the required information above. Note that application processing may be halted if an incomplete submittal is received.

Project Address \_\_\_\_\_

\_\_\_\_\_  
Signature (Applicant or Agent)

\_\_\_\_\_  
Date

<sup>2</sup> **NOTE:** All businesses/vending machines must have a valid business license/vending permit. Please contact the City of Santa Barbara Finance Department, Business License office at (805) 564-5341 for further information.



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## SIGN APPLICATION PROJECT STATISTICS

PROJECT ADDRESS: \_\_\_\_\_ EPV DISTRICT?  Yes  No

BUSINESS NAME TO APPEAR ON SIGNS: \_\_\_\_\_

APPLICATION FOR: (Check all that apply)

- |   |   |
|---|---|
| <input type="checkbox"/> New sign(s)                                  | <input type="checkbox"/> Face change(s)   |
| <input type="checkbox"/> New sign program for multi-tenant complex    | <input type="checkbox"/> Move existing sign(s) to a different address or location |
| <input type="checkbox"/> Alter existing sign(s) for existing business | <input type="checkbox"/> Removal/replacement of existing sign(s)                  |
|   | <input type="checkbox"/> Other _____  |

**EXISTING CONDITIONS:**

Building street frontage at main point of entry for business: \_\_\_\_\_ feet Allowed sign area: \_\_\_\_\_ sq. ft.

(To determine allowed sign area, refer to SBMC Section 22.70.040, Sign Ordinance, Sign Standards.)

Number of tenant/units in building: \_\_\_\_\_ Floor level occupied by applicant? \_\_\_\_\_

Does a Sign Program exist for the building or complex?  Yes  No  Proposed

**A. LIST EACH EXISTING SIGN(S) TO REMAIN UNALTERED ON SITE FOR THE BUILDING OR LEASEHOLD SPACE:**

	TYPE/MATERIAL	ILLUMINATED (yes/no)	SIZE (dimensions)	AREA (sq. ft.)
1.				
2.				
3.				
4.				

Total existing sign area to remain unaltered: \_\_\_\_\_

**B. PROPOSED NEW SIGNS, EXISTING SIGNS TO BE ALTERED, OR PREVIOUSLY UNPERMITTED SIGNS:**

	ALTERED, NEW, OR UNPERMITTED	TYPE (wall, ground, etc.)	MATERIALS (wood, vinyl, etc.)	ILLUMINATED? (If yes, internal or external)	MAX LETTER HEIGHT (in.)	SIZE (dimensions)	AREA (sq. ft.)
A.							
B.							
C.							
D.							
E.							
F.							

Total proposed sign area of new, altered, and/or unpermitted signs: \_\_\_\_\_

Grand total of A plus B: \_\_\_\_\_

**EXCEPTION REQUEST:**

Is the total proposed for the site under the allowable for this location?  Yes  No (If no, an exception is required.)

Exception(s) requested? (If yes, provide letter and required fee. The letter should justify why the Sign Committee can make all three findings as stated in section SBMC§22.70.070 (B) of the City's Sign Regulations.  Yes  No



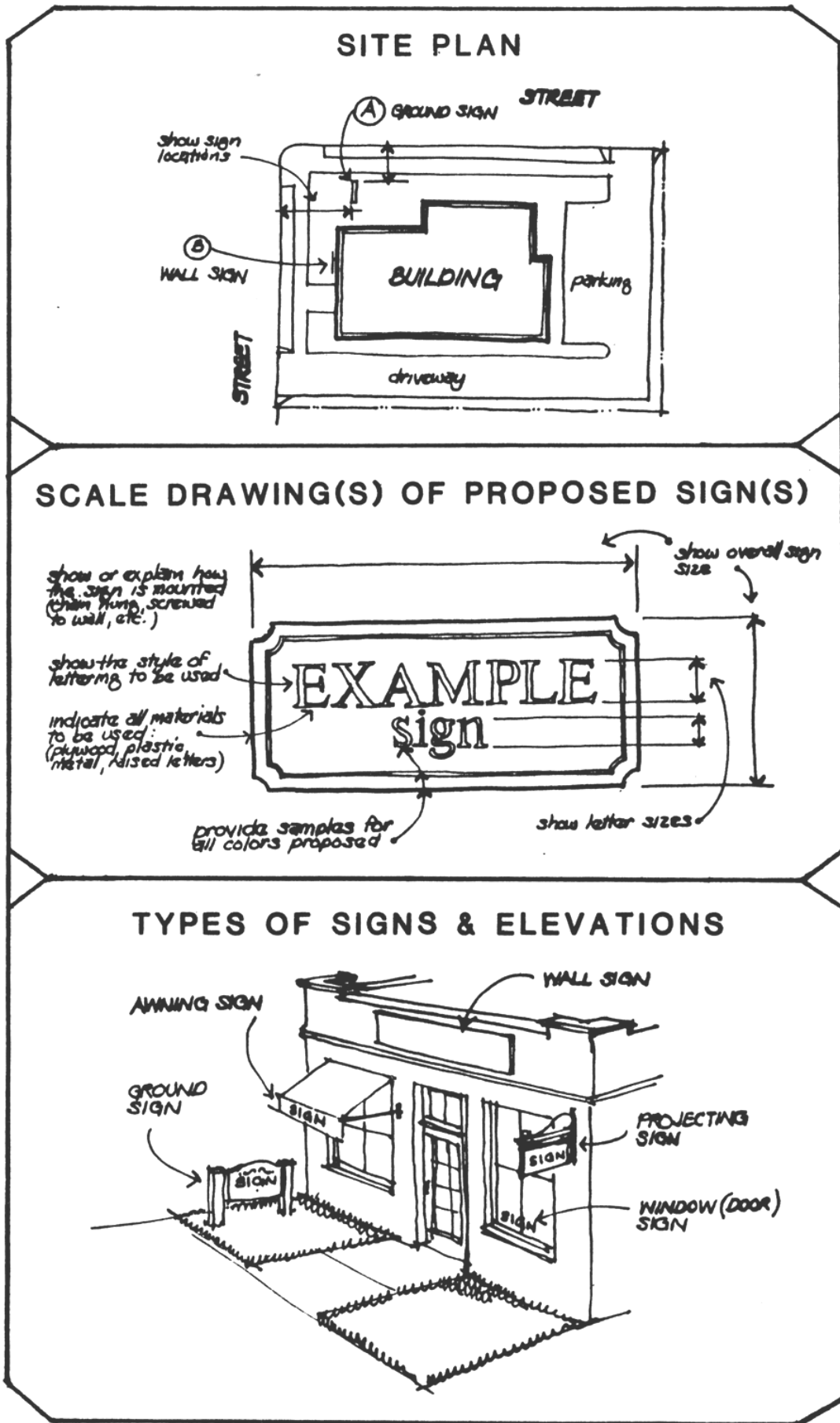
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## EL PUEBLO VIEJO (EPV) CONFORMANCE QUESTIONNAIRE

Please complete the questionnaire below to demonstrate how the proposed design of the sign(s) conforms with the Sign Review Guidelines and Ordinance specific to El Pueblo Viejo Landmark District.

1. The sign is appropriate to the Hispanic architectural tradition of Santa Barbara and traditional sign design:
    - Use of traditional materials
    - Traditional font
    - Colors appropriate to EPV (off-whites and off-blacks, and all matte finishes)
  2. Is lighting proposed for the sign?  Yes  No
    - Is lighting decorative and historical in character or concealed?  Yes  No
    - Is lighting screened by landscaping?  Yes  No *If Yes, landscaping in EPV must conform to the EPV Guidelines List of Preferred Plants and a landscape plan must be submitted. List conforming plant names: \_\_\_\_\_*
    - Manufacturer's specifications sheet for each proposed fixtures must be provided.
    - Is the proposed lighting in a traditional Hispanic style?  Yes  No
    - Specify the lighting intensity, which should Not be a high output fixture
      - Incandescent
      - Fluorescent
      - Other \_\_\_\_\_  
*(Sample of the proposed material fixture may be required.)*
  3. Specify the font (lettering) style and size. \_\_\_\_\_
    - Is the logo and lettering a Spanish style?  Yes  No
  4. Are symbols or three-dimensional forms are being used?  Yes  No
  5. Are Spanish terminology and the use of 16th to 19th century graphic modes being used in the proposed sign design?  
 Yes  No
  6. What materials are to be used?
    - Wood
    - Steel
    - Paint
    - Silk-screening
    - Other *(Sample of the proposed material using the proposed finish and font style should be provided by the applicant.)* \_\_\_\_\_

Do the proposed materials conform to materials as specified in El Pueblo Viejo District guidelines and/or ordinance?  
 Yes  No
  7. Are tile or stone proposed to be used in flush mounted signs?  Yes  No
    - Specify the Manufacturer Name, color, and style to be used. \_\_\_\_\_  
*(Please provide a sample.)*
  8. Is a new bracket proposed?  Yes  No
    - Is the bracket to be made of wrought iron?  Yes  No
    - Is the design in conformance with EPV Guidelines.?  Yes  No
  9. Does the proposed sign incorporate an inventive representation of the use, name or logo of the structure?  
 Yes  No
- Does it comply with El Pueblo Viejo District Guideline Standards?  Yes  No



**SIGN TYPES:**

- WALL:** A sign affixed or painted directly on an exterior wall or solid fence, the principal face of which is parallel to the wall or fence.
- HANGING:** A sign attached to and located below any eave, roof, canopy, awning or bracket.
- WINDOW:** Any sign printed, attached, glued or affixed to or behind a window or within six (6) feet of the inside, designed to be viewed by the public from streets, malls or parking lots.
- PROJECTING:** A sign which projects from and is supported by a wall of a building, with the display surface of the sign perpendicular to the building wall. Projecting signs are also known as blade signs.
- AWNING:** Any sign or graphic attached to or painted on an awning or awning canopy.
- GROUND:** Any sign which is supported by one or more uprights or braces on the ground, not to exceed six (6) feet in height above grade measured at the adjacent right-of-way.

**LETTER HEIGHT:**

If the project is in the El Pueblo Viejo (EPV) Landmark District, the maximum letter height is 10". No plastics or plex-faced signs nor internally illuminated signs are allowed. If the project is not in EPV, the maximum letter height is 12". Any sign with letter height in excess of these limits will require an exception.

**ALLOWED SIGN AREA:**

**Commercial building with three or less tenants:**

Allowed sign area equals linear street frontage at the main entrance on a 1:1 ratio up to a maximum limit. Please refer to SBMC §22.70.040.A.3 for further details on signage limitations.

Any project requesting more sign area than that allowed will require an exception.

**Commercial building with four or more tenants:**

- Allowed sign area is equal to one half (½) the linear frontage of the leasehold width along the main entrance frontage. A tenant occupying a space which is not on the ground floor also is allowed ½ the leasehold width in area.
- If the building or complex maintains a group identity, a sign program will be required to apply to all tenants.

Please see the Sign Ordinance (SBMC §22.70) and the Sign Committee Sign Review Guidelines for more information.





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## FROM APPLICATION TO BUILDING PERMIT

- I. A **complete Sign Application Submittal** is accepted at the Planning and Zoning Counter. This document is provided to serve as a guide to the process for obtaining sign approval and a building permit for the sign/s.
- II. Staff determines the appropriate **level of review** for the submittal - either Conforming Sign Review or review by the Sign Committee.
- III. **Meeting Procedures:** If review by the Sign Committee is required, the meeting will proceed as follows:
  - A. The Chair will introduce the item address and business name.
  - B. The applicant will present the proposed signage to the Committee.
    1. Include all signs currently at the site and note any signs that will remain.
    2. Identify each proposed sign and its location.
  - C. Additional information from Staff (if needed).
  - D. Questions and comments by the Committee.
  - E. Committee consideration of Findings and Conditions of Approval.
  - F. Motion, discussion of motion, action and vote by the Committee.
- IV. **Appealable Action:** Any action taken by the Sign Committee may be referred or appealed to either the Architectural Board of Review (ABR) or Historic Landmarks Commission (HLC) according to the appropriate jurisdiction. Subsequent decisions of the ABR or HLC may be appealed to the City Council. A Sign Committee appeal must be filed with the Community Development staff at 630 Garden Street within ten (10) calendar days of the meeting at which the Sign Committee took action or rendered its decision. The appeal must be in writing, include the reason for the appeal, and the appropriate filing fee.

If a Sign Committee appeal is heard by the ABR or HLC, that action or decision may also be appealed to City Council by filing an appeal at the City Clerk's Office at City Hall (735 Anacapa Street). The appeal must also be in writing, include the reason for the appeal, and be accompanied by the appropriate filing fee.
- V. **Building Permit:** All signs approved by the Sign Committee require a building permit. The applicant is responsible for having an appropriately licensed sign contractor, with a valid City of Santa Barbara Business License, obtain a Building Permit<sup>3</sup> from the Building and Safety Division and meeting the Sign Committee Conditions of Approval. If the Sign Committee approval is subject to corrections or conditions, revised plans must be submitted to Sign Committee staff prior to applying for a building permit. **Please be advised that additional details or permits may be required for building permit submittal such as structural details for a ground sign or an electrical permit for an electrical sign.**

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<sup>3</sup> Must be issued to an appropriately licensed sign contractor: Contractor types: C-10 Electrical or C-45 Electrical Sign would be required for electrical signs; C-45 Electrical Sign or C-61/D-42 Limited Specialty would be required for non-electrical signs.

A. **Permit Issuance Requirements:**

- All signs approved by the Sign Committee require a building permit. Sign permits shall be issued by the Building & Safety Division of the Community Development Department for signs and related hardware that have been approved by the Sign Committee. **Electrical signs, signs that require footings, and signs that weigh over 100 lbs. shall be reviewed by a plans examiner or building inspector, and will require additional submittal information; and**
- All signs and their related hardware, including: footings, brackets, fasteners, wiring, fixtures, components, and appendages shall be installed by an appropriately licensed California contractor.<sup>4</sup> *Note: Proof of insurance and property owner authorization may also be required.*

*Exception: The Building Official may approve the removal and replacement of signs by other qualified persons provided the sign has an existing bracket, or is mounted flat against a wall, the sign itself does not weigh more than 10 lbs., is not more than 6 ft. above grade, or is painted on an existing surface.*

B. **Conditions of Approval applied to all Sign Applications:**

After receiving Sign Committee approval, the applicant may pick up two (2) sets of stamped plans from the Building & Safety counter the day following the approval for the applicant to apply for a building permit. Electrical signs, signs that require footings, and signs that weigh over 100 lbs. shall be reviewed by a plans examiner or building inspector, and will require additional submittal information. If the Sign Committee approval is subject to corrections or conditions, revised plans must be submitted to Sign Committee staff prior to applying for a building permit. The following conditions apply to all signs approved by the Sign Committee:

- Building Permit Expiration:** The applicant is responsible for obtaining a Building Permit from the Building and Safety Division prior to the installation of any approved sign. The final inspection date will be automatically scheduled within 30 days. Note: Building permits for sign approvals expire six (6) months from the approval date if no inspection is performed.
- Specific Tenant:** The Sign Committee approval is granted for a specific tenant at a specified location as described on the application.
- Installation:** All signs shall be installed, located, constructed, and maintained as shown on the approved plans.
- Materials and Colors:** The Sign Committee shall approve materials and colors to be used. All materials shall be specified on the plans and color samples provided to Staff. Any deviation from the approved materials and colors will require explicit approval of the Sign Committee.
- Sign Approval Expiration:** If a building permit is not obtained and the approved sign(s) is/are not installed within six (6) months from the date of approval, the approval automatically expires and will become null and void. However, one six-month time extension of the Sign Committee approval may be granted by the Community Development Director or his designee, if the proposed plans, materials, and adjacent areas remain unchanged.

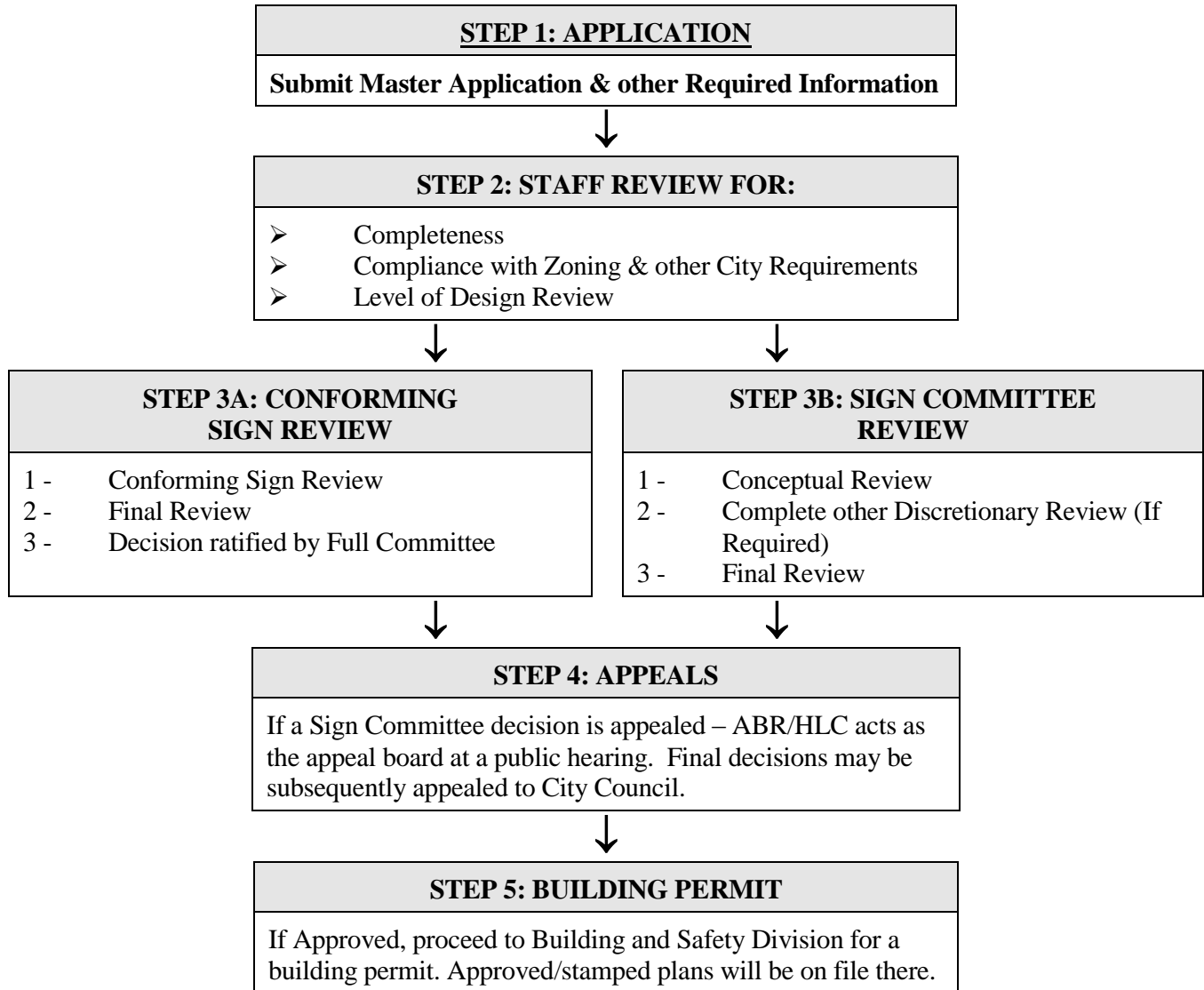
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<sup>4</sup> Sign painting contractor – type D42. Electrical sign contractor – type C45. A General Contractor may install signage providing such contractor is performing other unrelated work on the same site.



# City of Santa Barbara

## SIGN REVIEW PROCESS





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## SIGN COMMITTEE LEVELS OF REVIEW

- **CONCEPT** - This is the first level of plan review for a project at Sign Committee. Applicants are encouraged to come in with sketches and/or very conceptual drawings. The Committee usually gives comments to guide the applicant on the design of the project so that it can advance to the next level of review, which is preliminary. The Committee may give a final approval if sufficient information has been given and no other discretionary review is required.
- **FINAL** - This is the second level of plan review for a project at Sign Committee. If the completed working drawings for the project meet all of the conditions set at the conceptual level and the plan details are provided, such as color samples, roof materials, window details, door hardware, and exterior lighting fixtures, then final approval may be granted.
- **REVIEW AFTER FINAL** - This is the third level of plan review at Sign Committee available for projects that have been given final approval. Review After Final occurs when there is a proposed change to a project after final approval has been granted. An applicant must submit a supplemental application along with revised plans and appropriate fees.
- **CONFORMING REVIEW** - This level is primarily for sign proposals that clearly comply with the Sign Ordinance and Sign Review Guidelines. In addition, the Sign Committee may also direct some projects or portions of projects to the Conforming Sign Review for approval.