



**AGENDA MEMO**

**PLANNING COMMISSION MEETING DATE: NOVEMBER 20, 2008**  
**DEPARTMENT: PLANNING AND DEVELOPMENT**  
**ITEM DESCRIPTION: MSP-30236 - APPLICANT/OWNER: MONTECITO PARTNERS, LLC**

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**\*\* CONDITIONS \*\***

**STAFF RECOMMENDATION:**      **APPROVAL**, subject to:

**Planning and Development**

1. Conformance to the sign elevations and documentation as submitted in conjunction with this request, date stamped 09/22/08, and the freestanding sign location map and pages 2 and 3 of the Master Sign Plan book date stamped 10/28/08, except as amended by conditions herein.
2. All signage shall have proper permits obtained through the Building and Safety Department.
3. Any future amendments to the Master Sign Plan which are in compliance with the requirements of Montecito Town Center Development Agreement for the subject zoning district may be reviewed and approved administratively by the Planning and Development Department.

**Public Works**

4. The proposed signs shall not be located within the public right-of-way or interfere with Site Visibility Restriction Zones. The proposed ground mounted bases shall not be located within existing or proposed public sewer or drainage easements.

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**\*\* STAFF REPORT \*\***

**PROJECT DESCRIPTION**

This is a request for a Master Sign Plan for an approved commercial development on 7.96 acres at 6605 Grand Montecito Parkway. This Master Sign Plan is being submitted in accordance with the Montecito Town Center Development Agreement which required all signs erected in the Montecito Town Center to be detailed in a Master Sign Plan. The proposed signage appropriately reflects the scale and architecture of the approved development in conformance with the Montecito Town Center Development Agreement; therefore, staff recommends approval of this request.

**BACKGROUND INFORMATION**

<i>Related Relevant City Actions by P&amp;D, Fire, Bldg., etc.</i>	
11/07/01	The City Council approved the current version Town Center Development Standards (TCDS) Manual through Bill No. 2001-100. The TCDS details the uses permitted within Town Center and the development standards that will accomplish the vision of Town Center.
03/06/02	The City Council approved the Montecito Town Center Development Agreement. One of the key elements of the approval was the assurance that the standards of the agreement would meet or even exceed the Town Center Development Standards.
04/16/03	The City Council approved a request for a Site Development Plan Review (SDR-1775) and a reduction of the on-site landscape requirements for a proposed 36,000 square foot pre-school and elementary school adjacent to the north side of Montecito Parkway and the south side of Rome Boulevard. Planning Commission and staff recommended approval. It expired on 04/16/05.
04/16/03	The City Council approved a request for a Special Use Permit (SUP-1771) for a pre-school and an elementary school adjacent to the north side of Montecito Parkway and the south side of Rome Boulevard. Planning Commission and Staff recommended approval. It expired on 04/16/05.
07/16/03	The City Council approved a Modification (MOD-2315) of the Montecito Town Center Development Agreement to add 10.8 acres to the plan and increase the permitted residential density of developments in Montecito Town Center. The Planning Commission recommended approval.
07/13/06	The Planning Commission approved, with final action, a request for a Site Development Plan Review (SDR-13684) for a 186,300 square-foot, six-story office building and a 41,377 square-foot parking structure at the southwest corner of Rome Boulevard and Grand Montecito Parkway. Staff recommended approval.

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<b><i>Related Building Permits/Business Licenses</i></b>	
07/23/07	A building permit (#94396) was issued for a construction trailer at 6603 Grand Montecito Parkway.
09/07/07	A building permit (#96069) was issued for rough grading at 6605 Grand Montecito Parkway.
10/05/07	A building permit (#07002845) was issued for a two-level parking structure at 6603 Grand Montecito Parkway, for an office building shell (#07002844) and for onsites/hardscapes (#07002846) at 6605 Grand Montecito Parkway.
10/16/07	A building permit (#07002901) was issued for an office shell building at 6603 Grand Montecito Parkway. The Permit was renewed 05/16/08.
10/17/07	A building permit (#07002912) was issued for onsite water and sewer improvements at 6605 Grand Montecito Parkway.
12/06/07	A building permit (#103459) was issued for a six-foot block wall at 6603 Grand Montecito Parkway.
07/29/08	A building permit (#118789) was issued for carport covers for 142 parking spaces at 6603 Grand Montecito Parkway.
10/16/08	A building permit (#126301) was issued for two sets of illuminated address numbers at 6603 Grand Montecito Parkway.
<b><i>Pre-Application Meeting</i></b>	
09/07/08	A pre-application meeting was held to discuss the requirements for a Master Sign Plan and the sign requirements for the Montecito Town Center area.
<b><i>Neighborhood Meeting</i></b>	
A neighborhood meeting was neither required nor held for this application request.	

<b><i>Field Check</i></b>	
10/14/08	A field check was performed by staff at the subject property. The site was currently under construction with a six-story office building surrounded by temporary construction fencing.

<b><i>Details of Application Request</i></b>	
<b><i>Site Area</i></b>	
Gross Acres	7.95 Acres

<b>Surrounding Property</b>	<b>Existing Land Use</b>	<b>Planned Land Use</b>	<b>Existing Zoning</b>
Subject Property	Office Building	TC (Town Center)	T-C (Town Center) [MS-TC (Main Street Mixed-Use Montecito Town Center) Special Land Use designation]

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North	Single-Family Residential	TC (Town Center)	T-C (Town Center) [MS-TC (Main Street Mixed-Use Montecito Town Center) Special Land Use designation]
South	Vacant / Undeveloped	TC (Town Center)	U (Undeveloped) [MS-TC (Main Street Mixed-Use) Special Land Use designation]
East	Childcare and Elementary School	TC (Town Center)	T-C (Town Center) [MS-TC (Main Street Mixed-Use Montecito Town Center) Special Land Use designation]
	Single-Family Residential	TC (Town Center)	T-C (Town Center) [L-TC (Low Density Residential Montecito Town Center) Special Land Use designation]
West	Vacant / Undeveloped	U (Undeveloped) [TC (Town Center) General Plan Designation]	U (Undeveloped) [MS-TC (Main Street Mixed-Use) Special Land Use designation]

<i>Special Districts/Zones</i>	<i>Yes</i>	<i>No</i>	<i>Compliance</i>
<b>Special Area Plan</b>			
T-C Town Center District	X		Y
Montecito Town Center District	X		Y
<i>Special Districts/Zones</i>	<i>Yes</i>	<i>No</i>	<i>Compliance</i>
<b>Special Purpose and Overlay Districts</b>			
T-C (Town Center) District	X		Y
<b>Trails</b>		X	N/A
<b>Rural Preservation Overlay District</b>		X	N/A
<b>Development Impact Notification Assessment</b>		X	N/A
<b>Project of Regional Significance</b>		X	N/A

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**DEVELOPMENT STANDARDS**

*Pursuant to section 3.7 of the Montecito Town Center Master Plan, the following standards apply:*

<b>Freestanding Signs:</b>			
<b>Standards</b>	<b>Allowed</b>		<b>Provided</b>
Sign Type, per the Montecito Town Center Master Plan	Tenant Sign	Project Identifier Sign	Combination Project Identifier Sign and Tenant Sign
Maximum Number	As permitted by a Master Sign Plan		One Total
Maximum Area	Unless otherwise approved by City Council as part of a Master Sign Plan: 0.5 square feet per 75 square feet of floor area	As permitted by a Master Sign Plan. These signs shall be designed to appropriately reflect the scale and architecture of the areas they announce	75 Square Feet
Maximum Height	24 Feet		15 Feet
Minimum Setback	5 Feet		5 Feet
Illumination	Internal		Project Identification to be Reverse Channel Letters Externally Illuminated; Tenant Signage to be Internally Illuminated

<b>Monument Signs:</b>		
<b>Standards</b>	<b>Allowed</b>	<b>Provided</b>
Maximum Number	As permitted by a Master Sign Plan	One total
Maximum Area	75 SF /sign	16 SF
Maximum Height	8 Feet	3 Feet
Minimum Setback	5 Feet	5 Feet
Illumination	Direct/Internal	Non-Illuminated

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<b>Wall Signs:</b>			
<b>Standards</b>	<b>Allowed</b>	<b>Provided</b>	
Maximum Number	As permitted by a Master Sign Plan; wall signs shall be designed to appropriately reflect the scale and architecture of individual buildings. All wall signs shall utilize materials and colors reflecting the building design.	Two tenant wall sign areas on each of the south and west elevations at the parapet level; four tenant wall sign areas on of the north and east elevations between the second and third floors.	
Maximum Area		Elevation:	Total Sign Area:
Maximum Projection		North	200 SF
		South	780 SF
		East	200 SF
		West	744 SF
Illumination	Internal/External	Reverse Channel Halo Illuminated with Neon or LEDs for Signage on South and West Elevations; Reverse Channel Non-Illuminated for Signage on North and East Elevations	

**ANALYSIS**

This is a request for a Master Sign Plan for a six-story 186,300 square-foot Office Building located at 6605 Grand Montecito Parkway. The subject site is zoned T-C (Town Center) [MS-TC (Main Street Mixed-Use) Montecito Town Center Special Land Use designation]. The purpose of the Main Street Mixed Use District is to create a neighborhood which generates a sense of place and a feeling of being in a unique small town business district. This designation is intended to encourage a cohesive mix of independent uses, including leisure shopping and offices on the main floor with similar uses and/or medium to high density residential on the upper floors. The objective of this district is to provide amenities which are conducive to attracting pedestrian activity rather than automotive access. The approved office building on the subject property is in compliance with the zoning district.

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The applicant is proposing three types of signage to be located at the subject property, which includes wall, monument and freestanding signage. The proposed freestanding sign will be located to the north of the central driveway access along Grand Montecito Parkway. The sign will measure 15 feet in height and 18 feet in width and will be a combination of a project identifier and tenant identifier sign. A total 18.6 square feet of signage will be used for project identification, while 56.25 square feet will be used for tenant identification. The tenant identification signage will be reverse channel letters externally illuminated while the tenant identification signage will be internally illuminated routed aluminum panels. An internally illuminated site address will be located below the tenant signage. The sign will also feature a fabricated top molding which will house a L.E.D. light source to illuminate the project identification signage below. Additionally, the materials used for the sign will be a textured fabricated metal cabinet painted to match the office building on site with a light-colored stone base.

The freestanding sign is located within an area identified by the Montecito Town Center Development Agreement as the Timberlake Buffer area. The Timberlake Buffer Area is intended to allow for the buffering of the Timberlake Community to the east of the subject property from more intensive land uses and will minimize the livability conflicts. The buffer area consists of a 100-foot linear park, or right-of-way area, between the Timberlake Community and the Montecito Town Center which creates the initial 100-foot buffer and a 230-foot wide area beyond the 100-foot buffer area where only single story office and low intensity retail uses are permitted. In addition, careful site planning and design considerations are to be taken within this 230-foot wide area to reduce potential negative impacts on the Timberlake Community. Issues such as vehicular access and congestion, signs and visual clutter, architectural design and lighting will be addressed in every proposed site plan. The proposed freestanding sign is located 294 feet from the Timberlake community, within the 330-foot wide buffer surrounding the Timberlake neighborhood. As the sign will have modest illumination and be equivalent to or less than a single story office building in height, staff can support the freestanding sign in this location.

A monument sign is proposed to be located at the northeast corner of the site, adjacent to the southwest corner of Rome Boulevard and Grand Montecito Parkway. This monument sign will measure three feet in height and have a radius in excess of 16 feet. The sign will only be for project identification and site addressing only, and feature non-illuminated reverse channel letters. The overall sign area will be 16 square feet.

Two types of wall signage are proposed for this development. On the south and west elevations of the building, visible from the nearby I-215 freeway, will be two wall signs on each elevation just below the parapet level and above the sixth floor of the building. The signage on the south elevation will contain two sign band zones, measuring four feet in height by 85 and 110 feet in width, providing 780 square feet of sign area. The signage on the west elevation will also contain two sign band zones, measuring four feet in height by 75 and 110 feet in width, providing 744 square feet of sign area. This signage will be illuminated by reverse channel halo illuminated with neon or L.E.D. lighting with a metal finish.

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The wall signage on the north and east elevations of the building will consist of four sign areas on each elevation, each measuring 2.5 feet in height by 20 feet in width. As this signage is facing the nearby Timberlake community, all eight signs will be non-illuminated reverse channel letters and be located between the second and third floors of the building. The total square footage of these signs will measure 200 square feet on each elevation.

The proposed signage is sensitive to the nearby neighborhoods, compliant with the Montecito Town Center Development Agreement, appropriately reflects the scale and architecture of the approved Office Building; therefore, staff recommends approval of this request.

**NEIGHBORHOOD ASSOCIATIONS NOTIFIED**            10

**ASSEMBLY DISTRICT**        13

**SENATE DISTRICT**            9

**NOTICES MAILED**            371

**APPROVALS**                    0

**PROTESTS**                     1