



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE CONSENT CALENDAR MINUTES

**Monday, July 8, 2013**      **David Gebhard Public Meeting Room: 630 Garden Street**      **1:30 P.M.**

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**COMMITTEE MEMBERS:**    NATALIE COPE, *Chair*  
                                      BOB CUNNINGHAM, *Vice-Chair* (Consent Calendar Representative)  
                                      LOUISE BOUCHER (HLC)  
                                      **WM. HOWARD WITTAUSCH** (ABR) (Consent Calendar Representative) – Present

**ALTERNATES:**            **GARY MOSEL** (ABR) – Present  
                                      CRAIG SHALLANBERGER (HLC)

**STAFF:**                 JAIME LIMÓN, Design Review Supervisor  
                                      TONY BOUGHMAN, Planning Technician – Absent  
                                      MICHELLE BEDARD, Planning Technician – Present  
                                      GABRIELA FELICIANO, Commission Secretary

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Representatives present:    Gary Mosel and Wm. Howard Wittausch  
Staff present:                 Michelle Bedard  
Recorder:                      Gabriela Feliciano

### GENERAL BUSINESS (1:30):

A.    Public Comments:

No public comment.

B.    Review of the minutes of the previous Sign Committee meeting.

**Motion:**            **Approval of the minutes of the Sign Committee meeting of June 24, 2013, as submitted.**

**Action:**            Wittausch/Mosel, 2/0/0. Motion carried.

C.    Listing of approved Conforming Signs from **June 26** through **July 3, 2013**.

Continued two weeks at Staff's request.

D.    Announcements, requests by applicants for continuances and withdrawals, and future agenda items.

No announcements.

**NEW ITEM****A. 4151 FOOTHILL RD**

C-1/SD-2 Zone

Assessor's Parcel Number: 059-160-017  
 Application Number: SGN2013-00100  
 Agent: Brad Hess  
 Business Name: Sansum Clinic

(Proposal for new signage for two new medical buildings for Sansum Clinic. A total of 37 signs are proposed on the site: three monument signs totaling 120 square feet, five building identification signs totaling 18.33 square feet, and 29 other signs inside the site for wayfinding, parking, directory, and identification. Exceptions are requested for total proposed 220.36 square feet of new signage to exceed the allowable square footage, and for the building identification letters to exceed 12 inches. The linear building frontage is 194 feet. The allowable signage is 90 square feet.)

**(Project requires exception findings.)**

Present: Brad Hess, Sansum Clinic

**Final Approval with comments and conditions:**

1. Colors and graphics are acceptable.
2. Exception findings are made as follows:
  - a. The quantity and square footage of the wayfinding signs is acceptable.
  - b. The size of the "A" and "B" building identifier letters is acceptable.
  - c. The site is large and the proposed signs are necessary for identification and wayfinding.
3. Reduce the size of each of the three (3) monument signs by 1-foot on each side, proportionately.
4. Add landscaping to screen the back of sign "EX.A # 3" and correct the plans to indicate a single sided sign, as discussed.

**NEW ITEM****B. 301 S HOPE AVE**

E-3/P-D/SP-4/SD-2 Zone

Assessor's Parcel Number: 051-240-019  
 Application Number: SGN2013-00103  
 Contractor: Vogue Sign Company  
 Business Name: Graham Chevrolet

(Concept review to remove the four existing wall signs and replace with new for Graham Chevrolet Cadillac. The new signs are proposed to be 25.83, 11.58, 15.24, and 19.08 square feet. An existing 19.5 square foot monument sign will remain, for a total of 91.23 square feet of signage on site. Exceptions are requested for the proposed 16 to 22 inch letters to exceed the maximum letter height, and for the total square footage to exceed the maximum allowable signage. Total proposed new signage is 71.73 square feet in addition to 19.5 square feet of existing signage. The linear building frontage is 200 feet. The allowable signage is 90 square feet.)

**(Concept Review only. Project requires exception findings.)**

Present: Richard Graham, Graham Chevrolet  
 Christian Muldoon, Vogue Signs

**Continued two weeks with the following comments:**

1. Larger than 12 inch letters are not supportable. Correct the plans to indicate the maximum 12-inch letter height.
2. Study alternative options for the Chevrolet sign.
3. Staff was directed to verify the ABR Consent approval for the facade alterations, including the approved blue facade color and the architectural details.

**NEW ITEM****C. 16 S LA CUMBRE RD**

C-P/SD-2 Zone

Assessor's Parcel Number: 051-021-003  
Application Number: SGN2013-00104  
Applicant: Humberto Ovalle  
Business Name: Hertz

(Proposal for new signage consisting of an 18.29 square foot wall sign with integrated exterior illumination, a 1.85 square foot ground sign, a 1.0 square foot vinyl door sign, and six 0.30 square foot vinyl window signs. Total proposed new signage is 22.94 square feet. The linear building frontage is 24.5 feet. The allowable signage is 24.5 square feet.)

Present: Humberto Ovalle, P.S. Services, Inc.

**Continued indefinitely to Consent with the following comments:**

1. Reduce letter height to comply with the maximum 12-inch height requirement.
2. Study relocating the sign below the fascia: Due to the overall 27-inch sign dimensions, the sign is preferred to be on the wall beneath the fascia.
3. If the original design is preferred, then provide a detail drawing indicating the dimensions of the fascia and of the sign on the fascia.

**\*\* MEETING ADJOURNED AT 2:30 P.M. \*\***