



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE CONSENT CALENDAR MINUTES

**Monday, October 17, 2011    David Gebhard Public Meeting Room: 630 Garden Street    2:00 P.M.**

**COMMITTEE MEMBERS:**                    NATALIE COPE, Chair  
    **BOB CUNNINGHAM**, Vice-Chair (Consent Calendar Representative)  
    LOUISE BOUCHER (HLC)  
    **DAWN SHERRY** (ABR) (Consent Calendar Representative)  
    KEITH RIVERA (ABR) (Consent Calendar Alternate)

**CITY COUNCIL LIAISON:**                RANDY ROWSE

**STAFF:**                    JAIME LIMÓN, Senior Planner  
    KATHLEEN ALLEN, Planning Technician  
    SUSAN GANTZ, Planning Technician  
    GLORIA SHAFER, Commission Secretary

**Website: [www.SantaBarbaraCa.gov](http://www.SantaBarbaraCa.gov)**

### GENERAL BUSINESS (2:00):

Representatives present: Cunningham, Rivera, Sherry

Staff present: Allen, Gantz

- A. Public Comment: None.
- B. Review of the minutes of the Sign Committee meeting of October 3, 2011.  
  
Motion: To approve the minutes of October 3, 2011 as submitted.  
Action: Cunningham/Rivera. 1/0/1 Motion carried.
- C. Listing of approved Conforming Signs from October 4, 2011 through October 11, 2011.  
  
October 4: 3700 Gregory Way, Franciscan Villas, Approved as submitted.  
October 11: 3849 State St, Backyard Bowls, Approved as submitted.  
October 11: 3891 State St., Galleria, Approved as submitted of the Galleria ground signs only.
- D. Announcements, requests by applicants for continuances and withdrawals, and future agenda items.  
  
No announcements.

**NEW ITEM****A. 336 N MILPAS ST** C-2 Zone

Assessor's Parcel Number: 031-371-021  
 Application Number: SGN2011-00104  
 Applicant: Vogue Sign Company  
 Business Name: Fresh & Easy Neighborhood Market

(Proposal to install a 69.1 square foot wall sign and a 43.4 square foot wall sign on the front of the building, and a 69.1 square foot wall sign on the rear of the building. Exceptions are requested for letter height to exceed 12 inches and for proposed total of 181.6 square feet to exceed the 90 square feet allowed. Requested is 171.60 square feet of signage.)

**(Project requires exception findings for letter height and total allowable square footage.)**

Present: Christian Muldoon, Vogue Signs; Galen Lejano, representing Fresh & Easy

Continued two weeks to the Consent Calendar. Applicant to return with a proposal that eliminates the Neighborhood Market sign, eliminates the background borders, and reduces the letter heights. It was suggested that letters be backlit and that different sized letter signage proposal be submitted.

**REFERRED FROM CONFORMING****B. 3780 STATE ST** C-P/SD-2 Zone

Assessor's Parcel Number: 053-300-026  
 Application Number: SGN2011-00096  
 Applicant: Vogue Sign Company  
 Business Name: Bank of the West

(Proposal for a new 21.25 square foot internally illuminated monument sign for Bank of the West. The sign must be located at least 75 feet from all other ground signs. There are four existing wall signs totaling 65.7 square feet. The total proposed signage is 86.95 square feet and the total allowed is 90 square feet. 21.25 square feet of signage is being requested in addition to 65.70 square feet of existing signage.)

Present: Christian Muldoon, Vogue Signs; Mike Drury, Chandler Signs

Final Approval as submitted.

**NEW ITEM****C. 401 SOUTH HOPE AVE** E-3/P-D/SP-4/SD-2 Zone

Assessor's Parcel Number: 051-240-018  
 Application Number: SGN2011-00125  
 Applicant: Dave's Signs  
 Business Name: Hyundai

(Proposal to replace temporary Hyundai signage with permanent. The proposal would replace an 8.8 square foot dimensional letter sign with 24.1 square foot illuminated sign, replace a 12 square foot non-illuminated monument sign with a 9.3 square foot illuminated monument sign, and replace a 5.75 square foot non-illuminated badge sign with an 8.6 square foot illuminated logo. Exceptions are requested for letters to exceed 12 inches, and for the total signage to exceed the allowable square footage.)

**(Project requires exception findings for letter height and total allowable square footage.)**

Present: Chris Compton, Vogue Signs

Final Approval as submitted with the condition that sign A is to be reduced in order to comply with the previous exception (120 sf total signage). Revised drawings are to be submitted prior to issuance of a building permit.