



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE CONSENT CALENDAR MINUTES

**Tuesday, January 22, 2013    David Gebhard Public Meeting Room: 630 Garden Street    2:30 P.M.**

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

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

**STAFF:**                    JAIME LIMÓN, Senior Planner  
   TONY BOUGHMAN, Planning Technician – Present  
   GABRIELA FELICIANO, Commission Secretary

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

---

Representatives present:    Wm. Howard Wittausch and Gary Mosel  
Staff present:                    Tony Boughman  
Recorder:                        Gabriela Feliciano

### GENERAL BUSINESS (2:30):

A.    Public Comments:

None.

B.    Review of the minutes of the Sign Committee meeting of January 7, 2013.

**Motion:**            **Table the January 7, 2013, minutes to the next meeting.**

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

C.    Listing of approved Conforming Signs from January 9 through January 16, 2013.

The Conforming Sign Calendars were reviewed by Bob Cunningham.

January 9, 2013:

1. 3891 State St., Galleria – Final Approval of Review After Final as submitted.

January 16, 2013:

2. 3849 State St., The Winehound – Final Approval with a condition.

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

None.

**NEW ITEM**A. **1085 COAST VILLAGE RD**

C-1/SD-3 Zone

Assessor's Parcel Number: 009-281-003

Application Number: SGN2013-00004

Applicant: DesignARC

Business Name: Coast Village Chevron

(Proposal for minor changes to existing signage for an existing gas station, and additional signage for a new car wash. A new ExtraMile wall sign is proposed with letters up to 13.5 inches, one wall logo sign is to be removed, the existing ground sign is to be partially refaced, and seven new car wash signs are proposed. The existing total square footage for the gas station signage is 51.8 square feet, the total proposed is 121.55 square feet. The linear building frontage is 120 feet. The allowable signage is 90 square feet.)

**(Exceptions are requested for wall sign letters to exceed 12 inches and for total square footage to exceed 90 square feet. Project requires exception findings.)**

Actual time: 2:36 p.m.

**Motion: Final Approval, making the exception findings as outlined below, with conditions:**

1. The ExtraMile wall sign is approved as submitted.
2. The first (blue) car wash informational sign shall be integrated into the ABR-approved hedge along Coast Village Circle. The sign's backside should be painted to blend in with the hedge and not be visible to pedestrians along the street.
3. The car wash menu signs shall be integrated into one panel rather than three separate panels on one post, and the height shall be lowered. This sign shall also be integrated into the hedge and be parallel to the hedge and car wash drive aisle. Its backside shall also be painted to blend in and not be visible from Coast Village Circle. Provide revised plans to Staff.
4. The exceptional/extraordinary circumstance regarding the property that requires taller letter height is the fact that the wall sign is set back 120 feet from the center of Coast Village Road. Regarding the exception for total square footage, many of the car wash signs are not visible from off-site and are required for the safe operation of the business.
5. The granting of the exceptions will not be detrimental to the public welfare or injurious to the properties in the vicinity.
6. The proposed wall sign is in conformance with the purpose and intent of the Sign Ordinance, specifically having the sign over the entry door for wayfinding. The car wash signs provide wayfinding and necessary commercial information.

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