



City of Santa Barbara

Planning Division

SIGN COMMITTEE CONSENT CALENDAR MINUTES

Monday, July 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) – Absent
 LOUISE BOUCHER (HLC)
 WM. HOWARD WITTAUSCH (ABR) (Consent Calendar Representative) – Present

ALTERNATES: GARY MOSEL (ABR)
 CRAIG SHALLANBERGER (HLC)

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

Website: www.SantaBarbaraCA.gov

Representatives present: Wm. Howard Wittausch and Paul Zink (ABR Chair)
Staff present: Tony Boughman
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 July 8, 2013, as submitted.**

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

C. Listing of approved Conforming Signs from **June 26** through **July 17**, 2013.

June 26, 2013:

1. 1910 De La Vina Street, SB Photo – Final Approval as submitted.
2. 3230 State Street, Adobe Pet Hospital – Final Approval as submitted.

July 3, 2013:

3. 1269 Coast Village Road, Allora by Laura – Final Approval as submitted.
4. 2920 De La Vina Street, Van Sande – Final Approval as submitted.
5. 403 E. Montecito Street, Kitchen & Bath Studio – Final Approval as submitted.

July 10, 2013: There were no signs reviewed due to lack of applications.

July 17, 2013:

6. 235 W. Pueblo Street, DASH – Final Approval as submitted.

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

No announcements.

CONTINUED ITEM

A. **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 signage for Graham Chevrolet Cadillac. The new signs are proposed to be 11.5 square feet, 6.5 square feet, 6 square feet, and 10 square feet. An existing 19.5 square foot monument sign will remain, for a total of 53.5 square feet of signage on site. The linear building frontage is 200 feet. The allowable signage is 90 square feet.)

(Project was revised and no longer requires exception findings.)

Present: Richard Graham, Owner, Graham Chevrolet Cadillac
Lovita Wibisono, Applicant, Cernal Andrulaitis

Motion: Final Approved as submitted with the comment that the larger 18 inch Chevrolet "bow tie" logo is approved, along with the 12 inch letters for all wall signs.

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

CONTINUED ITEM

B. **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 square foot vinyl door sign, and six vinyl window signs, 0.30 square feet each. 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, Applicant, P.S. Services Inc.

Motion: Continued indefinitely with comments:

1. Prepare an elevation drawing to scale for the Committee to evaluate the proper size of the wall sign in proportion to the building, and its placement, and to insure its proper installation.
2. Reduce the Hertz letters to 10 inches and reduce the sign panel proportionally. As proposed the sign is too large given its location close to the sidewalk.

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

(Staff comment: The ground sign may not exceed 42 inches in height.)

**** MEETING ADJOURNED AT 3:10 P.M. ****