



# City of Santa Barbara

## Planning Division

### SIGN COMMITTEE CONSENT CALENDAR MINUTES

**Monday, August 19, 2013**      **David Gebhard Public Meeting Room: 630 Garden Street**      **1:45 P.M.**

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**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

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Representatives present:    Bob Cunningham and Natalie Cope  
Staff present:                    Tony Boughman  
Recorder:                        Rosa Rogers O'Reilly

### GENERAL BUSINESS (1:45):

A.    Public Comments:

No public comment.

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

**Motion:**                    **Postpone approval of the minutes of the Sign Committee meeting of July 22, 2013.**

**Action:**                    Cunningham/Cope, 2/0/0. Motion carried.

C.    Listing of approved Conforming Signs from **July 24** through **August 14, 2013**.

The Conforming Sign Calendars were reviewed by Bob Cunningham.

July 24, 2013: There were no signs reviewed due to lack of applications.

July 31, 2013:

1. Coast Reprographics, 516 E. Gutierrez St. – Final Approval as submitted.
2. Santa Barbara Athletic Club, 520 Castillo St. – Final Approval as submitted.

August 7, 2013:

1. Assisted Home Health & Hospice, 302 N. Milpas St. – Final Approval as submitted.

August 14, 2013: There were no signs reviewed due to lack of applications.

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

No announcements.

### CONTINUED ITEM

A. **16 S LA CUMBRE RD**

C-P/SD-2 Zone

Assessor's Parcel Number: 051-021-003  
 Application Number: SGN2013-00104  
 Applicant: Humberto Ovalle, P S Services Inc.  
 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.)

Actual time: 1:50 p.m.

Present: Staff presented the application.

**Motion:** **Final Approval with the condition that only one window sign be installed; six window signs in a row are not necessary.**

**Action:** Cunningham/Cope, 2/0/0. Motion carried.

### NEW ITEM

B. **222 N MILPAS ST**

C-2/C-P Zone

Assessor's Parcel Number: 017-051-002  
 Application Number: SGN2013-00112  
 Applicant: Christian Muldoon  
 Contractor: Vogue Sign Company  
 Business Name: The Fresh Market

(Proposal for signage consisting of a 62.1 square foot wall sign with 24 inch letters, two 19.8 square foot wall signs mounted in arched entries, new lettering mounted on an existing 24.48 square foot ground sign at Milpas Street, and a new 52.23 square foot, 7 foot-10 inch tall ground sign at Montecito Street. Also proposed is a temporary 47.8 square foot ground sign. Exceptions are requested to exceed the total allowable, for letter height to exceed 12 inches, and for the proposed ground sign to exceed six feet. This building has two new tenant spaces which will have signage under future applications. A total of 129.86 square feet of signage is being requested. The linear building frontage is 110 feet. The allowable signage is 90 square feet.)

**(Concept Review, comments only. Exception findings are required.)**

Actual time: 2:00 p.m.

Present: Christian Muldoon, Vogue Signs  
Keith Weik, The Fresh Market

**Motion: Final Approval of temporary signs with conditions**

1. Temporary signs as proposed in Option 2, single-sided, parallel to Montecito and Milpas Streets, respectively.
2. Temporary signs shall be removed upon installation of permanent signage.

Action: Cunningham/Cope, 2/0/0. Motion carried.

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

1. There is support for larger than 12 inch letters for the large wall sign because of the size of the store and the setback distance from the streets. As proposed the sign is too large. Provide alternate proposals with letters approximately 18 inches tall.
2. The lettering on the two arched signs should be smaller within the green field to allow more background area.
3. There is no support for the overheight ground sign on Montecito Street. Restudy the placement, change the existing site wall, or incorporate the sign into the existing site wall. The general design of the sign is acceptable, but its height may not exceed six feet.
4. Refacing the existing ground sign on Milpas Street is acceptable as proposed.
5. There may be support to exceed the total allowable square footage of signage. Provide revised sign statistics as signs are revised.
6. Submit a revised exception request letter.

Action: Cunningham/Cope, 2/0/0. Motion carried.

**NEW ITEM**

**C. 700 SHORELINE DR**

P-R/SD-3 Zone

Assessor's Parcel Number: 033-120-020

Application Number: SGN2013-00114

Applicant: Santa Barbara City College

(Proposal to replace the scoreboard for SBCC La Playa Field. The new scoreboard would use an electronic display screen and the structure includes signage above and below the display, and on the reverse side of the scoreboard. The freestanding structure is proposed to be 28 feet tall and 18 feet 8 inches wide. Exceptions are requested to exceed the allowable square footage of signage, for letter height exceeding 12 inches, and for off-premises signage for Union Bank. A total of 279.7 square feet of new signage is being requested. The allowable signage is 90 square feet.)

**(Comments Only: Concept Review with comments to be provided to the ABR. Project requires ABR review and exception findings.)**

**Postponed two weeks at the applicant's request.**

**\*\* MEETING ADJOURNED AT 2:37 P.M. \*\***