



City of Santa Barbara

Planning Division

SIGN COMMITTEE

CONSENT CALENDAR MINUTES

Monday, January 23 , 2012 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)
 DAWN SHERRY (ABR) (Consent Calendar Representative)
 KEITH RIVERA (ABR) (Consent Calendar Alternate)

CITY COUNCIL LIAISON: RANDY ROWSE

STAFF: JAIME LIMÓN, Senior Planner
 TONY BOUGHMAN, Planning Technician
 GLORIA SHAFER, Commission Secretary

Website: www.SantaBarbaraCa.gov

GENERAL BUSINESS (2:30):

Representatives present: Cunningham, Sherry and Paul Zink (ABR representative)
Staff present: Boughman

- A. Public Comments: None.
- B. Approval of the minutes of the Sign Committee meeting of January 9, 2012.

 Motion: Approve the minutes of January 9, 2012 as submitted.
 Action: Zink, Sherry, 1/0/1. Motion carried. (Zink abstained)
- C. Listing of approved Conforming Signs from January 10, 2012 through January 17, 2012. None.
- D. Announcements, requests by applicants for continuances and withdrawals, and future agenda items. None.

NEW ITEM

A. **350 HITCHCOCK WAY** E-3/PD/SD-2 Zone

Assessor's Parcel Number: 051-240-003
Application Number: SGN2012-00004
Applicant: CB&G Signs
Business Name: Lexus of Santa Barbara
Architect: Marca-Tects

(Proposal for new signage for new business consisting of three new illuminated wall signs (43.15, 11.52 and 3.83 square feet), one 48 square foot ground sign and two 10 square foot directional ground signs for Lexus of Santa Barbara. An exception is requested for the total square footage of signage to exceed the maximum allowed. Being requested is 116.50 square feet of signage is being requested. The linear building frontage is 150.00 feet. The allowable signage is 90.00 square feet.)

(Concept review; comments only. Exception requested for total allowable square footage of signage. Exception findings are required.)

Motion: Continued two weeks to Consent Calendar with the following comments: Reduce the square footage to below the allowable or make an application requesting an exception. An exception may be supportable if it is demonstrated that the large ground sign is consistent with ground signs for other nearby auto dealerships. Two way-finding parking signs are redundant. Study placement of way-finding signs and show that the sign in the planter fits within the planter's width.

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

NEW ITEM

B. 130 N CALLE CESAR CHAVEZ

M-1 Zone

Assessor's Parcel Number: 017-030-005
 Application Number: SGN2012-00006
 Applicant: Benton Signs

(Concept review for a 41 square foot monument directory-sign for multiple buildings and businesses at 130 N. Calle Cesar Chavez. Comments are requested regarding exception requests for a directory sign to exceed 10 square feet and for the sign to be taller than 6 feet. Being requested is 41.00 square feet of signage. The linear building frontage is 200.00 feet. The allowable signage is 65.00 square feet.)

(Concept Review; comments only. Exceptions are requested for square footage and height of sign. Exception findings are required.)

Motion: Continued two weeks to Consent Calendar with the following comments: Reduce the height to six feet. Provide information for all signage on the property. An exception is supportable for the square footage of the directory sign.

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