

**CITY OF CARPINTERIA
ARCHITECTURAL REVIEW BOARD
Meeting of May 28, 2009**

Agenda Item #1

**COMMUNITY DEVELOPMENT DEPARTMENT
PROJECT REVIEW**

Project: 08-1482-ARB/SIGN **Planner:** Shanna R. Farley
Address: 873 Linden Avenue
APN: 003-262-021
Zoning: Central Business (CB)
Applicant: Mark Steinecker, for Island Outfitters

Project Review: Conceptual
 Preliminary/Final

PROJECT DESCRIPTION

This is a continued review of a request for an additional tenant sign for Island Outfitters and a Planned Sign Program for the subject multi-tenant building to allow the requested sign type to be permitted. The proposed new sign would be a wall-mounted double-sided projecting sign, hung off the building wall, adjacent to Island Outfitter's storefront window. The revised sign face would be constructed of ¾ inch thick double-sided sandblasted wood with painted letters and imagery hung from a wrought iron scroll bracket and metal chain. This new sign would be in addition to Island Outfitter's existing hanging sign, which is located under the arched walkway closest to the storefront entrance. The revised sign has been reduced in size from 24 inches high by 36 inches wide to 20 inches high by 32 inches wide since the last Architectural Review Board meeting of April 16, 2009. The Proposed Sign Program would allow all of the existing signage on the site to remain and would allow one new projecting sign for the tenant space addresses 873 Linden Avenue. No additional signs would be included in the Sign Program for the tenants of 877, 887, and 897 Linden Avenue.

Island Outfitters is located in the Ngo Building and is addressed as 873 Linden Avenue.

Plans are attached as Exhibit A. The Proposed Sign Program is attached as Exhibit B.

PROJECT SETTING

The project is located in the Downtown "T" along Linden Avenue, which is considered the City's downtown core. The subject building and surrounding buildings are characterized as having a mix of retail, restaurant and other types of commercial uses. Many of the buildings are oriented to the wide sidewalks and feature large storefront windows, covered arcades and similar amenities relating to pedestrians. The subject property is zoned Central Business (CB) and has a land use designation of Visitor Serving Commercial (VC).

Files documenting the existing Sign Program and Permits could not be located. Based on the site inspection, each tenant has one painted wood sign, hanging in the arcade in front of the business. These four tenant signs hang parallel to Linden Avenue. Reynaldo's Bakery the tenant at the corner of Linden Avenue and Ninth Street also has a painted wood sign attached to the wall of the building facing Ninth Street. Although the Sign Program does not currently include a description of the wall sign for Reynaldo's Bakery, the applicant shall modify the Program to include this existing sign as part of the Sign Program. A Sign Program has been submitted to include the existing signage on the site as well as the proposed new projecting sign for 873 Linden Avenue. Existing window signage is not included in the Sign Program as it is allowed pursuant to Municipal Code 15.58.030 "Signs not Requiring Permits".

PROJECT HISTORY

The project was initially reviewed by the Architectural Review Board on April 16, 2009. The Board made the following recommendations and comments:

Board members Johnson, Reginato and Araluce were not in favor of seeing additional signs on the building given the existing signs and architectural detailing. Several thought the existing signs could be given a little more "punch" to be a little more visible. Boardmember Nomura thought the building could support the blade sign(s), but felt the size as proposed was too large. He suggested a sign 2/3 or 3/4 the size as shown. He also would like the sign to be constructed of wood with raised or routed graphics. Overall the Board wanted to review a Planned Sign Program, given the fact that additional blade signs may be requested in the future.

Based on the Boards comments, the applicant has reduced the size of the sign from 6 square feet to approximately 4.4 square feet. The sign materials were also modified from vinyl printed MDO board to a sandblasted and painted wood sign. The text would be raised lettering, as suggested by the Board. Staff feels that the applicant has made adequate changes to the sign to be more in keeping with the recommendations of the Board.

PROJECT ANALYSIS

Carpinteria Municipal Code

14.58.100 Planned sign program regulations. *The purpose of the planned sign program is to ensure comprehensively designed signage for certain commercial and industrial uses, and to provide for additional review by the architectural review board.*

1. *The following must be reviewed under a planned sign program:*
 - a. *Three or more (multitenant) uses which share either the same lot or the same building and which use common access and parking facilities.*

2. *The following signs are allowed in a planned sign program:*
 - a. *Ground (monument) signs, not to exceed eighty square feet or eight feet in height, located in a landscaped area twice or more than the square footage of the sign. Ground signs for multitenant uses may not list individual tenants, only the name of the center or complex;*
 - b. *Directory signs not exceeding an area of two square feet for each business;*
 - c. *Projecting signs;*
 - d. *Wall signs not exceeding eighty square feet;*
 - e. *Freeways signs as specified in Section 14.58.070(4);*
 - f. *Any other sign types approved by the architectural review board.*

3. *Standards. All planned sign program applications shall be subject to the architectural review board standards.*

The proposed Sign Program would allow Island Outfitters to install one wall mounted projecting sign, near the front entrance of their business along Linden Avenue, in addition to an existing hanging sign. The modification to the Sign Program would not allow the three other neighboring any additional signage except those signs already existing. The proposed Sign Program meets the minimum standards outlined in the Municipal Code regarding Sign Programs. The Sign Program is attached as Exhibit B.

Design Standards

CD-7b. *Buildings should be designed to incorporate signs that conform to the City's sign ordinance. Signs should be integrated with building architecture and adequately identify businesses. Freestanding monument signs are discouraged.*

CDS2A-b. *Ensure that intensified land uses within the subarea support a lively place to visit, live, work and shop, and that the scale and character of the District remain consistent with the city's "small beach town" image.*

CDS2A-c. *Enhance the pedestrian character of the District's streets, plazas, paseos, parks and lanes.*

While the sign appears to be at pedestrian scale, staff is concerned with the overall coordination of other tenant signs in the future. **Staff is requesting that the Architectural Review Board consider the Sign Program as a whole and make recommendations for this and future applications for signs on the property.**

RECOMMENDATION

The Board should comment on the issues raised above. If the Board feels the proposed sign and Sign Program meet acceptable design criteria, the Board should recommend approval of the project to the Community Development Director.

ATTACHMENTS

- Exhibit A- Proposed Sign Plans, and Details
- Exhibit B – Proposed Sign Program
- Exhibit C – Existing Sign Photographs

Exhibit A

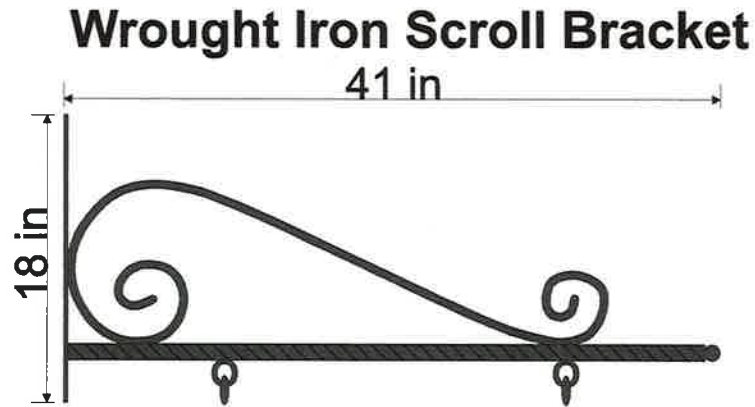
Proposed Sign Plans and Details

Proposed Blade Sign

RECEIVED

MAY 19 2009

COMMUNITY DEVELOPMENT
DEPARTMENT



Bracket (Side View)



Installation: Sign will hang from Wrought Iron Scroll Bracket by metal chain. Bracket will be bolted to wall face.

SIGN-A-RAMA
WHERE THE WORLD GOES FOR SIGNS

5959 HOLLISTER AVE., SUITE B
GOLETA, CA 93117

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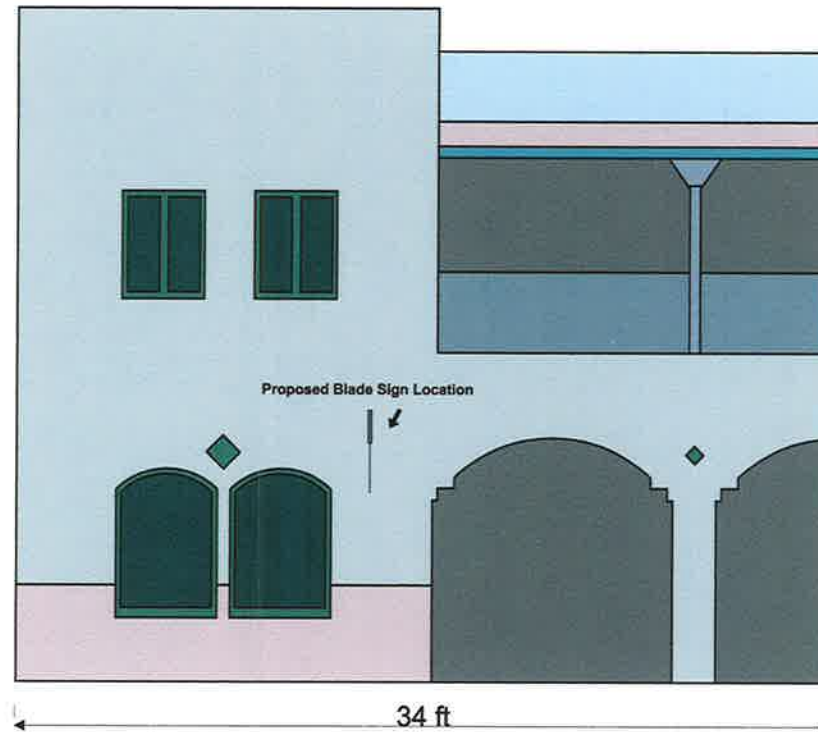
Business: Island Outfitters
Address: 873 Linden Ave.

Material: ~~1/2" thick MDO with digital print.~~ Double Sided, with identical faces.

Square Footage: 4.4 sq ft
Drawing Scale: 1" = 1'

3/4" SAND BLASTED SIGN

Building and Sign Elevation



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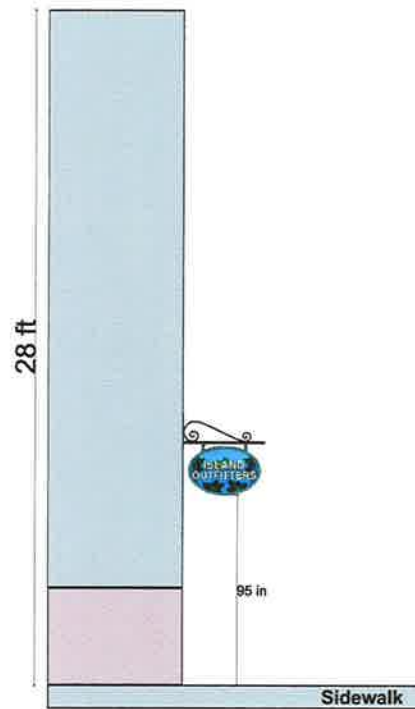
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Business: Island Outfitters
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Drawing Scale: 1/8" = 1'

Building and Sign Elevation (Side View)



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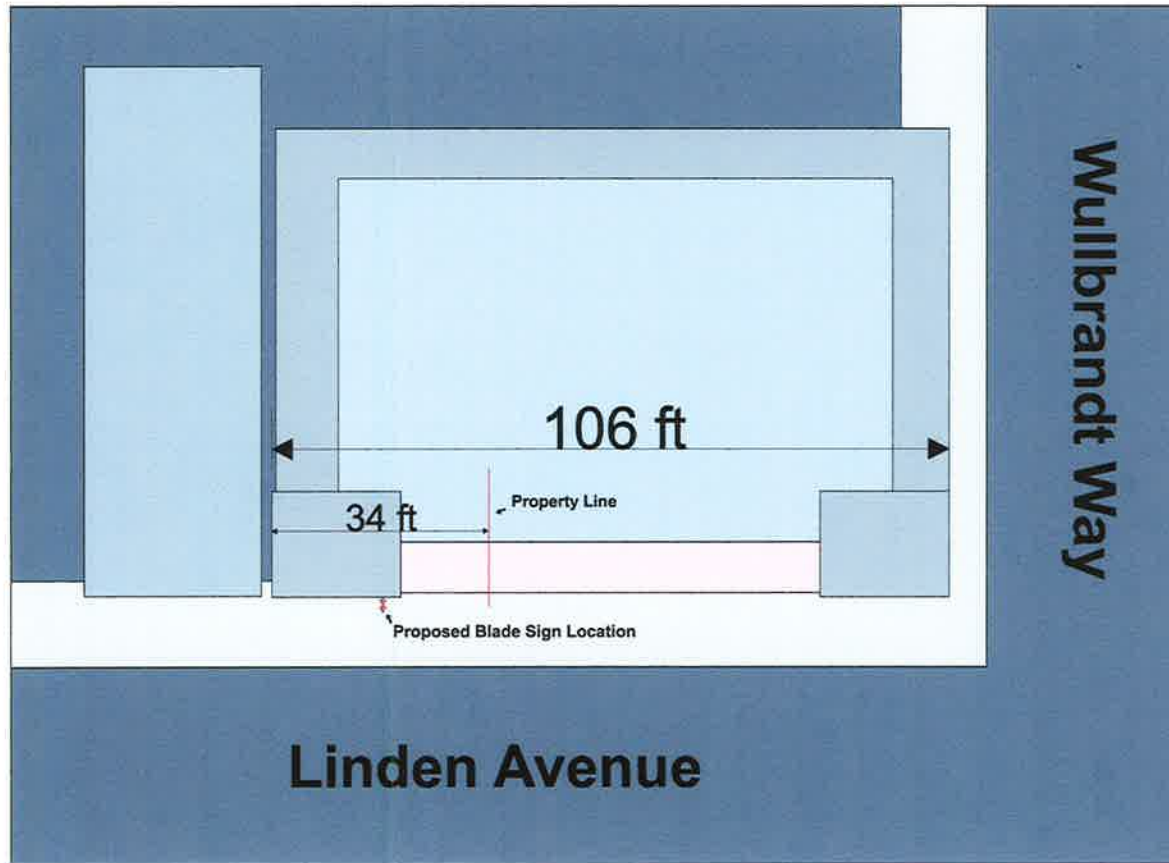
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Drawing Scale: 1/8" = 1'

Site Plan



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Business: Island Outfitters
Address: 873 Linden Ave.

Drawing Scale: 1" = 30'

Exhibit B

Proposed Sign Program