



- The sign along Carpinteria Avenue to be a similar version without the trellis, heavy base and Casitas Plaza name. The height could be about four feet, respecting sight lines into the parking lot; and
- The freeway sign could not be recommended for approval. The applicant was directed to return with an in progress review of with the introduction of an architectural element (engaged tower) complimentary to the existing architecture. The purpose would be to dress up the backside like the building and provide a location on the building to place signs. The most likely location for such an element would be the north east corner of the building parallel with the Highway. Landscaping along the backside of the buildings would also be welcomed.

**VOTE** 4-0

**OTHER BUSINESS:** None

**CONSENT CALENDAR:**

- Action Minutes of the Architectural Review Board meeting held October 14, 2010.

**ACTION:** Motion by Boardmember Reginato, seconded by Boardmember Johnson to approve Action Minutes of October 14<sup>th</sup> as presented.

**VOTE:** 4-0

**MATTERS REFERRED BY THE PLANNING COMMISSION/CITY COUNCIL –** None

**MATTERS PRESENTED BY STAFF**

Several options for replacement trees along Linden Avenue were presented. The Board was generally in agreement that the Goldenraintree, Fountain Palm, and in a few locations the Chinese Pastiche were good choices for Linden Avenue.

**ADJOURNMENT**

Chair Araluce adjourned the meeting at 6:40 p.m. to the next regularly scheduled meeting to be held at 5:30 pm on Thursday, November 18, 2010 in City Council Chambers. All Boardmembers indicated they would be in attendance.

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Secretary, Architectural Review Board

**ATTEST:**

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Chair, Architectural Review Board

## ACTION MINUTES

The meeting was called to order at 5:30 p.m. by William Araluce, Chair.

### **ROLL CALL**

**Boardmembers present:** Scott Ellinwood  
Wade Nomura  
Richard Johnson  
William Araluce  
Jim Reginato

**Boardmembers absent:** None

**OTHERS PRESENT:** Two interested persons were present.

**PRESENTATIONS BY CITIZENS –** None

### **PROJECT REVIEW**

- 1) Applicant: Al Winsor, for Crushcakes / Shannon Noormand Planner: Shanna Farley  
Project Number: 10-1568-ARB/SIGN  
Project Location: 4945 Carpinteria Avenue  
Zoning: Central Business (CB)

Hearing on the request of Al Winsor, for Crushcakes to consider preliminary/final review of a request for a tenant signage for Crushcakes Bakery and Café and a modification to the existing Planned Sign Program for the subject multi-tenant building to allow the requested sign types to be permitted. The project also includes minor exterior modifications to the façade of the tenant space. Proposed signage includes painted raised letters applied to the sides of the existing steel awning, a three dimensional steel cupcake sculpture placed atop the awning, a painted wood sign affixed to the front wall, a painted wood sign mural bolted to the side alley wall, and a sign near the rear entry comprised of painted raised letters. The main body of the building would be painted. This application shall serve to modify the existing Sign Program. The project also includes repainting the exterior façade of the building, a new rear entrance awning, a new electrical cabinet, new steel and glass rear doors, new wood fences, a new trash enclosure and a new pergola structure near the rear entrance.

### **DISCUSSION:**

Al Winsor, agent for Crushcakes explained a variety changes that would be made to the project including changing the rear door from two doors to one, removing the rear awning, and removing the pergola structure. He explained that the cupcake sculpture remained a simple concept until they decide on an artist and a specific design; he explained that the rendering was meant to show the general idea behind the sculpture and was not meant to show the exact details and colors.

The Board commented on a variety of the elements included in the proposal. The Board generally agreed that the cupcake sculpture could be supported but they wanted to see a more formal plan, including colors and materials before they would recommend approval. The agent said that the applicant was considering a hammered metal, possibly with no color, as a potential design. The Board felt that the sculpture should be sophisticated and less whimsical and an all metal design might be appropriate.

The Board suggested that the mural sign be relocated towards the rear of the property or redesigned to

be less “wordy” and busy. The Board agreed that the sign might be better located along the rear entrance and that a logo sign be placed in its place on Yucca Lane. Boardmember Araluce noted that the mural may not work in the alley as it competes with the larger mural on the frontage. The Board suggested that the applicant consider raised cut-out letters or a more vertically oriented sign on the Yucca Lane frontage instead of the mural. The Board also suggested that the applicant consider repeating the sculpture imagery on Yucca Lane, if appropriate. The Board agreed that some sort of lighting would be appropriate, depending on the final configuration of the signs. Boardmember Reginato suggested that any lighting be low wattage and downward facing to avoid impacts to neighboring residential uses.

The Board felt that the signage along the Carpinteria Avenue frontage could be approved and suggested that the applicant might move the painted wood sign to the left of the entrance to be more visible to vehicular traffic. The Board agreed that the applicant might consider additional or different lighting on Carpinteria Avenue. Boardmember Nomura suggested that the frontage may need more lighting.

The Board felt that the changes discussed at the start of the meeting by the applicant to the rear of the building should be reconsidered if the rear entrance is to be used as a primary entrance to the restaurant. The Board felt that potted plants or an arbor would soften the severity of the rear area and make it more inviting to customers. The Board suggested that the mural sign could be relocated to the rear entrance to give it more emphasis as an entrance. The Board also suggested the applicant lower the wall along Yucca Lane, by two to four courses, to open up the rear patio. Boardmember Johnson suggested that the applicant consider design elements that would make the patio space more human scale and appear more like a gathering space than a service entry, also suggesting patio furniture and umbrellas.

The Board generally appreciated the color changes to the building and liked that the colors would serve to contrast with the bulk of the building. The Board suggested that the colors be toned down or softened. Boardmember Ellinwood noted that red color could be used to highlight the window and door frames as well. The Board requested that the applicant provide new, more subtle colors with the next review of the project.

In addition and separate from this application, the Board suggested that the applicant work with the City Public Works Department to remove a “No Parking” sign along Yucca Lane that appears in disrepair and to install a bike rack along the Carpinteria Avenue frontage.

**ACTION:** Motion by Boardmember Nomura, seconded by Boardmember Ellinwood, to continue the review to the December 16, 2010 hearing of the Architectural Review Board to consider the discussed modifications.

**VOTE** 5-0

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**OTHER BUSINESS:** None

**CONSENT CALENDAR:**

- Action Minutes of the Architectural Review Board meeting held October 28, 2010.

**ACTION:** Motion by Boardmember Johnson, seconded by Boardmember Reginato to approve Action Minutes of October 28<sup>th</sup> with additional text describing the elimination of the freeway facing sign and the introduction of an architectural element (engaged tower) complimentary to the existing architecture to dress up the backside like the building. The most likely location would be the north east corner of the building parallel with the Highway. Landscaping along the backside of the buildings would also be welcomed.

**VOTE:** 4-0 (Nomura Abstain)

**MATTERS REFERRED BY THE PLANNING COMMISSION/CITY COUNCIL – None**

**MATTERS PRESENTED BY STAFF – None**

**ADJOURNMENT**

Chair Araluce adjourned the meeting at 6:20 p.m. to the next regularly scheduled meeting to be held at 5:30 pm on Thursday, December 16, 2010 in City Council Chambers. All Boardmembers indicated they would be in attendance.

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Secretary, Architectural Review Board

**ATTEST:**

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Chair, Architectural Review Board