

**CITY OF CARPINTERIA
ARCHITECTURAL REVIEW BOARD
Meeting of April 16, 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, Sign-a-Rama for Island Outfitters

Project Review: Conceptual
 Preliminary/Final

PROJECT DESCRIPTION

This is the preliminary/final review of a request for an additional tenant sign for Island Outfitters and a modification to the existing 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 windows. The sign face would be printed vinyl affixed to a ½ inch thick MDO board and 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.

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

Plans are attached as Exhibit A.

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 could not be located. Based on the site inspection, each tenant has one carved and painted wood sign, hanging below 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. The existing signage is to be observed as the existing Sign Program for the building. Modifications of this existing program are being considered as a Modification of the Existing Sign Program through this application.

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 modifications to the existing 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 allow the three other neighboring tenants to install similar projecting signs near their business entrances as well. The existing Sign Program installed on the building does not include any projecting signs. Images of the existing Sign Program are included as Exhibit B. **Staff requests that the Board consider a maximum allowed signage for this property, with the expectation that the other tenants may request similar signs in the future.**

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. The scroll bracket in wrought iron may not be compatible with the colors, materials and style of the main building.

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. Staff is concerned with the look and construction of the printed vinyl sign affixed to MDO Board, as compared to the other wood signs on site. Staff has provided examples of more appropriate sign examples as Exhibit C. Staff would prefer to see the sign(s) constructed of wood similar to existing hanging signs used on the site. Staff would also like the Board's Action to consider other locations for projecting signs for the other tenants.

RECOMMENDATION

The Board should comment on the issues raised above. If the Board feels the proposed signs with or without modifications, meet acceptable design criteria, the Board should recommend approval of the project to the Community Development Director.

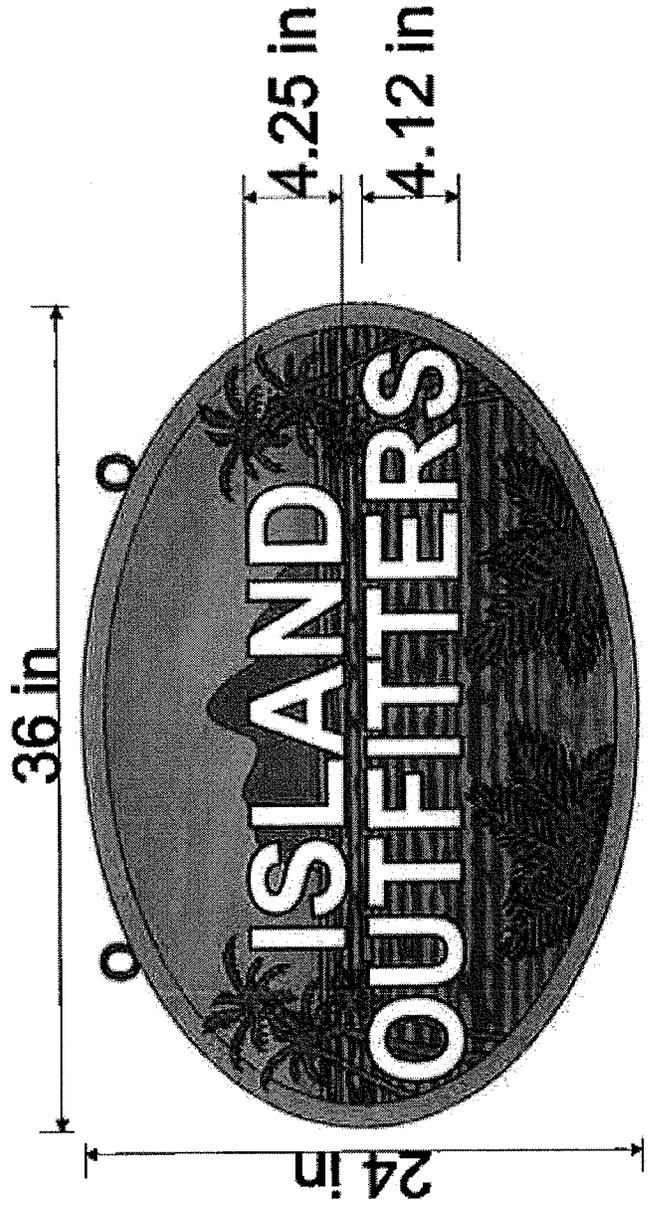
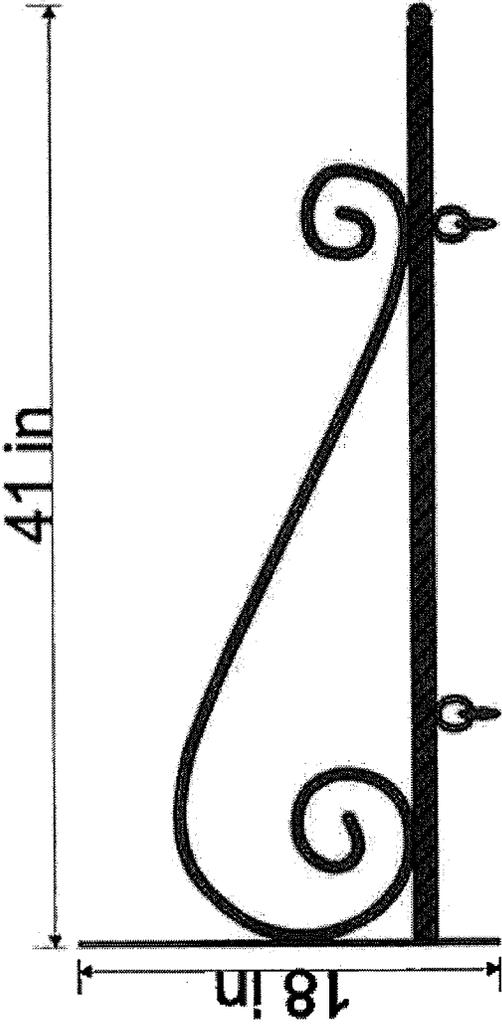
ATTACHMENTS

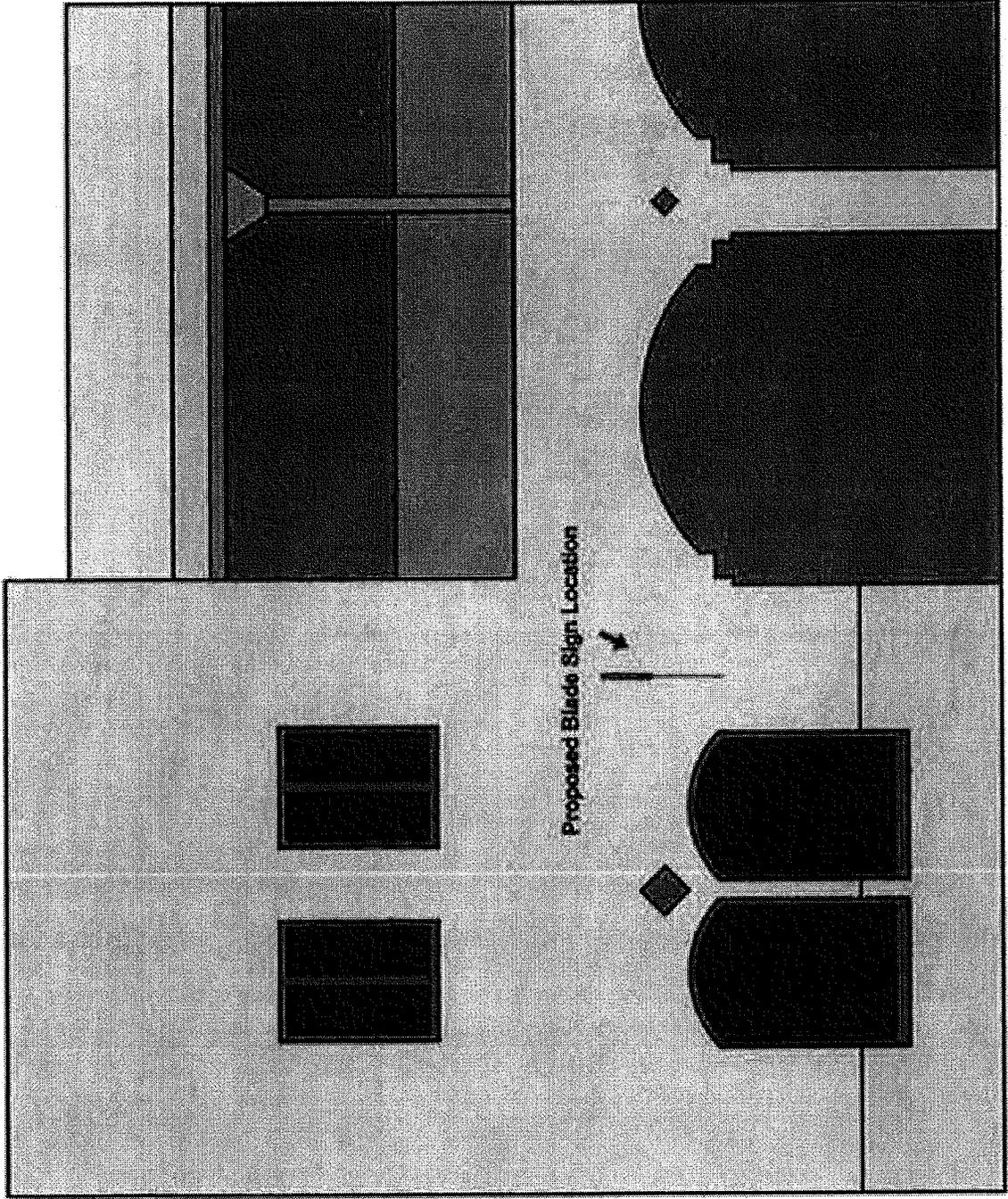
Exhibit A- Proposed Sign Plans, and Details
Exhibit B – Existing Sign Program
Exhibit C – Projecting Wood Sign Examples

Exhibit A

Proposed Sign Plans and Details

Wrought Iron Scroll Bracket





Proposed Blade Sign Location

34 ft

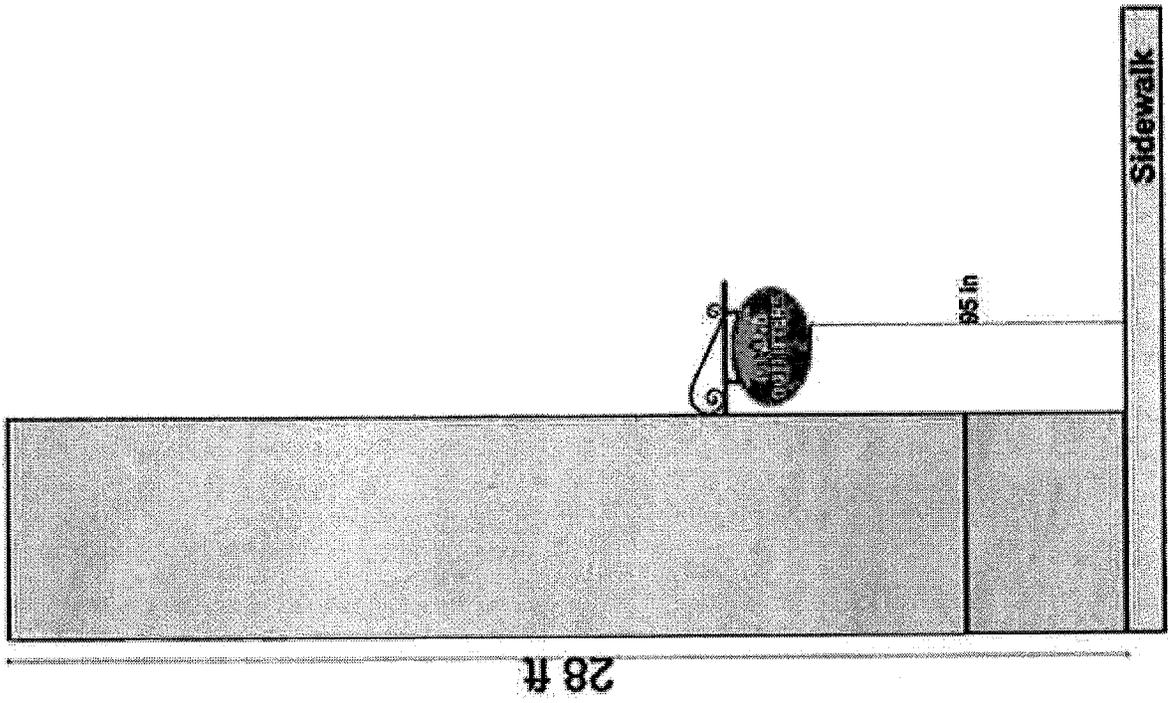
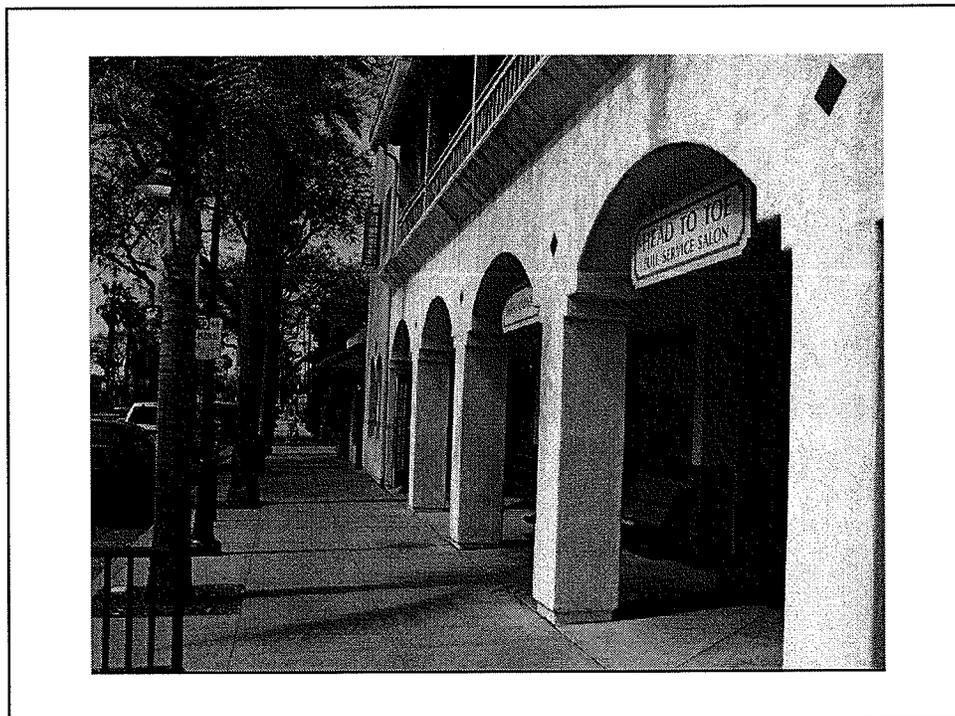
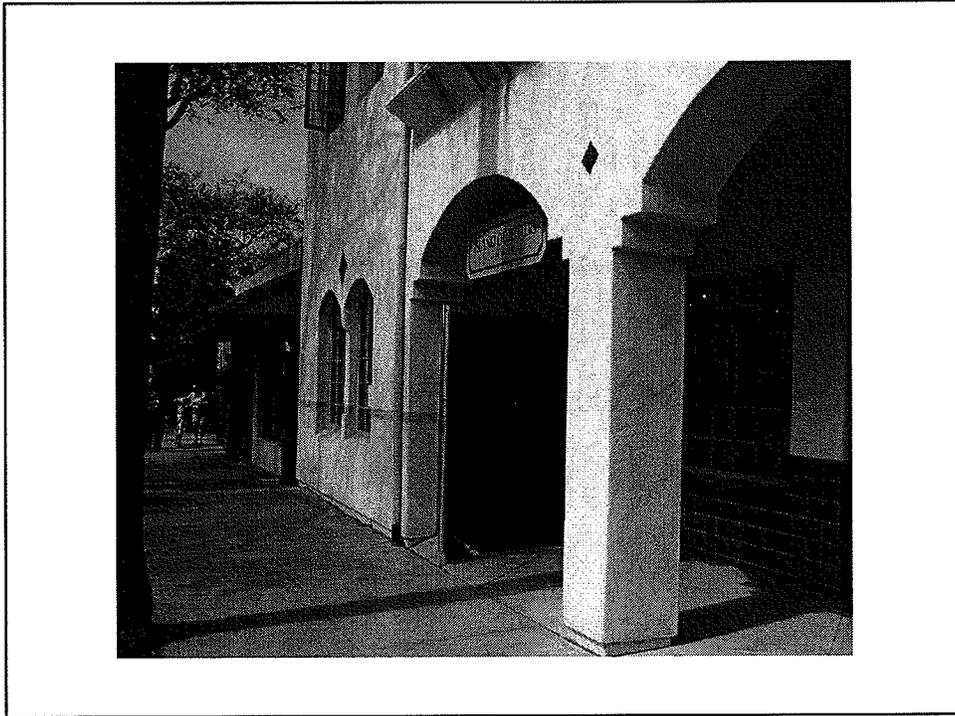
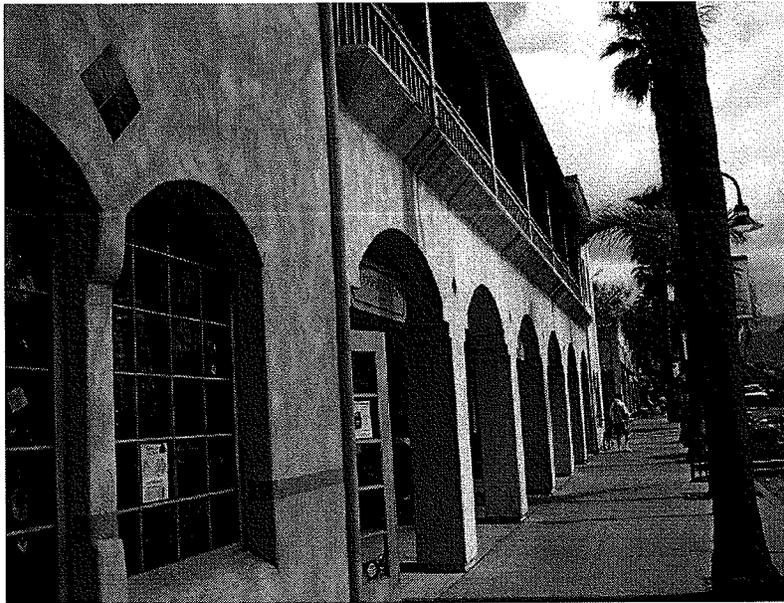
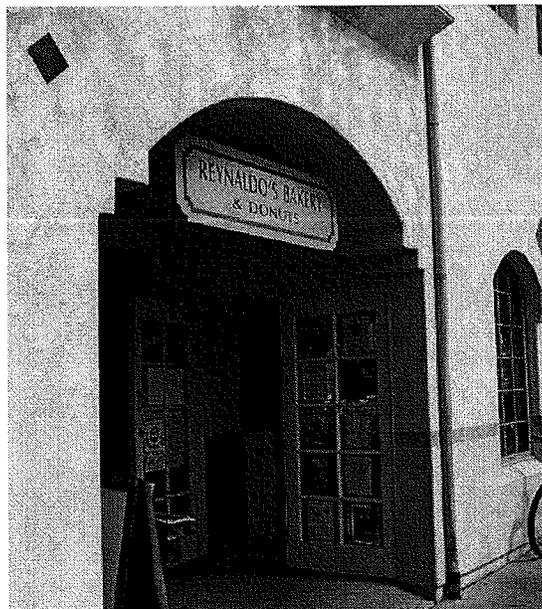
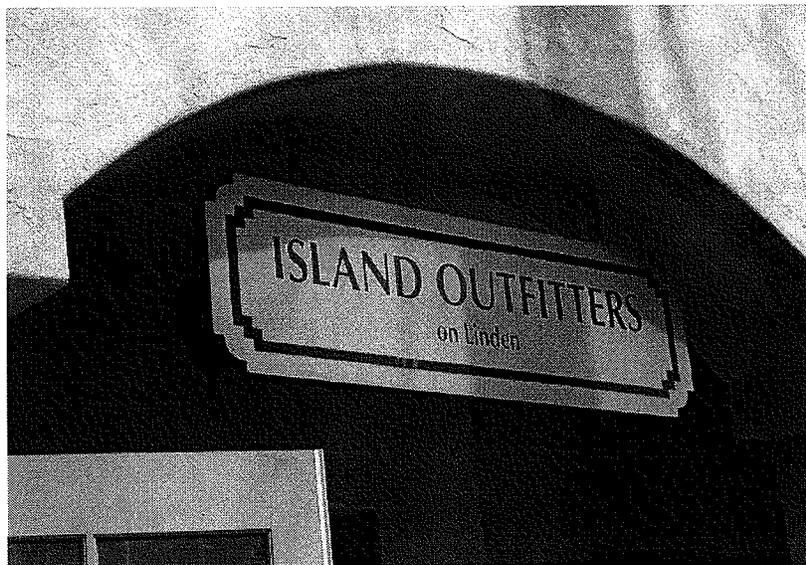


Exhibit B

Existing Sign Program







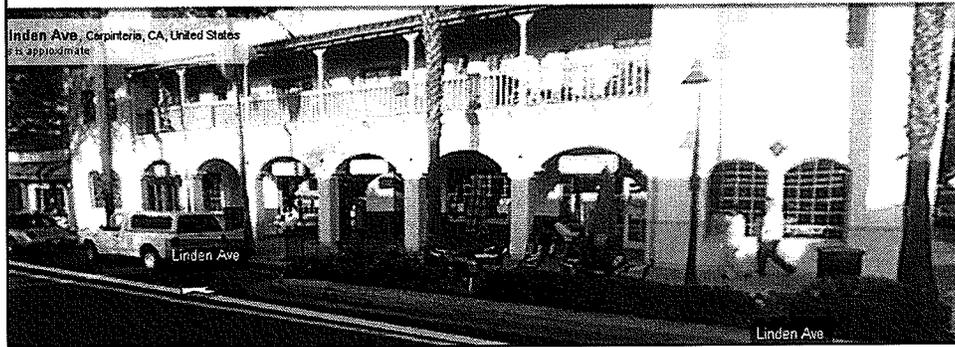
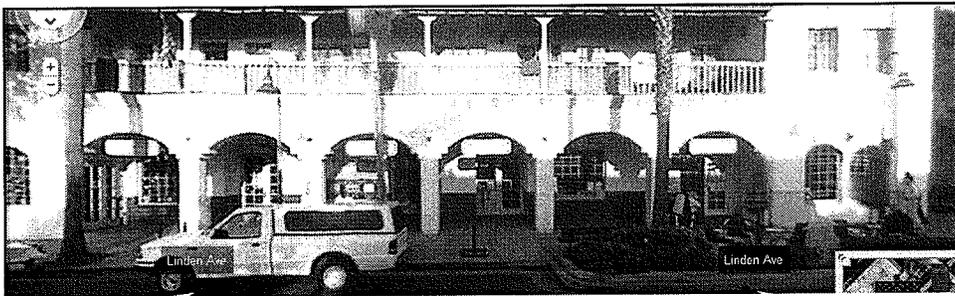
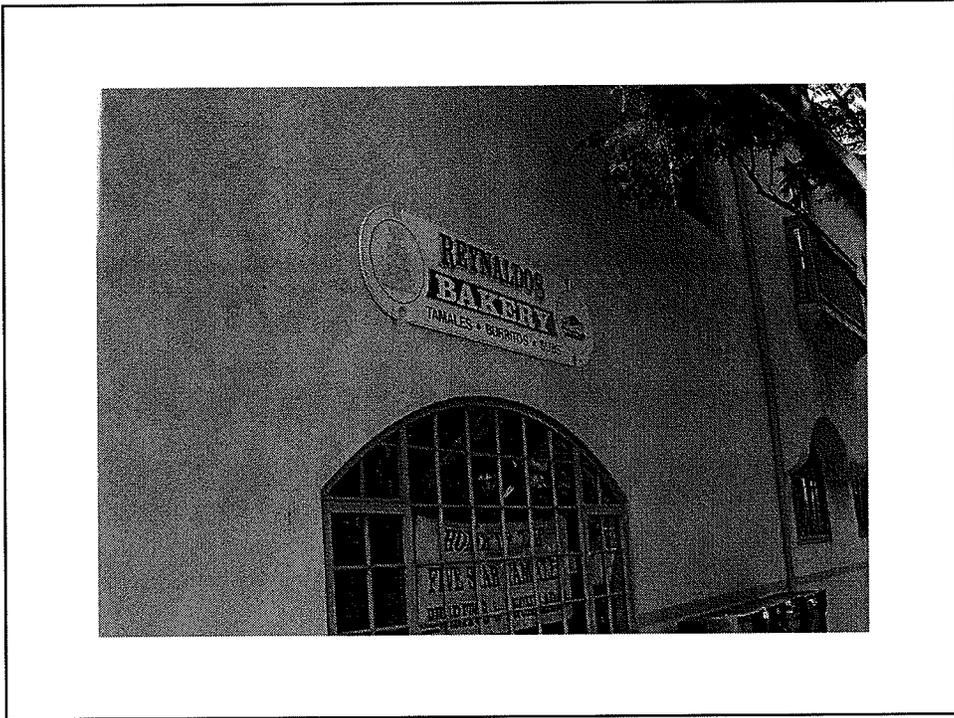


Exhibit C

Projecting Wood Sign Examples

