

RESOLUTION NO. 04-001

(Architectural Review Board Series)

A RESOLUTION OF THE ARCHITECTURAL REVIEW BOARD  
OF THE CITY OF SANTA MONICA ESTABLISHING GUIDELINES FOR STAFF  
REVIEW AND APPROVAL OF SIGNAGE

WHEREAS, Santa Monica Municipal Code (SMMC) Section 9.52.110 states that "the Secretary of the Architectural Review Board or his or her designee is empowered to review and approve those signs that conform to the requirements of this ordinance and to written guidelines established by the Architectural Review Board and approved by the Planning Commission"; and

WHEREAS, on July 19, 2004, the Architectural Review Board reviewed and carefully considered policy guidelines for implementation of SMMC Section 9.52.110 which are incorporated herein; and

WHEREAS, on August 18, 2004, the Planning Commission reviewed and approved this proposed resolution,

NOW, THEREFORE, THE ARCHITECTURAL REVIEW BOARD OF THE CITY OF SANTA MONICA DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. The Architectural Review Board has reviewed and considered the parameters established by SMMC Section 9.52.110 prior to adopting the standards contained herein.

SECTION 2. The Architectural Review Board hereby establishes, that the Associate Planner assigned by the Director of Planning and Community Development as Secretary of the Board, or his or her designee, may staff-approve conforming signage subject to Santa Monica Municipal Code Section 9.52.080, if the signage falls within one or more of the following categories:

- 1) Sign applications which comply with a sign program which has been approved by the Architectural Review Board or Planning Commission in conjunction with the design review of the building to which the sign is affixed.
- 2) Sign applications for a change to the face of a sign which do not involve alteration to the frame, additional or altered illumination, or physical relocation of the sign.
- 3) Channel letter signage with no visible raceway for which the cap height does not exceed 18", which is aligned over the store entrance in a symmetrical manner, or is placed on the building façade so as to be fully integrated with the building design, through such methods as centering or alignment with major openings or other building design features. Signage shall be consistent with the subject building's design and any other

signage on the existing building (including consistency with the letter height of existing signage on the building).

- 4) Painted signage which does not exceed 25 square feet in total signage, does not contain letters of more than 18" in height, and which is tasteful and is consistent with the subject building's design and any other signage on the existing building (including consistency with the letter height of existing signage on the building).
- 5) Minor Modifications to existing sign programs limited to changes in specified colors, font types, and lighting, and reductions in size, provided such changes are consistent with the intent and design of the original sign program.
- 6) Permanent window signage (excluding can signs) which does not exceed 20% of the total window area, does not obstruct pedestrian-level views into the interior of the building, does not contain letters higher than 12", and is consistent with the subject building's design and any other signage on the building.
- 7) Awning signage on new or existing awnings provided the awning is not backlit, the total amount of signage does not exceed 25 square feet, and the cap height does not exceed 10".

- 8) Cabinet signage used in conjunction with and secondary to other signage approved by staff pursuant to this resolution. This cabinet signage may include lettering or an image, such as a business logo.
- 9) Signage which does not exceed 25 square feet (per sign) and does not contain letters exceeding 18" in height, unless approval of such signage would be inconsistent with other provisions of this Section.

SECTION 4. Whenever existing signage is removed as part of any approval granted pursuant to this Resolution, the existing facade shall be patched and repaired in a manner consistent with the adjacent, undamaged finish surface.

SECTION 5. The Secretary to the Architectural Review Board shall certify to the adoption of this Resolution, and thenceforth and thereafter the same shall be in full force and effect.