Draft El Pueblo Viejo Sign Bracket Standards

Introduction: These standards are created to establish consistent directions for the fabrication and installation of sign brackets throughout El Pueblo Viejo. Photographic references are included in the attachments to guide applicants.

1. Scrolls and Crosspiece Design

   A. Solid stock is required.

   B. Scrolls with round or square stock shall be at least 3/8 of an inch thick and ribbon scrolls should be at least 1/4 inch thick and 1 inch wide (see Attachment 3). Tube steel is not allowed in El Pueblo Viejo Landmark District.

   C. The ends of the crosspiece shall have a finial or decorative element.

2. Support Chains

   A. Chains shall be at least 3/16 of an inch thick and should be painted matte black (see Attachment 2).

3. Back Plates

   A. Back plates shall be sized in proportion to the crosspiece, and shall be of a sufficient weight to support the projection of the crosspiece. The minimum back plate thickness is 1/4 inch for smaller signs. The minimum back plate width shall be 2 1/2 inches.

   B. Back plates shall have decorative elements (see Attachment 1) and not be simply rectangular.

   C. Off-the-shelf back plates that do not meet the City’s minimum design standards are potentially approvable if modified by changing the scroll or back plate designs (see Attachment 4) to have acceptable dimensions, decorative features, and architectural details consistent with El Pueblo Viejo Guidelines.

4. Color of Bracket Materials

   A. All wrought iron and bracket support materials shall be painted *matte* black.

Exceptions

Exceptions to these standards may be requested. Refer to section 22.70.070 of the Santa Barbara Municipal Code.
BRACKET BACK PLATE DETAILS

ATTACHMENT 1
Not only are these chains unacceptable aesthetically, they also are not secure and safe. The Committee has been requiring chain of at least 3/16" thickness and painted matte black.
POOR EXAMPLES OF BRACKETS

SIMPLE WITH NO DETAIL

OFF THE SHELF
SCROLL IS LESS THAN 1/8"
NO BACKPLATE DETAIL

POOR ATTEMPT TO COMPLY
BY JUST ADDING A SCROLL
NO END DETAIL

BRACKETS WITH LESS THAN 1/8" THICK SCROLLS

ATTACHMENT 3
Although this sign bracket represents the design and material qualities that are consistent with EPV guidelines, the backplate is questionable because it appears too narrow is disproportionate to the bracket. The backplate is scrutinized for its ability to properly support the bracket and the sign. It could be a safety issue as well.

Here we have an effective use of ribbons without a multitude of scrolls. The scroll ends could be eliminated to accommodate a simpler design that would be appropriate on buildings with less Mediterranean/Spanish architecture.

Instead of the backplates that have been suggested, this bracket employs two supports enhanced with scrolls which is a good example of working with the existing details of the building.

This off the shelf bracket is unacceptable but could modified with a thicker and wider scroll. An added backplate with corner detail. This could be attainable without excessive cost.