



Signage (Table 6) Fact Sheet & Focus Questions:

BACKGROUND

The architecture of a structure should allow space for appropriate signage for the tenants of the commercial space. The amount of space should be provided should be consistent with LUDC requirements while complimenting the architecture of the building.

RELATIONSHIP TO GUIDELINES AND LUDC

The LUDC (§35.38.140) Special Sign Standards for Summerland regulate sign size, placement and illumination. The following is directly from the LUDC.

SPECIAL SIGN STANDARDS FOR SUMMERLAND

A. Applicability. Signs within the Commercial, Industrial, and Public Utility Zones within the Summerland Plan Area shall comply with the regulations of the other Sections of this Chapter, as well as the regulations of this Section. If there is a conflict, the regulations of this Section shall apply.

B. Allowed signs. Only those signs of each type listed below shall be allowed to be erected or maintained on any structure, or lot located in the Commercial, Industrial, and Public Utility Zones.

1. Wall signs. One or more wall signs on each street frontage unlighted or indirectly lighted. These signs shall not exceed the lesser of the following areas:

a. One-tenth of the square footage of the structure façade of that portion of a single floor occupied by a business and upon which façade the wall sign is to be located; or

b. 60 square feet.

If more than one business occupies the same structure, the businesses may have separate signs or they may share the sign space, so long as the combined sign area does not exceed the allowed sign area.

2. Identification signs. One identification sign, unlighted or indirectly lighted, not to exceed 10 square feet in area, and not more than five feet in height measured from the ground to the top of the sign, that identifies the business primarily being conducted on the premises.

3. Banner signs. One banner sign, unlighted, not to exceed 16 square feet on the façade having street frontage of the structure occupied by the business. The banner sign may be displayed up to 45 days.

C. Sign standards.

1. **Construction.** The exposed face of signs shall be either of wood (painted and/or carved) or of painted non-gloss material. Signs of other material shall be deemed to be banner signs.
2. **Illumination.** Illuminated signs shall be externally lit and the lighting source shall be shielded or situated so as not to cast stray light beyond the property line on which they are installed. The source of illumination shall be extinguishable at closing time of the business.
3. **Neon signs.** Neon signs that comply with the following criteria may be approved by the Board of Architectural Review in compliance with [Section 35.82.070 \(Design Review\)](#):
 - a. The sign is not within 100 feet of residentially zoned areas.
 - b. The sign does not face directly towards or is visible from residentially zoned areas.
 - c. The sign is compatible with other uses on the property and in the immediate vicinity.
 - d. The sign is appropriate for the type of structure.
 - e. The sign is appropriate for the type of business.
 - f. The sign is artistic and subtle in the design and execution.
 - g. The sign is secondary in size and purpose to the primary signage of the business.

D. Prohibited signs. It shall be unlawful to erect or maintain:

1. **Internally illuminated signs.** (e.g., fluorescent tube behind plastic panel).
2. **Pole signs.** Freestanding pole signs higher than five feet measured from the ground at the base of the supporting structure to the top of the sign.

DEFINITION AND EXAMPLES

The Glossary of the LUDC¹ contains definitions and examples of various types of signs. They include the following:

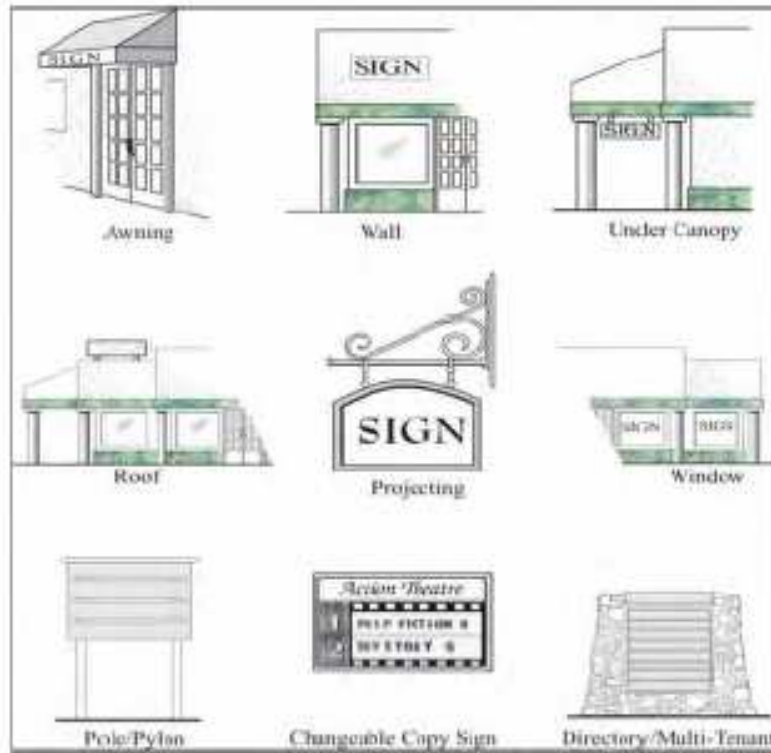
Wall Sign. A sign affixed in any manner to any exterior wall of a building and which is parallel to and projects not more than 18 inches from the building wall and which does not extend more than six inches above the parapet wall or roof of the building on which it is located. Signs which are on architectural projections which do not extend more than six inches above the roof or parapet wall of the building are, for the purpose of this Development Code, wall signs.

Freestanding Sign. A sign fixed in an upright position on the ground not attached to a structure other than a framework, pole or device, erected primarily to support the sign. Includes monument signs and pole signs, and the following:

Identification Sign. A sign used only for the purpose of identifying the occupancy of a building, structure, or property.

¹ Santa Barbara County LUDC, Article 35.11 - Glossary

Banner, Flag, or Pennant. Cloth, bunting, plastic, paper, or similar non-rigid material used for advertising purposes attached to a structure, staff, pole, line, framing, or vehicle, not including official flags of the United States, the State of California, and other states of the nation, counties, municipalities, official flags of foreign nations and nationally or internationally recognized non-commercial organizations.



Sign Examples

ISSUES TO CONSIDER

- Compatibility with architecture
- Lettering font, size and placement
- Wording, messaging
- Colors
- Borders, trim, recesses

SIGNAGE STYLE, LOCATION, MATERIAL, AND LIGHTING

The style, location, materials and lighting for signs can enhance or greatly deter from the building, block face and neighborhood. The following issues to consider have been provided by topic.

ISSUES TO CONSIDER

- **Style**
 - Compatibility with architecture
 - Lettering font, size and placement
 - Wording, messaging
 - Colors
 - Borders, trim, recesses

- **Location**
 - Location is typically flat on the building or hanging from a canopy
 - Directional signs out of the public right-of-way
 - Placement:
 - Single-story buildings: above first floor windows, below roof
 - Multi-story buildings: above first floor windows, below second floor window line
 - Visibility from street

- **Materials**
 - Matte finish
 - Non-reflective materials
 - Quality of signage materials
 - Examples and suggestions?

- **Lighting**
 - Which of these guidelines from other County community plan areas (e.g. Los Alamos) should apply to Summerland?
 - Signs should be lit only with shielded lights using high quality fixtures such as cylinder spots
 - Avoid exposed standard spot and flood light bulbs
 - Design light supports to complement the design of the sign and building façade
 - Fixtures should be mounted either at the top of the sign or on the ground below the sign
 - Additional sign lighting guidelines?

FOCUS QUESTIONS:

1. *Which signs work well, and don't work well in Summerland, and why?*
2. *What types of signs should be encouraged in the Summerland Commercial Design Guidelines?*
3. *Are the Special Sign Standards for Summerland sufficient? If not, what should be added?*
4. *What types of signs should be restricted or discouraged?*
5. *Should the Commercial Design Guidelines provide guidance on lettering and font for signs? If so, what types should be considered acceptable or encouraged, and why?*