

## POLE SIGN BACKGROUND AND POLICY

---

### Background

At the February 27, 2008 meeting during the public comment period Mr. Bernard Rosenson voiced the following:

*He is seeking public and SunPAC input on how to handle the Big Yellow House sign, which has become a landmark in Summerland. He explained he would like to retain the sign and pole, yet reface the content with the new name of the restaurant; "The Yellow Rose". He noted without community guidance, the sign may be torn down.*

After Mr. Rosenson spoke a discussion ensued and the SunPAC agendaed the issue to the March 19, 2008 meeting. It is important to note that the SunPAC may use this as a case study; however, the SunPAC, as a body, may not comment on current planning projects. Comments and decisions must pertain to the issue of signage in Summerland and considerations for design.

The adoption of the Summerland Community Plan included the adoption of Special Sign Standards for Summerland. These were and are intended to supplement the County of Santa Barbara Land Use Development Code (LUDC) Sign Requirements, LUDC Section 35.38.080. Any signs not addressed in the Special Sign Requirements for Summerland are subject to the County's Sign requirements. Sections pertaining to signs allowed in the Summerland C-1 zone, nonconforming signs, and modifications to signs are included below.

### Summary and Big Yellow House Sign Project Status

- The Big Yellow House sign project is currently under review and proposes the existing pole sign to be removed and replaced with a code compliant sign. The project will be reviewed by the SBAR on March 14, 2008. Staff will provide additional information at the March 19, 2008 meeting regarding the result of the meeting and comments from the SBAR, public and input from County Counsel.

### RELATIONSHIP TO THE SUMMERLAND COMMUNITY PLAN

---

The Summerland Community Plan refers to both the "Sign Guidelines" for Summerland ("Special Sign Standards for Summerland" codified in the LUDC) as the authoritative policies governing signs, as follows:

#### Summerland Community Plan, Section I – *Visual Aesthetics*:

**Action VIS-S-2.3:** The County shall adopt Sign Guidelines to direct the County BAR. These guidelines shall be approved by the Board of Supervisors, the Planning Commission and the County BAR.

- a. The Sign Guidelines shall specify what are permissible signs, including the number, size, type, and placement of signs allowable on buildings;
- b. Construction and illumination specifications shall be included in the Sign Guidelines;
- c. *Regulations for prohibited signs and definitions for sign exemptions shall be specified in the Sign Guidelines;***
- d. Sign applications shall follow the procedure set forth in the Santa Barbara County Sign Ordinance (#2077), or its successor; and

- e. The Santa Barbara County Resource Management Department shall enforce both the Sign Guidelines and the Summerland BAR actions regarding sign approval. [accomplished with the adoption of the Summerland Community Plan, 1992]

---

## COUNTY OF SANTA BARBARA LUDC SPECIAL SIGN STANDARDS FOR SUMMERLAND

---

### 35.38.140 - 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.

**COUNTY OF SANTA BARBARA LUDC SIGN "ORDINANCE" (COUNTYWIDE)**

---

**35.38.090 - Signs Allowed in Commercial and Industrial Zones Outside of Shopping Centers**

- A. Identification and gate or entrance signs.** Identification signs and gate or entrance signs in compliance with Subsection [35.38.080.B](#) (Identification sign) and Subsection [35.38.080.C](#) (Gate or entrance sign) above.
- B. For sale, lease, or rent signs.**
1. To advertise the sale, lease, or rent of a lot or premises.
  2. One temporary, onsite, unlighted sign not to exceed 25 square feet in sign area.
- C. Wall signs.**
1. For each enterprise, one on each street frontage.
    - a. The sign area on each frontage shall not exceed one-eighth of the square footage of the structure façade of that portion of the floor occupied by the enterprise and upon which façade the wall sign is to be located.
    - b. In the case where an enterprise occupies more than one floor of a structure, then the sign area shall not exceed one-eighth of the structure façade of that portion of one floor occupied by the enterprise.
    - c. Each sign shall not exceed 100 square feet in sign area unless a Sign Modification is approved in compliance with [Section 35.82.180 \(Sign Modification\)](#).
    - d. For places of public entertainment or assembly where the public attraction is constantly changing (e.g., theaters, auditoriums, sports arenas) changeable copy may be used on a wall sign and wall signs may exceed the allowed size subject to the approval of a Minor Conditional Use Permit in compliance with [Section 35.82.060 \(Conditional Use Permits and Minor Conditional Use Permits\)](#).
- D. Under canopy signs.**
1. One for each enterprise having entrance under or offering service under the canopy.
  2. Not exceeding six square feet in sign area.
  3. Lower edge of the sign shall be at least eight feet above finished ground level.

**E. Projecting signs.**

1. One projecting sign on each street frontage consisting of only a symbol with or without words relating to the activity on the premises.
2. Shall not project more than three feet beyond the structure façade.
3. Shall not exceed three square feet in sign area.
4. The lower edge of the sign shall be at least eight feet above finished ground level.
5. Shall not be lighted.

**F. Arcade signs.**

1. One sign per street frontage may be located on an arcade where an arcade obstructs the view from the street of a wall sign located under the arcade and the arcade exists under a valid encroachment permit.
2. Shall not exceed 10 square feet in sign area.
3. Shall not be lighted.

**35.38.120 - Nonconforming Signs**

- A. Nonconforming signs.** A sign that was lawfully erected and maintained before May 28, 1970 or the effective date of any applicable amendment to sign regulations or this Chapter, but that does not comply with the provisions of this Chapter or any amendments, is a nonconforming sign.

**35.82.180 - Sign Modifications**

- A. Purpose and intent.** This Section establishes procedures and findings for the approval of Sign Modifications of certain limitations for menu boards for drive-through restaurants and wall signs that are not part of an Overall Sign Plan, and for off-site signs, that are outside of shopping centers.
- B. Applicability.** Sign Modifications may be granted for the following types of signs for property zoned commercial and industrial located outside of shopping centers:
1. Menu boards for drive-through restaurants located on property with a commercial or industrial zone designation.
  2. Off-site signs located on property with a C-3, M-1 or M-2 zone designation.
  3. Wall signs located on property with a commercial or industrial zone designation.

- C. Allowed Sign Modifications.** Sign Modifications are limited to the following:
1. **Menu boards for drive-through restaurants.** An increase in the area limitation of menu boards may be allowed.
  2. **Off-site signs.** An increase in the height limit of off-site signs may be allowed.
  3. **Wall signs.** An increase in the area limitation of wall signs may be allowed.
- D. Contents of application.** An application for a Sign Modification shall be submitted in compliance with [Chapter 35.80 \(Permit Application Filing and Processing\)](#).
- E. Processing.**
1. The Zoning Administrator shall hold at least one noticed public hearing on the requested Sign Modification and approve, conditionally approve, or deny the request.
  2. Notice of the hearing shall be given and the hearing shall be conducted in compliance with [Chapter 35.106 \(Noticing and Public Hearings\)](#).
  3. The action of the Zoning Administrator is final subject to appeal in compliance with [Chapter 35.102 \(Appeals\)](#).
- F. Findings required for approval.** A Sign Modification application shall be approved or conditionally approved only if the Zoning Administrator first makes the following findings, as applicable:
1. **Menu boards for drive-through restaurants.**
    - a. The proposed area of the menu board is architecturally harmonious in relation to the size and location of the structure on which it will be placed.
    - b. The proposed area of the menu board is architecturally harmonious in relation to the size and location of the area on which the structure is constructed.
  2. **Off-site signs.** The increase in height is warranted by unusual topographic conditions.
  3. **Wall signs.**
    - a. The proposed area of the wall sign is architecturally harmonious in relation to the size and location of the structure on which it will be placed.
    - b. The proposed area of the wall sign is architecturally harmonious in relation to the size and location of the area on which the structure is constructed.

**COUNTY OF SANTA BARBARA LUDC SIGN DEFINITIONS AND EXAMPLES**

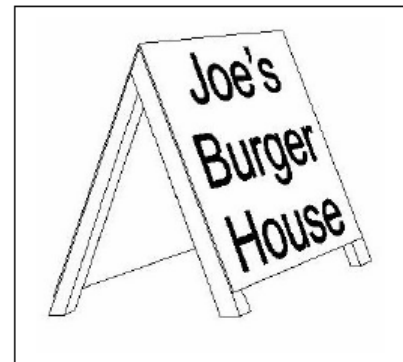
**Sign.** A structure, device, figure, display, message placard, or other contrivance, or any part thereof, situated outdoors or indoors, which is designed, constructed, intended, or used to advertise, or to otherwise provide information, to direct or attract attention to an object, person, institution, business, product, service, event, or location by any means, including words, letters, figures, designs, symbols, fixtures, colors, illumination, or projected images. Does not include murals, paintings and other works of art that are not intended to advertise or identify any business or product. Types of signs include the following.

1. **A-Board Sign.** A portable "a-frame" or "sandwich board" sign.

2. **Abandoned Sign.** A sign that no longer advertises a business, leassor, owner, product, service or activity on the premises where the sign is displayed.

3. **Animated or Moving Sign.** A sign which uses movement, lighting, or special materials to depict action or create a special effect to imitate movement.

4. **Arcade Sign.** A sign located on the exterior of an arcade facing the street which does not extend above or below the arcade structure.



**Figure 11-4 - A-Board Sign**

5. **Awning Sign.** A sign copy or logo attached to or painted on an awning.

6. **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.

7. **Bench Sign.** Copy painted on a portion of a bench.

8. **Business Sign or Structure.** Any sign or structure designed, intended or used for advertising the particular business, product or service located or sold on the same premises as that on which the sign or structure is located.

9. **Cabinet Sign (Can Sign).** A sign with its text and/or logo symbols and artwork on a translucent face panel that is mounted within a metal frame or cabinet that contains the lighting fixtures which illuminate the sign face from behind.

10. **Changeable Copy Sign.** A sign designed to allow the changing of copy through manual, mechanical, or electrical means including time and temperature.

11. **Combination Farm Sign.** A sign used for the purpose of identifying the owner or operator of a farm and the product produced on the farm, which sign may also incidentally identify the contract buyer of the product (e.g., Calavo).
12. **Construction Sign.** A temporary sign placed at a construction site that provides information regarding the project architect, owner, contractors, etc.
13. **Directional and Informational Sign.** A sign that is designed and erected solely for the purposes of directing vehicular and/or pedestrian traffic within a project.
14. **Directory Sign.** A sign for listing the tenants and their suite numbers of a multiple tenant structure or center.
15. **Double-Faced Sign.** A sign constructed to display its message on the outer surfaces of two identical and/or opposite planes located within 24 inches of each other.
16. **Educational sign.** A sign located in a public park and along trails and walkways that provides facts and information about the natural environment (e.g., names and origins of plants; names of animals and descriptions of their habitat and behavior; names and characteristics of geological features).
17. **Electronic Reader Board Sign.** A sign with a fixed or changing display composed of a series of lights, but not including time and temperature displays.
18. **Farm Organization Sign.** A sign used only for the purpose of indicating membership in a farm organization, such as Cattlemen's Association, 4-H Club, Farm Bureau.
19. **Flashing Sign.** An animated sign that contains an intermittent or sequential flashing light source.
20. **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:
  - a. **Entrance/Exit Sign.** A sign containing only the words "entrance" or "exit."
  - b. **Gate or Entrance Sign.** A sign attached to an entrance gate or entrance structure to a residential building site or residential subdivision which identifies the site or subdivision.
  - c. **Identification Sign.** A sign used only for the purpose of identifying the occupancy of a building, structure, or property.
  - d. **Monument Sign.** An independent, freestanding structure supported on the ground having a solid base as opposed to being supported by poles or open braces.

21. **Illegal Sign.** A sign that includes any of the following:
- A sign installed without complying with all regulations in effect at the time of its construction or use;
  - A sign installed or maintained contrary to any applicable provision of [Chapter 35.38 \(Sign Standards\)](#), including a sign that was not removed at the end of an applicable amortization period.
  - A sign which is a danger to the public or is unsafe; or
  - A sign which is a traffic hazard not created by relocation of streets or highways or by acts of the County.

22. **Indirectly Illuminated Sign.** A sign whose light source is external to the sign and which casts its light onto the sign from a distance; or where the light source is behind an opaque sign element and causes the opaque element to be outlined by light reflected from the surface to which the sign is mounted.

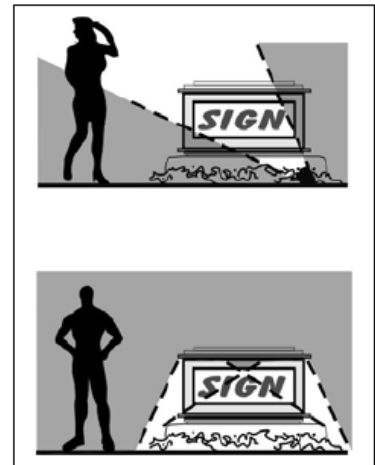


Figure 11-5 - Indirectly Illuminated Sign

23. **Institutional Sign.** A sign used only for the purpose of identifying an established organization or foundation, typically of a public character (e.g., school, hospital, museum, lodge).

24. **Internally Illuminated Sign.** A sign whose light source is located in the interior of the sign so that light passes through the face of the sign, or light source which is attached to the face of the sign and is perceived as a design element of the sign.

25. **Marquee Sign.** A sign attached to or constructed in a marquee.

26. **Menu Board Sign.** A sign that is either affixed to a wall or freestanding, which may be illuminated, which indicates information that is essential for the efficient intake of orders from customers of a drive-through restaurant.

27. **Multi-Tenant Sign.** See "Directory Sign."

28. **Multiple Copy Sign.** A sign which advertises other than the name of the business and principal product or service.

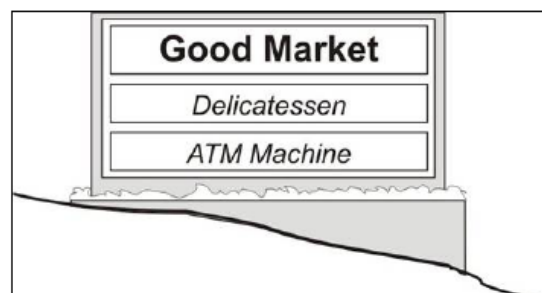


Figure 11-6 - Multiple Copy Sign

29. **Off-Site Directional Sign.** A sign providing directions to another location.

30. **Off-Site Sign.** A sign identifying a use, facility, service, or product that is not located, sold, or manufactured on the same premises that the sign is located on.
31. **Onsite Sign.** A sign containing copy relating only to the business, product, service, or activity conducted or sold on the same premises as that on which the sign is located. Sometimes also known as "business sign."
32. **Permanent Sign.** A sign constructed of durable materials and intended to exist for the duration of time that the use or occupant is located on the premises.
33. **Political or Social Issue Sign.** A sign that addresses:
  - a. The passage or defeat of a measure appearing on the ballot in any national, state, or local election;
  - b. The election or defeat of any candidate for any public office in any national, state, or local election; or
  - c. An international, national, state, or local political or social issue.
34. **Pole/Pylon Sign.** An elevated freestanding sign, typically supported by one or two poles or columns.
35. **Portable Sign.** A sign that is not permanently affixed to a structure or the ground.
36. **Projecting Sign.** A sign mounted on the façade or vertical surface of a structure in such a manner that all of the display surfaces are not parallel to the supporting surface.
37. **Real Estate Sign.** A sign indicating that a property or any portion thereof is available for inspection, sale, lease, rent, or directing people to a property, but not including temporary subdivision signs.
38. **Roof Sign.** A sign constructed upon or over a roof, or placed so as to extend above the edge of the roof. Signs mounted on parapet walls are not considered roof signs. Signs which are on pylons or other architectural projections and extend more than six inches above a roof or parapet wall are, for the purpose of this Development Code, roof signs.
39. **Safety Sign.** A sign warning of hazards.
40. **Security Sign.** A sign used for the purpose of indicating the presence of security devices, use of surveillance cameras for security purposes, or electronic warning systems.
41. **Subdivision Directional Sign.** A sign that provides directions to a new subdivision with onsite model homes and/or sales office, where lots and/or housing units are, or will be for sale.
42. **Temporary Sign.** A temporary sign intended to be displayed for a limited period of time and capable of being viewed from a public right-of-way, parking area or neighboring property.

- 43. **Time and/or Temperature Sign.** See “Changeable Copy Sign.”
- 44. **Trail Marker Sign.** A sign designed and intended to mark a publicly owned trail/path system used by equestrians, pedestrians, and cyclists using nonmotorized vehicles.
- 45. **Under Canopy Sign.** A sign attached to the underside of a canopy.
- 46. **Vehicle Sign.** A sign which is attached to or painted on a vehicle which is parked onsite or off-site, the principal purpose of which is to attract attention to a product sold or business.
- 47. **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.

**Window Sign.** A sign posted, painted, placed, or affixed in or on a window exposed to public view.

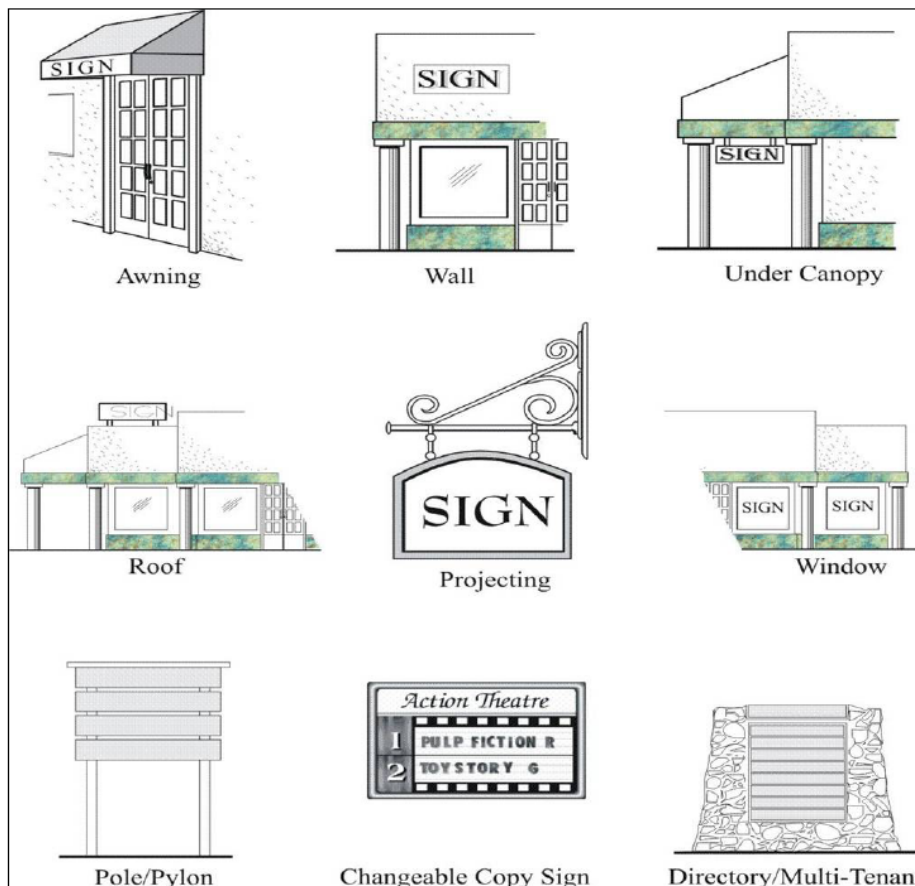


Figure 11-7 - Sign Examples

**Sign Structure.** A structure that supports or is capable of supporting any sign as defined in this Development Code.