

**CITY OF SOLVANG
PLANNING COMMISSION**

MEETING AGENDA

Monday, August 5, 2019 – 6:00 P.M.
Council Chambers – Solvang Municipal Center – 1644 Oak Street

Members: David Brents, Scott Gold, Aaron Petersen, Justin Rodriguez, Jack Williams
Staff: Holly Owen, Planning & Economic Development Director
Chip Wullbrandt, Interim City Attorney
Brynda Messer, Assistant Planner

PLEDGE TO THE FLAG

1. PRELIMINARY MATTERS:

- A. Public Comment: Requests from the public to speak to the Commission on matters not on the agenda
- B. Requests for Continuance, Withdrawals, or Addition of Ex-Agenda items
- C. Conflicts and/or Ex-Parte Communications
- D. Approval of Minutes from July 1, 2019 meeting

2. PUBLIC HEARINGS ON NEW DEVELOPMENT AND CITY PROJECTS

- A. **Amendment to Title 11, Zoning Ordinance, Chapter 13, Sign Regulations; and to accept the Exemption, pursuant to Section 15061 of the guidelines for implementation of the California Environmental Quality Act (CEQA).**

3. DISCUSSION ITEMS

4. PLANNING COMMISSIONER'S COMMENTS

5. PLANNING/COMMUNITY DEVELOPMENT DIRECTOR'S COMMENTS
(Oral reports only/no written materials provided in packet)

6. ADJOURNMENT

In Compliance with the Americans with Disabilities Act, if you need special assistance to participate in a meeting, you should contact the Office of Administrative Services at 688-5575 or the California Relay Service. Notification 48 hours prior to the meeting would enable the City to make reasonable arrangements to ensure accessibility to this meeting.

CITY OF SOLVANG
PLANNING COMMISSION

DRAFT
MEETING MINUTES

Monday, July 1, 2019 6:00 P.M.
Regular Hearing of the Planning Commission
Council Chambers – Solvang Municipal Center – 1644 Oak Street

Commissioners Present: David Brents, Scott Gold, Aaron Petersen, Justin Rodriguez, Jack Williams

Staff Present: Holly Owen, Planning & Economic Development Director
Chip Wullbrandt, City Attorney

CALL TO ORDER: Chair Williams called the meeting to order.

PLEDGE TO THE FLAG

1. PRELIMINARY MATTERS:

- A. Welcome Scott Gold as new Planning Commissioner, replacing Ryan Cuff who resigned.
- B. Public Comment: Requests from the public to speak to the Commission on matters not on the agenda.

Steve Decker:

Spoke to the Commission on the benefits of medicinal cannabis. Gave the commissioners handouts on cannabis.

- C. Approval of March 2019 Meeting Minutes

Motion made by Commissioner Petersen to approve the minutes as presented and seconded by Commissioner Brents. Vote is 5-0.

- D. Requests for Continuance, Withdrawals, or Addition of Ex-Agenda items.

None.

E. Conflicts and/or Ex-Parte Communications

Chair Williams stated that Commissioners Brents, Petersen, and Williams have a potential conflict of interest with the project and had to recuse themselves from participating. Holly Owen, Planning Director, explained that the Rule of Necessity would be invoked, so as to get a quorum of three Commissioners to hear the item. She also introduced Chip Wullbrandt, City Attorney. Mr. Wullbrandt placed three conflicted members in a hat and a name was drawn, which was Commissioner Petersen, who shall participate. Commissioners Brents and Williams excused themselves. Co-Chair Rodriguez shall preside as Chair for the meeting.

2. PUBLIC HEARING ON NEW DEVELOPMENT AND CITY PROJECTS

A. Hearing on the request of Bill and Angela Horn, and Jessy Osehan, owners, to consider the approval of a Development Plan [application filed March 9, 2018] consisting of a voluntary lot merger of 459 and 467 Atterdag Road, the renovation of an existing eight room hotel, including converting two existing guestrooms into a lobby and lounge, and construct a new three story building consisting of twenty-seven guestrooms (for a total of thirty-three rooms), a new pool and terrace, and new podium parking with twenty-one parking spaces and adoption of the Mitigated Negative Declaration (MND) pursuant to Section 15070 of the Guidelines for the Implementation of the California Environmental Quality Act (CEQA).

Holly Owen thanked the Commissioners for their service to the City. She presented the staff report and explained the reasoning for Development Plans and the corresponding Initial Study. She further explained the Traffic Study that was performed for the I.S., and that it was added for reference. She continued stating that for further projects, the entire traffic study would not be included, but would include the summary. She added that a construction management plan is required for this project, along with the monitoring program to ensure the mitigation measures were complied with.

Jessy Osehan, owner, stated they are very excited for the project and love being in the hospitality business. She added that she and Ms. Horn currently run the Hamlet Inn, along with the Atterdag Inn.

Mark Shields, Architect for the project, presented a power point presentation along with an oral report of the project. He explained in detail the project.

Commissioner Rodriguez asked the applicant what in lieu parking is. Mr. Shields responded stating that when parking cannot be on-site there is the opportunity to pay

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in-lieu parking fees for the remainder of required parking spaces. Mr. Rodriguez asked how many spaces will be on site, and Mr. Shields answered twenty-one will be on site and thirteen will be purchased.

Commissioner Gold asked the applicant what the height of the parking area is, and Mr. Shields responded approximately ten feet high. Mr. Rodriguez asked if the parking area will be open all the time, and Mr. Shields answered yes.

Commissioner Petersen asked staff if there is a percentage of parking that must be met that is on site. Ms. Owen answered yes, but if required parking cannot be met, in lieu fees can be paid. The zoning ordinance dictates how many parking spaces are required per use. Mr. Shields stated that the in lieu fees are quite reasonably priced compared to the cost of building a parking structure. Ms. Owen followed stating that the parking requirement is outdated and it could be time to review the parking requirement, but would wait for Council direction on that item.

Commissioner Rodriguez stated he learned about Texas wrap parking at a conference and asked if that was a possibility. Mr. Shields answered stating it wrap parking makes more sense with larger cities and larger projects. Melisa Tuner, Designarc, followed stating that they had worked with the applicants on several scenarios and wanted to get as much parking on site as they could.

Commissioner Petersen asked what could happen in the future if the neighboring property decided to build and blocked the windows on the side of the hotel. He asked if there is a policy to deal with these issued. Mr. Shields stated that there are zoning and fire rules that help with those types of situations, and that it happens in larger cities all the time.

Commissioner Gold asked if the laundry was going to be done on site and if so, does it affect the sewer? The applicant answered there would be a service to assist with laundry. Mr. Gold asked the depth of the pool and Mr. Shields answered 3.5 feet.

Commissioner Rodriguez opened public comment, and seeing none, closed public comment.

Commissioners Petersen and Gold both agreed it is a good project.

Commissioner Rodriguez stated it is a good project, but does believe the intersection is tricky.

Motion made by Commissioner Petersen to adopt Planning Commission Resolution 19-04, accept the Conditions of Approval, and adopt the Mitigated Negative Declaration and seconded by Commissioner Gold. Vote is 3-0-2, with Commissioners

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Brents and Williams not participating in voting due to a possible conflict of interest.

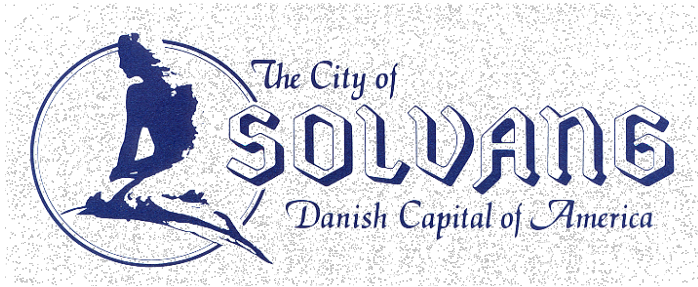
1. DISCUSSION ITEMS

2. PLANNING COMMISSIONER'S COMMENTS

**3. PLANNING/COMMUNITY DEVELOPMENT DIRECTOR'S
COMMENTS**

Ms. Owen stated that more projects will be coming to Planning Commission in the future.

Co-Chair Rodriguez adjourned the meeting at 6:49 P.M.



Agenda Item 2A

**DRAFT PLANNING COMMISSION
STAFF REPORT**

**CONSIDERATION AND RECOMENDATION OF THE CHANGES TO
THE ZONING ORDINANCE TITLE 11, ZONING REGULATIONS,
CHAPTER 13, SIGN REGULATIONS**

Meeting Date: August 5, 2019

TO: CITY PLANNING COMMISSION

FROM: Holly Owen, Planning Director
Brynda Messer, Assistant Planner

ADDRESS: Citywide

REQUEST: Discussion and recommendation to City Council changes to the Zoning Ordinance, Title 11, Zoning Regulations, Chapter 13, Sign Regulations, and to accept the Exemption under CEQA per Section 15061.

I. RECOMMENDATION:

- A. Review of proposed changes to the Zoning Ordinance Title 11, Zoning Regulations, Chapter 13, Sign Regulations and recommend the ordinance changes to Council for the first reading of the ordinance.
- B. Accept the Exemption to the California Environmental Quality Act pursuant to CEQA Section 15061.
- C. Approve Resolution 19-05, attached.

II. BACKGROUND AND JURISDICTION:

Solvang sign standards are a hybrid of typical requirements for sign size, lettering, illumination and placement such as seen in many cities, with an additional requirement unique to Solvang for a particular type of design and aesthetic. Solvang has had a sign ordinance since cityhood and before that, the Santa Barbara County Sign Ordinance was

the referenced document. In the original zoning ordinance for Solvang, the emphasis for sign standards was mainly safety (not too distracting for drivers) and the *‘economic and aesthetic welfare of the City as related to the existing and future economic significance of tourism and recognizing that the City’s future economic health depends on avoiding a “honky Tonk” atmosphere...’*¹

By 1988, the Design Guidelines were adopted, and the requirements for lettering (“old world style”), illumination, fasteners and other design elements called out in the guidelines for signs have been a requirement in the TRC ever since.

There are also references to the need for the preservation and distinct look of the commercial district in the Community Design Element of the General Plan.

History of Review Process

The reference to an ‘Architectural Review Board’ occurs in the same original zoning ordinance cited above. The process was set out such that the Planning Director would review signs and issue a ‘certificate of conformance.’ The sign would then be reviewed by the Architectural Review Board (the County equivalent of the BAR) if the sign was in the Design Overlay District (now the TRC).

In addition, the Design Guidelines states in E (3), Village Area Signs, that:

‘All sign applications are to be reviewed by the Board of Architectural Review...’

In 2018, the former City Council sought Sign Ordinance revisions to improve the permitting process as part of an overall Design Guidelines and Community Design Element update.

Staff released an RFP in March of 2019 to obtain proposals from planning and design firms. After several consultants communicated with the City that the task was too large for the budget and timeframe, Staff decided to do a revision to the Sign Ordinance in-house. The Planning Department, with the assistance of the City Manager, made changes and clarifications to the Sign Ordinance to make sign permits easier and faster to obtain. The update to the Design Guidelines is budgeted as a carry-over in this Fiscal Year and a new RFP for services is planned for later this month.

III. DISCUSSION:

The redlined version, Attachment A, represents a fundamental change in the review and approval process. This changes allows for administrative approval (in-house review) of signs that meet our requirements. In most cases, no Board of Architectural Review will be needed. In addition, the following changes are proposed:

- Elimination of standards for signs on benches (regulated by sign standards anyway)
- Elimination of signs on kiosks on private property.

¹ Solvang Zoning Ordinance, 1987, Section 14.20.200, Sign Regulations

- Inclusion of two flagpoles (and flags), attached to the building to be exempt.
- Umbrella and menu case approvals are over the counter.
- A relocated sign is allowed with Planning staff approval.

Staff reviewed other cities' sign ordinances to determine best practices in crafting the revisions. Most cities reviewed are either updating their sign ordinance processing requirements, or have some ways in which certain signs are administratively approved.

The majority of the cities (Healdsburg, Ojai, St. Helena, Napa) still have a review of larger sign programs to be done by the Planning Commission, except for cities with a historic district, like Pacific Grove. Paso Robles still reviews signs by their Development Review Committee, and they are required to meet as a committee within 20 days of an application.

Staff has determined best practices from other cities and determined the following:

- 1) That these changes gives applicants the path to a streamlined approval process
- 2) That we have the in-house experience to review signs, as the Assistant Planner has been reviewing signs for BAR for the last several years
- 3) That staff will work closely with any design team hired in the future for updating the Design Guidelines/Community Design Element to ensure consistency within the documents, clarification as to the type of style that would work best with the community as well as to add elements to deliver a clean graphics package to the ordinance and to the public.

On July 8th, Council reviewed and recommended these changes, authorizing staff to bring the revisions to the zoning ordinance to Planning Commission for their review and recommendation. If Planning Commission recommends these changes, an ordinance will be presented to Council for a first reading and subsequent adoption. This conforms to the path to changing the zoning ordinance as outlined in 11-17-3 of the City ordinance.

Several comments were received from the public. Those that pertained to certain sections of the zoning ordinance were incorporated where possible. Other design-related comments will be addressed as part of the Design Guidelines/Community Design Element update process.

IV. FINDINGS REQUIRED FOR APPROVAL:

11-17-3 (E) requires that the following findings be made by Planning Commission and also by Council for approval of a text amendment:

- 1) *The request is in the interests of the general community welfare*
- 2) *The request is consistent with the General Plan, the requirements of state planning and zoning laws and this title*
- 3) *The request is consistent with good zoning and planning practices*

Staff recommends that these findings be made by the Planning Commission.

V. ENVIRONMENTAL DETERMINATION:

Staff recommends that the Planning Commission review the amendments and find them to be in compliance with the California Environmental Quality Act (CEQA) and that the Commission determines that the project is Exempt under the General Rule, Section 15061 of the Guidelines for the Implementation of California Environmental Quality Act, and directs staff to prepare and file a Notice of Exemption.

VI. APPEALS PROCEDURE:

The action of the Planning Commission may be appealed to the City Council within ten (10) calendar days of said action. The appeal fee to the City Council is \$594.00.

VIII. ATTACHMENTS:

- A. PC Resolution 19-05
- B. Notice of Exemption
- C. Draft Sign Ordinance (Redlined)
- D. Draft Sign Ordinance (Proposed)

PC RESOLUTION NO. 19-05

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF SOLVANG, RECOMMENDING THAT THE CITY COUNCIL ADOPT AN ORDINANCE AMENDING TITLE 11, ZONING REGULATIONS, CHAPTER 13, SIGN REGULATIONS; AND TO ACCEPT THE EXEMPTION, PURSUANT TO §15061 OF THE GUIDELINES FOR IMPLEMENTATION OF THE CALIFORNIA ENVIRONMENTAL QUALITY ACT

THE PLANNING COMMISSION OF THE CITY OF SOLVANG HEREBY RESOLVES AS FOLLOWS:

WHEREAS, the Planning Commission has reviewed the proposed amendments to the aforementioned Section of the City's Municipal Code, Title 11, Chapter 13, Sign Regulations and,

WHEREAS, the Planning Commission has held a duly noticed Public Hearing on the proposed amendments to the Municipal Code, Title 11, on August 5, 2019, at which time all interested persons were given the opportunity to be heard; and

WHEREAS, the Planning Commission has reviewed the amendments in compliance with the California Environmental Quality Act (CEQA) and has determined that the project is Exempt under the General Rule, Section 15061 of the Guidelines for the Implementation of California Environmental Quality Act, and directs staff to prepare and file a Notice of Exemption;

WHEREAS, the Planning Commission, after due research and deliberation makes the following findings in regards to the proposed amendments to Title 11:

1. The potential environmental impacts are insignificant;
2. The proposed amendments are in the interest of the general community welfare;
3. The proposed amendments are consistent with the General Plan, the requirements of State Planning & Zoning Laws, and the Solvang Municipal Code; and
4. The proposed amendments are consistent with good zoning and planning practices.

NOW, THEREFORE BE IT RESOLVED that the Planning Commission of the City of Solvang hereby recommends that the City Council approve the amendments to the aforementioned Sections of Title 11 of the Solvang Municipal Code, and accept the Exemption from the California Environmental Quality Act (CEQA).

On motion by Commissioner _____ and seconded by Commissioner _____, the foregoing Resolution is hereby adopted by the following vote:

AYES:
NOES:
ABSENT:

DATE: August 5, 2019

APPROVED:

PC Resolution 19-05
Title 11 Ordinance Amendment
Chapter 13, Sign Regulations
Adopted: August 5, 2019
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Jack Williams
Planning Commission Chair

APPROVED AS TO CONTENT:

Holly R. Owen, AICP
Planning & Economic Development Director

ATTACHMENT B

NOTICE OF EXEMPTION

TO: County Clerk
County of Santa Barbara
105 East Anapamu Street, Room 407
Santa Barbara, CA 93101

FROM: City of Solvang, Planning Department, 411 Second Street, Solvang, CA 93463

The project or activity identified below is determined to be exempt from further environmental review requirements of the California Environmental Quality Act (CEQA) of 1970, as defined in the State and County Guidelines for the implementation of CEQA.

APN: N/A

Specific Location: CITYWIDE

Project Title: Zoning Ordinance Change

Project Description: Consideration and recommendation of the changes to the Zoning Ordinance Title 11, Zoning Regulations, Chapter 13, Sign Regulations

Name of Public Agency Approving Project: City of Solvang

Exempt Status: (Check one)

- Ministerial
- Statutory
- XX Categorical Exemption
- Emergency Project
- No Possibility of Significant Effect [§15303]

Cite specific CEQA Guideline Section: 15061. Review for Exemption.

Lead Agency Contact Person: Holly Owen

Telephone: 805-688-4414

Signature: _____

Date of Approval: _____

ATTACHMENT A

Chapter 13 SIGN REGULATIONS

11-13-1: TITLE:

11-13-2: PURPOSE AND INTENT:

11-13-3: APPLICABILITY:

11-13-4: EXEMPT SIGNS:

11-13-5: PROHIBITED SIGNS:

11-13-6: PLANS FOR SHOPPING, OFFICE AND INDUSTRIAL COMPLEXES:

11-13-7: SIGN STANDARDS:

11-13-7-1: STANDARD REGULATIONS:

11-13-7-2: CONSTRUCTION, MAINTENANCE AND DISPLAY PROCEDURES:

11-13-7-3: MEASUREMENT CALCULATIONS:

11-13-8: SIGN STANDARDS WITHIN THE TRC

11-13-9: SIGN STANDARDS OUTSIDE THE TRC ZONE DISTRICT:

11-13-10: SIGN STANDARDS BY TYPE:

11-13-11: STANDARDS FOR TEMPORARY SIGNS:

11-13-11-1: TEMPORARY SIGNS REQUIRING A SIGN PERMIT:

11-13-11-2: TEMPORARY SIGNS NOT REQUIRING A SIGN PERMIT (EXEMPT):

11-13-12: SIGN PERMITS; APPLICATION AND PROCESSING PROCEDURES:

11-13-13: MODIFICATIONS:

11-13-14: EXCEPTIONS TO SIGN STANDARDS:

11-13-15: NONCONFORMING SIGNS:

11-13-16: NONCURRENT, ABANDONED OR UNSAFE SIGNS:

11-13-17: ENFORCEMENT AND PENALTIES:

11-13-18: OVERALL SIGN PLANS:

11-13-18-1: OVERALL SIGN PLANS OUTSIDE THE TRC:

11-13-18-2: OVERALL SIGN PLANS WITHIN THE TRC:

11-13-19: DEFINITIONS:

11-13-1: TITLE:

The regulations contained in this chapter shall be known and referred to as the *SIGN REGULATIONS* or *SOLVANG SIGN ORDINANCE* and the provisions of this chapter shall prevail over any conflicting provisions of this title or of this code. The procedures set forth in this chapter shall prevail over any procedures set forth in other chapters of this title, except where state law requires otherwise. (Ord. 12-300, 4-9-2012)

11-13-2: PURPOSE AND INTENT:

The city has a national and international reputation as a unique and distinctive Danish/Northern

European village in a California setting of natural beauty and historic tradition. Solvang possesses a special small town character that draws residents and visitors to the area. The suitability and appropriateness of signage helps to maintain and perpetuate this unique community identity. Because the city relies on its physical beauty and village design theme to attract tourism and commerce, aesthetic considerations are essential to the economic welfare and future economic significance of the community. Therefore, it is the intent of the city, through this chapter, to protect and enhance the city's character and its economic base through the provision of appropriate and aesthetically attractive signage. It is also the intent to minimize their distracting effect on vehicle drivers by limiting the size, type and location of signs and therefore improve traffic safety.

It is the expressed policy of the city that signs are to be tastefully designed, understated and are to create a harmonious relationship in terms of color, size, materials and appearance with the buildings and the surroundings on which they are placed. It is also the intent to help perpetuate the old world Danish/Northern European design theme in the Village Area through appropriate and authentically designed signage. Additionally, such signs must serve primarily to identify the legal name of the establishment, organization or business on which they are placed without excessive competition for visual attention.

The city has several distinctly different commercial areas..The village, as shown as the tourist commercial (TRC) zone district on the city's zoning map, is of a distinct Danish/Northern European theme primarily oriented to the tourist trade with special architectural standards which reflect this theme. Signage in this area must be designed in character with the old world vernacular. Other commercial areas in the City call for a different level of design standards. . . This architectural style is not characterized by any particular theme except to be well landscaped, set back and well-integrated architecturally. Since these areas function differently and maintain their own architectural character, the style of signage shall reflect the individual design character of these areas.

These sign regulations are also based upon the city's responsibility to protect the general public's health, safety and welfare. The city finds that it is in the interest of aesthetics, economic development, traffic safety, and pedestrian safety to enact these sign regulations. These regulations will:

- A. Maintain and improve the aesthetic environment and overall community appearance to foster the city's ability to attract sources of economic development and growth;
- B. Encourage the effective use of signs as a means of communication in the city and reduce possible traffic and safety hazards from confusing or distracting signs;
- C. Implement quality sign design standards that are consistent with the city's general plan, zoning ordinance and the City's adopted Design Guidelines;
- D. Enable fair and consistent enforcement of these sign regulations;
- E. Minimize possible adverse impacts of signs on private and public property in order to maintain property values and to maintain a positive city image;

F. Permit noncommercial signage wherever other signage is permitted within this chapter subject to the same standards and total maximum allowances for a site of each sign type specified in this chapter. (Ord. 12-300, 4-9-2012)

11-13-3: APPLICABILITY:

This chapter shall apply to all property and land within the jurisdiction of the city of Solvang. It is unlawful for any person, firm, or corporation that owns, occupies, or controls property in the city of Solvang to construct, maintain, display, alter, or allow to exist, a sign within the city, except in conformance with this chapter. (Ord. 12-300, 4-9-2012)

11-13-4: REVIEW AND APPROVAL:

All applications for a sign approval shall be reviewed by the Planning Director.

11-13-5: PLANS FOR SHOPPING, OFFICE AND INDUSTRIAL COMPLEXES:

- A. An overall sign plan shall be required for shopping centers, office complexes, industrial centers and shopping complexes in accordance with section [11-13-18](#), [11-13-7-2](#) and [11-13-7-3](#) of this chapter. The owner of the real property shall apply for approval of an overall sign plan for a particular center or complex. Overall sign plans are subject to review and approval by the Board of Architectural Review. If no overall sign plan is on file, individual shops will be required to be reviewed on an individual basis.

- B. All signs shall be in substantial compliance as determined by the Planning Director with the approved overall sign plan for the particular center. (Ord. 12-300, 4-9-2012)

11-13-6: SIGN STANDARDS:

11-13-6-1: STANDARD REGULATIONS:

- A. Signs are to primarily serve to identify the name of the business. Additional business specific information may be included

- B. Business specific information is limited to six (6) words per sign. If multiple signs are proposed, the same six (6) words are to be used. (For example, if 3 signs are proposed, the signs may not have a total of 18 different descriptors.) Websites and telephone numbers will count as one word each.

- C. If a website is proposed as part of the business specific information, it may not include "www" or "http://" (i.e., cityofsolvang.com).

- D. Within the TRC, letter height shall be limited to a maximum of eight inches (8"), except where it can be found that a larger letter height is consistent with building size, architecture or setback from public right of way as determined by the planning staff and if an exception request is made.

- E. Outside the TRC, letter height shall be limited to a maximum of ten inches (10"), except where it can be found that a larger letter height is consistent with building size, architecture or setback from public right of way as determined by the planning staff, and if an exception request is made.
- F. A relocated sign shall be considered a new sign and shall require review and approval by the Planning Director for the new location. Such signage shall meet requirements at the new location as to size, frontage, location, and other criteria outlined in this Section. Relocated signs will be subject to the Board of Architectural Review if the Planning Director determines that such review is necessary.
- G. Sign color must be consistent with the eighteenth century Danish/Northern European design theme as illustrated in the Design Guidelines and is subject to approval by the planning staff.. Day-Glo and neon colors are not permitted.
- H. Architectural projections or sign structures shall not increase the number or area of permitted signs, nor shall they be used as a device which is, in itself, a sign, unless such a sign is permitted under this chapter.
- I. Sign structures shall be free of unsightly electrical or supporting features, such as bracing, angle iron, guywires and cables.
- J. Individual businesses located on the second or third floor of a building will have the same criteria as those located on the ground floor. The total sign area for all signs shall be computed as specified in subsection [11-13-7-3A](#) of this chapter. The location of signs for second or third floor buildings shall be determined with planning staff review and recommendation.
- K. A projecting, hanging or under canopy sign must clear the nearest sidewalk by a minimum of seven feet (7'). Projecting signs may project no more than four feet (4') into the public right of way.
- M. Externally illuminated signs shall use top mounted light fixtures which shine light downward and are positioned to prevent distribution of light above the horizontal plane (per section 11-12-18 of this code). Low lumen output lights are encouraged, Such lighting shall be approved by the planning staff. Landscape lighting shall not illuminate signage.
- N. Signs may be internally illuminated, with light directed through the letters set in an opaque background. Internally illuminated signs in the TRC are restricted to one "Vacancy/No Vacancy" sign per hotel/motel and one "Open" or "Serving" sign per primary food/beverage establishment only. (See definition of "lighted sign".)
- O. Churches, private schools, and other facilities similar in nature may have one site sign not exceeding eighteen (18) square feet in area, provided that, except for the name of the premises, the lettering shall not exceed three inches (3") in height, and such signs in residential districts shall not be internally illuminated.

P. Display cases are permitted with planning staff approval. Such display cases shall not exceed twenty (20) square feet. Any signage (i.e., name of business) within or on the display case, shall be calculated into total sign square footage allowed pursuant to sections [11-13-8](#) and [11-13-9](#) of this chapter.

R. Murals are permitted, if they are reviewed and approved by the Board of Architectural Review.

S. Painted window borders are permitted for each building frontage in accordance with the provisions outlined below:

1. Window painting is limited to around the outermost border only. No interior borders may be painted (i.e., interior borders on french paned windows).
2. Border may be one inch (1") wide for every foot of linear width of window. Design widths may vary, however no design shall exceed the allowable border width (for example, a 6 foot wide window may have a 6 inch painted border). Border shall be measured from the edge of the window. No designs shall be allowed within the center of the window. Maximum border width for windows wider than ten feet (10') shall be ten inches (10").
3. Designs must be consistent with the board of architectural review design guidelines and sign criteria.
4. Planning staff approval is required prior to any window painting.
5. If painting is done on the outside of the window, a sealer shall be applied.
6. Regular maintenance program required to maintain quality.

11-13-6-2: CONSTRUCTION, MAINTENANCE AND DISPLAY PROCEDURES:

A. Proper Sign Maintenance Required: Any sign, awning or umbrella erected and/or installed on any parcel of land within the city shall be properly maintained at all times. All signs shall be installed following standard specifications provided by the City. The business owner shall have the duty to keep all signs, awnings or umbrellas associated with such business in a state of good repair, and to see that the sign(s), awning(s) or umbrella(s) is not permitted to deteriorate or fall into disrepair to such an extent that it becomes dangerous or unsightly. Visible rot, mold or rust, falling or broken parts, peeling or faded paint, faded or torn fabric, missing letters, broken sign brackets or hangers, burnt out lamps, and unmaintained plantings in ground sign planters shall be prima facie evidence that a sign, awning or umbrella is not in a state of good repair. No sign permit is required for repainting, cleaning and other normal maintenance and repair of a sign, awning, lamp, or umbrella unless the structure, design, color or character is altered.

1. Notice To Repair: When the code enforcement officer determines that such a sign, awning or umbrella exists in a state of disrepair, he shall issue to the owner of the sign and/or business, a notice of such disrepair and the need for corrective action.

2. Issuance Of Citation: If the sign and/or business owner takes no action within thirty (30) days, the code enforcement office shall issue a citation to correct the violation.
3. Removal Of Sign: If the business owner still takes no action within ten (10) days after issuance of the citation, the sign, awning or umbrella shall be considered abandoned, and shall be removed by the property owner, after written notification from the city.
4. Abandoned Signs: Abandoned signs, awnings or umbrellas shall be removed by the property owner within five (5) days of notification by the city.
5. Removal Of Sign At Owner's Expense: If the property owner fails to remove the sign, awning or umbrella as directed in subsection A4 of this section, an additional citation may be written and city code enforcement will remove the sign, awning or umbrella at the owner's expense. (Ord. 12-300, 4-9-2012)

11-13-7-1: MEASUREMENT CALCULATIONS:

A. Measuring Sign Area:

1. In order to calculate the size of a sign, the following provisions shall apply:
 - a. If the sign is enclosed by a box or outline, the area of the sign includes that portion of the sign comprised of said box or outline.
 - b. If the sign consists of individual letters attached directly to the building, wall or valance of an awning, the size is calculated by drawing a rectangle around each line of copy.
 - c. In the case of wall signs not enclosed by a box or outline, the background area shall be included in the sign area measurements.
 - d. The identical faces of a double sided projecting, hanging, pole or ground sign shall be counted only once for the purposes of calculating sign area.
 - e. If the sign is irregularly shaped, a box shall be drawn around the sign and used to calculate the square footage of the proposed sign.

- B. Measuring Street Frontage: In computing street frontage for the purposes of determining whether the center is entitled to a ground or pole sign. If the property abuts two (2) or more such streets, only one such street shall be used in computing the footage. In choosing between two (2) or more such streets, the street carrying the greater traffic shall be used in computing the footage, but if the traffic is equal on two (2) or more streets, the longer street frontage shall be used in computing the footage. (Ord. 12-300, 4-9-2012)

11-13-8: SIGN STANDARDS WITHIN THE TRC :

The following standards shall be applied to signs in the TRC zone district, notwithstanding the standards established by sections [11-13-7](#) and [11-13-10](#) of this chapter. Pictorial samples of these standards are available in the Planning Department to be used as a resource.

STANDARDS FOR EXTERIOR COMMERCIAL SIGNS IN THE TRC

Maximum square footage of signage allowed	1 square foot per linear foot of dominant building frontage and $\frac{1}{2}$ of a square foot per linear foot of subordinate building frontage. Not less than 12 square feet.
Sign colors	Consistent with eighteenth century Danish/Northern European design theme. Day-Glo and neon colors are not permitted.

Types Of Signs Allowed	Maximum Size Per Sign	Maximum Letter Height	Included In Overall Maximum Square Footage	Planning Staff Review Required	Information
Wall sign	7 sq. ft.	8"	Yes	Yes	A wall sign placed in the space between windows shall not exceed more than $\frac{2}{3}$ the height of the window, or major architectural details related thereto.
Projecting sign	7 sq. ft.	8"	Yes	Yes	Must have 7' of clearance from the sidewalk and project no more than 4' beyond building facade.
Hanging or under canopy sign	7 sq. ft.	8"	Yes	Yes	Must have 7' of clearance from the sidewalk.

Awning signs	None	5"	No	Yes	Letter height for 2 descriptive words = 3".
Window lettering	n/a	6"	Yes	Yes	Shall not exceed 25% of window area. Limited to a single pane. Limited to business name and logo.
Accessory sign	1 sq. ft.	n/a	No	No	A separate unit displaying information. Must not be attached to another sign.
Symbol sign (projecting)	3 sq. ft.	n/a	No	Yes	Lower edge of sign must be at least 7' from finished grade and project no more than 3' beyond building facade.
Chalkboard changeable menu	6 sq. ft.	n/a	No	Yes	Salon/Spa and food/beverage businesses only.
Menu display case	18" x 24"	n/a	No	Yes	Primary food/beverage businesses only.
Umbrellas and umbrella sign	n/a	5"	Yes (50%)	Yes	Up to 50% of umbrellas may include logo/lettering with Planning Director approval.
Ground sign	30 sq. ft. 6'6" maximum height	8"	Yes	Yes	For businesses with dominant frontage of 50' or more only.

Pole sign	50 sq. ft. 13'0" maximum height	8"	Yes	Yes	For businesses with dominant frontage of 100' or more only.
Directory sign	If proposed as a ground sign, 6'6" maximum height	8"	No	Yes, except individual business signs.	For multiple occupancy buildings/shopping complexes only.

(Ord. 12-300, 4-9-2012)

11-13-9: SIGN STANDARDS OUTSIDE THE TRC ZONE DISTRICT:

The following standards shall be applied to signs in the C-2, C-3, PO, I and M zone districts, notwithstanding the standards established by sections [11-13-7](#) and [11-13-10](#) of this chapter.

STANDARDS FOR EXTERIOR COMMERCIAL SIGNS OUTSIDE THE TRC

Maximum square footage of signage allowed	1 square foot per linear foot of dominant building frontage and 1/2 of a square foot per linear foot of subordinate building frontage. Not less than 12 square feet.
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Types Of Signs Allowed	Maximum Size Per Sign	Maximum Letter Height	Included In Overall Maximum Square Footage	Planning Staff Review Required	Information
Wall sign	12 sq. ft.	10"	Yes	Yes	A wall sign placed in the space between windows shall not exceed more than 2/3 the height of the window.

Projecting sign	12 sq. ft.	10"	Yes	Yes	Must have 7' of clearance from the sidewalk and project no more than 4' beyond building facade.
Hanging or under canopy sign	12 sq. ft.	10"	Yes	Yes	Must have 7' of clearance from the sidewalk.
Awning signs	None	5"	No	Yes	Letter height for 2 descriptive words = 3".
Window lettering	n/a	6"	Yes	Yes	Shall not exceed 25% of window area. Limited to a single pane. Limited to business name and logo.
Accessory sign	1 sq. ft.	n/a	No	No	A separate unit displaying information. Must not be attached to another sign.
Symbol sign (projecting)	3 sq. ft.	n/a	No	Yes	Lower edge of sign must be at least 7' from finished grade and project no more than 3' beyond building facade.
Chalkboard changeable menu	6 sq. ft.	n/a	No	Yes	Salon/Spa, food/beverage businesses only.
Menu display case	18" x 24"	n/a	No	Yes	Salon/ Spa and food/beverage businesses only.

Umbrella sign	n/a	5"	Yes (50%)	Yes	Up to 50% of umbrellas may include logo/lettering with Planning Director approval.
Ground sign	50 sq. ft. 6'6" maximum height	10"	Yes	Yes	For businesses with dominant frontage of 50' or more only.
Pole sign	50 sq. ft. 13'0" maximum height	10"	Yes	Yes	For businesses with dominant frontage of 100' or more only.
Directory sign	If proposed as a ground sign, 6'6" maximum height	10"	No	Yes, except individual business signs.	For multiple occupancy buildings/shopping complexes only.

(Ord. 12-300, 4-9-2012)

11-13-10: SIGN STANDARDS BY TYPE:

This section is intended to be used in conjunction with other standards contained in these sign regulations. In no case may the maximum square footage of total signage, size of signs, or their illumination levels, exceed the standards provided by sections [11-13-8](#) and [11-13-9](#) of this chapter, except in accordance with section [11-13-13](#), "Modifications", of this chapter.

A. Wall Signs:

Signage Guidelines:
WALL SIGN: A sign affixed in any manner to any exterior wall of a building or structure and which is parallel to and projects not more than six inches (6") at all points from the building on which it is located.

A wall sign may be attached flat against or pinned away from the wall following City standard specifications. A wall sign placed in the space between windows on the same story shall not exceed more than two-thirds ($\frac{2}{3}$) the height of the window, or major architectural details related thereto. A wall sign placed between windows on adjacent stories as part of an approved overall sign plan for a shopping complex shall not exceed two-thirds ($\frac{2}{3}$) the height between said windows.

1. Location And Number Permitted: As allowed in accordance with square footage limits.
2. Size Limit:
 - a. Inside the TRC: Maximum seven (7) square feet.
 - b. Outside the TRC: Maximum twelve (12) square feet.
3. Illumination: Wall signs may be illuminated in accordance with subsection [11-13-7-1M](#) of this chapter.

B. Projecting Signs:

Signage Guidelines:

PROJECTING SIGN: Any sign which projects from and is supported by a wall of a building with the display surface of the sign perpendicular to the building wall.

A projecting sign must clear the nearest sidewalk by a minimum of seven feet (7'). Projecting signs may project no more than four feet (4') beyond the building facade. Wrought iron brackets are preferred in the TRC.

1. Location And Number Permitted: One projecting sign per building frontage, as allowed in accordance with square footage limits.
2. Size Limit:
 - a. Within the TRC: Maximum seven (7) square feet.

b. Outside the TRC: Maximum twelve (12) square feet.

The identical faces of a double sided projecting or hanging sign shall be counted only once for the purposes of calculating sign area

3. Illumination: Projecting signs may be illuminated in accordance with subsection [11-13-7-1M](#) of this chapter.
4. Symbol Sign: One additional projecting sign may be permitted for each business as follows, and does not count toward total square footage of signage allowed:
 - a. Consisting of only a symbol relating to the activity on the premises.
 - b. Projecting no more than three feet (3') beyond the building facade.
 - c. Not exceeding three (3) square feet in sign area.
 - d. Not internally illuminated.

C. Under Canopy/Arcade Signs:

Signage Guidelines:

UNDER CANOPY/ARCADE SIGN: A hanging sign attached to and located below any eave, roof, canopy, awning or arcade.

A hanging under canopy/arcade sign must clear the nearest sidewalk by a minimum of seven feet (7'). Sign fasteners will be used in accordance with City standard specifications.

1. Location And Number Permitted: One under canopy/arcade sign per building frontage, as allowed in accordance with square footage limits.
2. Size Limit:
 - a. Within the TRC: Maximum seven (7) square feet.
 - b. Outside the TRC: Maximum twelve (12) square feet.

The identical faces of a double sided projecting or hanging sign shall be counted only once for the purposes of calculating sign area. If the sign is enclosed by a box or outline, the area of the sign includes that portion of the sign comprised of said box or outline.

3. Illumination: Wall signs may be illuminated in accordance with subsection [11-13-7-1M](#) of this chapter.

D. Awning Signs:

Signage Guidelines:

AWNING SIGN: Any sign or graphic attached to, painted on, or applied to the valance of a canvas awning.

Awning signs may include the name of the business on the front valance, not to exceed five inches (5") in height. Alternatively, Three (3) additional words of business specific information may be used per awning side (front, left, right, etc.) for a maximum of nine (9) descriptive words total. Descriptions shall not exceed five inches (5") in height. Websites and phone numbers are prohibited on awnings. Such signage shall not be included into overall maximum square footage.

The use of awnings over doors and windows is encouraged where appropriate. Awnings shall have a minimum four to twelve (4:12) pitch with a straight or slightly scalloped valance. Valances shall not exceed eight and one-half inches (8½") in depth. Any alteration or deviation from this standard will be considered if found to be traditionally appropriate to the architecture of the building. Individual lettering in the traditional "old world" style is preferred.

If lettering on the valance of an awning needs to be changed, replacement of the valance or the use of a snap-on valance with the new lettering is encouraged.

1. Location And Number Permitted: See guidelines above. Awning signs are permitted in addition to allowable sign square footage with planning staff approval.
2. Size Limit: See guidelines above.
3. Illumination: Awning signs may not be illuminated.

E. Window Lettering:

Signage Guidelines:

WINDOW LETTERING: The name of the business or establishment painted directly on the inside or outside surface of a glass window. Only the name of the business and/or logo is permitted, and is calculated into the allowable square footage maximums.

Within the TRC, individual lettering in the traditional "old world" style is preferred.

Must meet specific regulations (see below).

Each business may have window lettering for each building frontage in accordance with the provisions outlined below:

1. Only the name of the business and/or logo is permissible.
2. The name of the business and/or logo shall be used only once per window.
3. If the window is paned (i.e., french windows), lettering is limited to a single pane (for example, a word may not be spelled out with 1 letter in each pane extending across the window).
4. Maximum letter height is six inches (6").
5. Lettering square footage shall be calculated within the allowable overall signage per building frontage.
6. Lettering shall not exceed twenty five percent (25%) of the window area.
7. Planning staff approval required prior to any window lettering.
8. If lettering is done on the outside of the window, a sealer must be applied.

F. Accessory Signs:

Signage Guidelines:

ACCESSORY SIGN: A separate unit displaying information (e.g., customer parking, upstairs, caution, open, shops, etc.) which is not attached to or supported from any other sign and not made a part thereof.

Accessory signs larger than the sizes specified in this section will be considered only if they are designed in conjunction with or made an integral part of the

signage existing on the subject building or project and are approved by the planning staff as to size, location, and design.

1. Location And Number Permitted: One per building facade. Accessory signs are permitted in addition to allowable sign square footage.
2. Size Limit: One square foot.
3. Illumination: Accessory signs may not be illuminated.

G. Chalkboard Or Changeable Menu Signs:

Signage Guidelines:

CHALKBOARD SIGN: A changeable copy sign made up of a smooth, hard panel for writing on with chalk. The surface material shall be green or black.

A chalkboard/changeable menu sign is permitted for restaurants, winetasting rooms, and other businesses whose primary business is food/beverage (see definition of "primary food/beverage business") or a salon/spa pursuant to the following regulations:

For the advertisement of food, beverage, and salons and spas only.

The chalkboard may not exceed twenty four inches by thirty six inches (24" x 36") in size.

The board must either be attached to a wall, or on a pole in the ground or in a planter, or affixed to the building with hooks or other brackets to facilitate temporary use. The board shall not be leaned against a wall, fence, or otherwise portable and may not be located in the public right of way.

1. Location And Number Permitted: One sign per primary food/beverage or salon/spa business. Chalkboard/changeable menu signs are permitted in addition to allowable sign square footage with Planning Director approval.
2. Size Limit: Maximum six (6) square feet, twenty four inches by thirty six inches (24" x 36").
3. Illumination: Chalkboard/changeable menu signs may be illuminated in accordance with subsection [11-13-7-1M](#) of this chapter.

H. Menu Display Case:

Signage Guidelines:

MENU DISPLAY CASE: A permanently affixed structure or case that displays the menu of food/beverage or salon/spa services, behind glass or plastic.

Within the TRC, signs shall be designed to enhance the special character of the village and the buildings on which they are placed. Individual lettering in the traditional "old world" style is preferred.

A restaurant menu may be displayed in the window but may not be affixed to the window pursuant to subsection [11-13-5A23](#) of this chapter.

1. Location And Number Permitted: See guidelines above. Menu display case(s) are permitted in addition to allowable sign square footage with Planning Director approval.
2. Size Limit: Maximum eighteen inches by twenty four inches (18" x 24").
3. Illumination: Menu display cases may be illuminated in accordance with subsection [11-13-7-1M](#) of this chapter.

I. Umbrella Signs:

Signage Guidelines:

UMBRELLA SIGN: Any sign or graphic attached to, painted on, or applied to, the fabric of an umbrella. Letter or logo height shall not exceed five inches (5").

Umbrellas are permitted for restaurants and other businesses whose primary business is food/beverage (see definition of "primary food/beverage business") pursuant to the following regulations:

Umbrellas must be approved by the Planning Director as to quality, color and location.

If umbrellas are to be located within the public right of way, an encroachment permit is required from the public works department.

Fifty percent (50%) of all lettering or logos proposed on umbrellas must be included in overall square footage of signage. Letters shall be maximum 5" in height.

Umbrellas shall be maintained in good condition and shall not be torn or faded.

1. Location And Number Permitted: As allowed by the Planning Director.
2. Size Limit: None.
3. Illumination: Umbrella signs may not be illuminated.

J. Ground Signs:

Signage Guidelines:

GROUND SIGN: Any sign advertising goods manufactured, produced or sold or services rendered on the premises upon which the sign is placed, or identifying in any fashion the premises of any owner or occupant, which is an integral part of a landscaped planter, and which is supported by one or two (2) posts offset to one side from the center of a solid base, the total height of which does not exceed six feet six inches (6'6") above grade, measured at the edge of the public right of way, or six feet six inches (6'6") above the base of the sign structure when the grade of the public right of way is at least three and one-half feet (3¹/₂') lower than the finished grade at the base of the sign, whichever is higher. In no case shall an artificial grade be established for the sole purpose of placing a sign at more than six feet six inches (6'6") above the grade at the edge of the public right of way.

1. Location And Number Permitted: One low freestanding sign to identify a shopping center or office building complex is allowed on each street frontage. Freestanding signs for individual businesses within a complex are not considered appropriate and will not be permitted.
 - a. Within the TRC: Each individual business or each shopping complex that has a sufficient setback from the right of way and at least fifty feet (50') of dominant building frontage, consistent with ordinance requirements, may have one ground sign not to exceed six feet six must be architecturally treated or screened by landscaping. A ground sign which exceeds six (6) square feet in area shall not be located within seventy five feet (75') of any other ground sign. Prior to the issuance of a sign permit, ground signs on corner street intersections shall be approved by the city engineer to ensure the placement of the sign will not adversely affect traffic or pedestrian safety. Such signage shall be included into the overall allowed square footage.

b. Outside the TRC: Each entrance or shopping center that has a sufficient setback from the right of way and at least fifty feet (50') of dominant building frontage, may have one ground sign not to exceed fifty (50) square feet in total sign area. A ground sign which exceeds six (6) square feet in area shall not be located within seventy five feet (75') of any other ground sign. Prior to the issuance of a sign permit, ground signs on corner street intersections shall be approved by the city engineer to ensure the placement of the sign will not adversely affect traffic or pedestrian safety. Such signage shall be included into overall allowed square footage.

2. Size Limit:

a. Within the TRC: Thirty (30) square feet in total sign area.

b. Outside the TRC: Fifty (50) square feet in total sign area.

3. Illumination: Lighting sources should be carefully considered so as not to cause a problem with excessive light and glare.

Signs may be internally illuminated with light directed through the letters set in an opaque background (see definition of "lighted sign").

Externally illuminated signs shall use top mounted light fixtures which shine light downward and are fully shielded. Low lumen output lights are encouraged. Such lighting shall be approved by the Board of Architectural Review. Landscape lighting shall not illuminate signage.

a. Within the TRC: Internally illuminated signs in the TRC are restricted to hotels/motels and primary food/beverage businesses only.

K. Pole Signs:

Signage Guidelines:

POLE SIGN: Any sign, other than a ground sign, which is supported by a raised planter at least eighteen inches (18") in height, erected on one or more upright(s) supported from the ground, the height of which is greater than six feet six inches (6'6") and no higher than thirteen feet (13') above grade at the edge of the public right of way, and which is not part of any building or structure other than a structure erected solely for the purpose of supporting a sign.

A pole sign is allowed for a single business with dominant building frontage of one hundred feet (100') or more. However, it may not exceed thirteen feet (13') above the grade and fifty (50) square feet of total sign area. The pole shall not be used in

the sign area calculations, but shall be included to determine the overall height. Such signage shall be included into the overall allowable square footage.

1. Location And Number Permitted: One pole sign per business, as allowed in accordance with square footage limits.
2. Size Limit: Maximum fifty (50) square feet.
3. Illumination: Pole signs may be illuminated in accordance with subsections [11-13-7-1M](#) and N of this chapter.

L. Directory Signs:

Signage Guidelines:

DIRECTORY SIGN: A group of signs clustered together in a single structure or compositional unit which directs attention to a business, industry, profession or service conducted on the premises where the sign is displayed. This sign is used to direct attention to several occupants of the same building, or shopping center, or complex.

Signs for multiple occupancy buildings/shopping complexes may be on a directory, each sign on the directory shall not exceed two (2) square feet for each business. One directory sign is allowed for each entrance into a complex. A maximum of two (2) descriptive words and a directional arrow is permitted.

1. Location And Number Permitted: One directory sign per entrance into a complex or center.
2. Size Limit: None, except when directory sign is proposed as a ground sign, then regulations for square footage and height shall be in conformance with that allowed under ground signs. Individual business signs on directory shall not exceed two (2) square feet.
3. Illumination: Directory signs may be illuminated in accordance with subsection [11-13-7-1M](#) of this chapter. (Ord. 12-300, 4-9-2012)

11-13-11: STANDARDS FOR TEMPORARY SIGNS:

11-13-11-1: TEMPORARY SIGNS REQUIRING A SIGN PERMIT:

The following signage requires a land use clearance from the planning department and approval by the Planning Director to ensure size and time restrictions, as noted. All temporary signs need an application and will be assessed a fee for temporary signs. Sale and non-civic event sign permits may be issued annually.

Type	Time Limit
The TRC zone district (Village Area):	
Grand Opening Signs: Signs announcing the opening of a new business, which in the aggregate do not exceed 10 square feet in size or 25 percent of the window area, whichever is greater. Such signs shall be erected for no more than 30 days prior to the scheduled opening of the business and shall be removed no later than 30 days after the opening of the business.	60 days.
Sale Or Other Temporary Window Signs: A temporary window sign such as a "Sale" sign not exceeding 6 square feet, or 50 percent of the window area of each facade, whichever is greater, is permitted. Professional design of the sign is encouraged. The planning department shall be notified at least 24 hours in advance of each display date.	7 consecutive days and not more than 28 total days per year.
Noncivic Event Sign: 1 temporary noncivic event sign announcing a special event may be permitted by the Planning Director. The planning department shall be notified at least 24 hours in advance of each display date. The following size limitations shall apply:	3 consecutive days per event and not more than 36 total days per year.
A. Businesses with up to 50 linear feet of dominant building frontage shall be allowed a sign of 6 square feet	
B. Businesses with between 50 to 100 linear feet of dominant building frontage shall be allowed a sign of 12 square feet, and	
C. Businesses with over 100 linear feet of dominant building frontage shall be allowed a sign of 18 square feet.	
Commercial zone districts (outside the TRC):	
Grand Opening Signs: Signs announcing the opening of a new business, which in the aggregate do not exceed	60 days.

<p>10 square feet in size or 25 percent of the window area, whichever is greater. Such signs shall be erected for no more than 30 days prior to the scheduled opening of the business and shall be removed no later than 30 days after the opening of the business.</p>	
<p>Sale Or Other Temporary Window Signs: A temporary window sign not exceeding 4 square feet, or 25 percent of the window area of each facade, whichever is greater, is permitted. The planning department shall be notified at least 24 hours in advance of each display date.</p>	<p>30 consecutive days and not more than 60 total days per year.</p>
<p>Noncivic Event Sign: 1 temporary noncivic event sign announcing a special event may be permitted. The decision of the planning director may be appealed to the board of architectural review. The planning department shall be notified at least 24 hours in advance of each display date. The following size limitations shall apply:</p>	<p>3 consecutive days per event and not more than 36 total days per year.</p>
<p>A. Businesses with up to 50 linear feet of dominant building frontage shall be allowed a sign of 6 square feet,</p>	
<p>B. Businesses with between 50 to 100 linear feet of dominant building frontage shall be allowed a sign of 12 square feet, and</p>	
<p>C. Businesses with over 100 linear feet of dominant building frontage shall be allowed a sign of 18 square feet.</p>	

(Ord. 12-300, 4-9-2012)

(Ord. 12-300, 4-9-2012)

11-13-12: SIGN PERMITS; APPLICATION AND PROCESSING PROCEDURES:

A. Application And Fee:

1. Any person desiring to construct, maintain or display a sign for which a sign permit is required shall submit an application, the necessary submittal fee, as set by City Council resolution, and submittal requirements to the planning department. An application form and a list of submittal requirements shall be provided by the planning department.

B. Processing Applications:

1. The planning department staff shall review the application and materials and determine completeness within five (5) working days from the date of filing and 10 working days . to approve, conditionally approve or deny the application.
2. . Fees: A fee, as set by a resolution of the City Council, shall be paid at the time of application to cover the cost of processing.

=C. Sign Review Criteria/Findings:

1. In reviewing a sign permit application the following criteria shall be considered:
 - a. The sign is in proportion to and visually consistent with the architectural character of the building.
 - b. There is no needless repetition, redundancy or proliferation of signage.
 - c. The sign does not obscure from view or unduly detract from existing signage.
 - d. The size, shape, color and placement of the sign and any lighting is compatible to and harmonious with the building which it identifies and with the area in which it will be located.

D. Appeals: The applicant or any interested person may appeal decisions concerning sign applications as made by planning staff as follows:

1. Appeals of the planning staff Decision:: Any action regarding signs by the Planning Director may be appealed by the applicant or any interested party to the Board of Architectural Review. . Said appeal shall be in writing, shall state the reasons for the appeal and shall be filed with the planning department within ten (10) calendar days of the decision. A hearing shall be held by the Board of Architectural Review within thirty (30) days of the date of the filing of the appeal.
2. Appeals of the Board of Architectural Review Decision:: Any action of the Board of Architectural Review may be appealed by the applicant or any interested party to the Planning Commission, pursuant to [Title 1, Chapter 6](#) of this code. Appeals of the Planning Commission may be taken to City Council pursuant to Title 1, Chapter 6 of this code.
3. Judicial Review: An action of the city council is subject to judicial review under California Code Of Civil Procedure 1094.8. Any such action must be commenced no later than ninety (90) days after notice of a city council decision.

E . Expiration: An application which has received a letter of determination shall expire after six (6) months from the date of approval. A six (6) month extension may be granted by the Planning Director if the application is in substantial compliance with the approved application. (Ord. 12-300, 4-9-2012)

11-13-13: EXCEPTIONS/MODIFICATIONS TO SIGN STANDARDS:

A. Exceptions To Sign Standards: Unusual site conditions or other design factors may warrant signs not otherwise permitted by these regulations.

B. Applications: Applications for exceptions or modifications shall be made to the Planning Department on forms provided by the department. A sign permit application which includes a request for modifications or exceptions to standards established by these regulations shall include the reasons for the request for an exception or modification to the standards. All applications shall contain the information as required by the Planning Director.

C. Owner's Signature: Applications shall be signed by the owner of the property on which the sign is to be placed or by the tenant of said property with a statement of consent to the approved exception signed by the owner of the property.

D. Fee: A fee, as set by resolution of the City Council, shall be paid with the application to cover the cost of processing. This shall be the sign permit fee as well as the planning hourly rate fee.

E. Hearing: The Board of Architectural Review shall, as required under this Code, consider the application at a hearing. Notice of the time and place of the hearing shall be given by mail prior to the hearing to the applicant and the owner of the property, if not the applicant.

F. Findings For Approval Of An Exception: Granting an exception to the sign regulations must be based on at least one of the following findings:

1. There are exceptional or unusual circumstances applying to the property involved which do not apply generally to properties in the vicinity with the same zoning, such as, but not limited to:
 - a. The presence of a legal, nonconforming use;
 - b. Visual obstructions;
 - c. Unusual building location or setback;
 - d. Unusual building design, architectural style, or historic significance.
2. The sign for which an exception is requested is a nonconforming sign that acts as a neighborhood landmark or focal point while not disrupting views of prominent community landscape features. When granting an exception, the Board of Architectural Review shall require that as many nonconforming elements of the sign as possible be eliminated while allowing its basic form and character to remain.
3. The exception is consistent with the intent and purpose of the sign regulations (see section [11-13-2](#) of this chapter) and will not constitute a grant of special privilege or entitlement inconsistent with limitations applied to other properties in the vicinity with the same zoning.

4. The sign exception is for superior design and will not result in visual clutter and is consistent with the intent and purpose of these sign regulations.

G. Appeals: Any decision of the Board of Architectural Review on an exception may be appealed by the applicant or any interested party to the Planning Commission, pursuant to [title 1, chapter 6](#) of this code. (Ord. 12-300, 4-9-2012)

11-13-14: EXEMPT SIGNS:

A. Exempt Signs, Flags And Devices: The following signs, flags and devices are exempt from the provisions of this chapter. The following signs may be installed without a sign permit provided they meet the requirements listed below:

1. Civic Event / Community Event/Fundraising Event Signs: Signs may be erected not more than thirty (30) days prior to the event and shall be removed within twenty four (24) hours after the time of the event and shall not exceed twenty four (24) square feet in size. Only one such sign shall be erected per lot. This shall also pertain to community event signs as listed in the Temporary Sign section.

2. Construction Signs: One temporary construction sign, provided the sign does not exceed six (6) square feet in a one-family residence district or twenty four (24) square feet in all other districts, is used only to indicate the name of the construction project and the names and locations of the contractors, architects, engineers, landscape designers, project or leasing agents and the financing company, is displayed during construction only, and does not exceed six feet (6') in height at the edge of the public right of way when freestanding.

3. Flags: The official flag of government, governmental agency, public institution, religion, or other similar entity. Flags flown on a temporary basis for purposes of honoring declared national or civic holidays. One (1) flagpole with a maximum height of forty feet (40') which are not attached, or two (2) flagpoles which are attached to the building shall be exempt. Additional flags shall require planning staff review and approval.

4. Governmental Signs: Signs required to be maintained or posted by law or governmental order, rule or regulation. Signs specifically required by federal, state or city law, of the minimum size required.

5. Hazard Warning Signs: Any temporary sign warning of construction excavation or similar hazards as long as the hazard exists.

6. Noncommercial Signs: A noncommercial sign, not exceeding six (6) square feet total for each lot in residential districts and twenty four (24) square feet total for each lot in nonresidential districts. Such a sign shall be erected only with the permission of the property owner or tenant. In each instance and under the same conditions to which this chapter permits any sign, a sign containing an ideological, political or other noncommercial message and constructed to the same physical dimensions and character shall be permitted.

7. No Trespassing Signs: Any "no trespassing" sign, prohibiting or restricting access to property, provided it is not more than one square foot in size, is placed at each corner and each entrance to the property and at intervals of not less than fifty feet (50') or in compliance with requirements of law.

8. Official Signs: Official federal, state and local sign and notice issued by any court, person or officer in performance of a public duty.

9. Parking Lot/Directional Sign: Any parking lot and other traffic directional sign not to exceed two (2) square feet in area limited to guidance of pedestrian or vehicular traffic within the premises upon which they are located. There shall be erected no more than three (3) such signs in each parking lot or more than one per entrance.

10. Product/Operating Information Signs: Any gasoline pump, telephone booth, and newsrack sign, provided any sign on such a device identifies only the product contained therein, or displays operating instructions, and the lettering does not exceed two inches (2") in height.

11. Real Estate Signs: A sign on a building or in the ground which indicates that the property is for sale, rent or lease. Only one such sign is allowed on each street frontage of the property. Such a sign may be single or double faced and is limited to six (6) square feet or less, including any portions of the sign that hang off the bottom (e.g., price reduced, do not disturb occupant, in escrow, etc.) on property in all zone districts and shall not exceed six feet (6') in height as measured from the edge of the public right of way when freestanding. If affixed to the building, such signs shall be secured using semipermanent fasteners such as screws or nails. Use of tape or string, or draping on the outside of the building is not permitted. 13. Open House Realty Signs: Any temporary "open house" sign. Only one sign is allowed on each street frontage of the property. Such a sign may be single or double faced and is limited to three (3) square feet or less. Its supporting structure shall not exceed four feet (4') in height. A maximum of three (3) off site signs shall be allowed. Such signs shall be erected and removed on the day of the open house, and shall not be fastened or attached in any way to any building facade or architectural element.

12. Residential Identification Signs: One identification sign of not more than one square foot for a residence.

13. Street Identification Signs: Any street name and/or address stamped or painted on a curb.

14. Temporary Festival Decorations: Any temporary festival decoration or display, except one requiring a building, electrical or other permit (see definition of 'Temporary Festival Decoration.')

15. Traffic Safety Signs: Traffic control and directional signs or devices erected by local, county or state government.

16. Utility Signs: Signs erected by a public utility or common carrier to warn of dangers, such as the location of underground facilities.

17. Window Signs: Signs within eighteen inches (18") of the window and not affixed to the window, which do not exceed one square foot. (Ord. 12-300, 4-9-2012)

11-13-15: NONCONFORMING SIGNS:

A. Definitions:

LEGALLY IN EXISTENCE: Any sign which has a valid land use clearance or building permit on file with the city or county of Santa Barbara building department on or before the effective date of this chapter (June 12, 1980).

NONCONFORMING SIGN: Every sign legally in existence on the effective date of: 1) the

ordinance adopting this chapter; or 2) any ordinance amending this chapter which violates or does not conform to the provisions of such ordinance or any such amendment.

B. General Provisions: A nonconforming sign may not be:

1. Changed to another nonconforming sign
2. Structurally altered.
3. Expanded.

C. Removal:

1. Any sign installed after the effective date of: a) the ordinance adopting this chapter; or b) an ordinance amending this chapter which does not comply or does not have the required land use clearance or building permit, is an illegal sign. Such signs shall be removed or made to conform within thirty (30) days of written notice from the planning/community development department or the Code Enforcement Officer

2. Any sign erected on or before the effective date hereof which does not have a valid land use clearance or building permit on file with the city or the county of Santa Barbara building department, is an illegally erected sign. Such signs shall be removed or made to conform to the provisions of this chapter within one year of the date of written notice from the planning department or immediately upon change of use, owner or lessee of the premises.

3. A sign which does not conform to the provisions of this chapter, but which was legally erected and was maintained on or before June 12, 1980, and which did not conform to the regulations in effect at that time, shall be removed or made to conform within one year after written notice from the planning department, or immediately upon change of use, owner or lessee of the premises.

4. Exceptions to the provisions of this section shall be granted by the planning staff upon the application of any owner of an on site sign who presents substantial evidence showing the following:

a. There are exceptional circumstances applicable to the property on which the nonconforming sign is located, including size, shape, topography, location or surroundings, which would unfairly burden the applicant if strict application of all the provisions of this chapter is required; or

b. The sign possesses unique features which make it a significant part of the historical heritage of the area in which it is located.

5. Denial of a request for an exception or modification may be appealed pursuant to the provisions of [title 1, chapter 6](#) of this code.

6. A relocated sign shall be considered a new sign, and shall be subject to review by the Planning staff per 11-13-7-1(F). (Ord. 12-300, 4-9-2012, xxx new date)

11-13-16: NONCURRENT, ABANDONED OR UNSAFE SIGNS:

A. Noncurrent And Unsafe Signs:

1. Noncurrent: Any sign, including its supporting structure, which no longer identifies the current occupant or which otherwise fails to serve its original purpose after a lapse of three (3) months shall be deemed to be a public nuisance and shall be removed by the owner of the property on which it is located upon ten (10) days' written notice by the code enforcement officer..

2. Unsafe: Any sign that, in the opinion of the city building official, is unsafe or insecure, shall be deemed a public nuisance and shall be corrected or removed, together with any supporting structure, by the owner of the property on which the sign is located, within ten (10) days' written notice by the city building official, inspector or code enforcement officer.

3. Failure To Abate: In the event the property owner has not begun removal of the sign and its supporting structure within the time limits set forth in subsections A1 and A2 of this section, the Planning Director, as determined by the building official, shall cause to be filed for recordation with the county recorder, a notice of intention to record a notice of order to abate describing the real property, naming the property owner thereof, describing the violation and giving notice of a city council hearing. The building official shall give written notice by personal delivery or mail to the property owner that the city intends to carry out the removal of the sign and supporting structure and have the cost of said removal be made a charge against the property owner and lien against the property, unless the sign is removed, repaired or reconstructed so as to eliminate the condition that is in violation of this chapter. The building official shall also advise the property owner that he has a right to a scheduled hearing before the city council for the purpose of final determination that the sign is "noncurrent" or "unsafe" as defined under this section. Said hearing shall begin no later than thirty (30) days after the date of personal delivery or mailing of the notice and may be continued by the city council.

B. Findings: Upon completion of the hearing, the city council shall find as to the fact that the sign is a noncurrent or unsafe sign and upon such fact being found shall determine that the sign shall be removed, repaired or reconstructed by the property owner within a prescribed time or the city shall cause the sign and supporting structure to be removed. Said determination shall be made based upon the evidence presented and a report from the Planning Director, as determined by the building official, or their designee, regarding the existing condition of the sign, the estimated costs of repair, reconstruction and/or removal. If the city council makes such determination, written findings and an order shall be approved. After said hearing, the city clerk shall cause to be filed for record a notice of order to abate with the county recorder and shall give all parties who have a recorded interest in the property notice of such recordation by mail.

C. Duties Of Public Works Director: The public works director shall, after completion of the hearing and approval of the findings by the city council that the sign is noncurrent or unsafe and after the failure of property owner to remove, repair or reconstruct the sign within the prescribed time set forth in the necessary services by contract, dispatch city forces to carry out the removal of the sign and its supporting structures as directed by the city council. A record shall be kept of all costs incurred by the city, including time spent for the preparation of plans and the supervision of the work to carry out the removal of the sign and supporting structure. Upon completion of said efforts, the public works director shall file a report with the city council as to the costs incurred. The property owner shall be provided a copy of said report, notice of a hearing before the city council, and an opportunity to appear before the city council to be heard regarding the reasonableness of the costs incurred by the city.

- D. Costs Borne By Property Owner: Upon completion of the hearing before the city council as to the reasonableness of the costs, the city council shall determine the reasonable costs incurred by the city to remove the noncurrent sign and the property owner shall be advised of said amount which shall be due and payable to the city. Upon request of the property owner, the city may agree to a mutually acceptable payment schedule.
- E. Lien: In the event the amount to be due and payable to the city is not paid within thirty (30) days after the determination by the city council or as otherwise agreed, said amount shall become a charge against the property involved. The public works director shall thereafter cause the amount of said charge to be recorded on the assessment roll as an assessment and lien against and upon the property. Any portion of said assessment remaining unpaid after the due date for payment thereof shall be subject to the penalties and proceedings then in effect for property taxes due within the city.
- F. Interest Charges: The city shall be entitled to interest at the rate applicable for unpaid taxes on all costs incurred by the city as determined pursuant to subsection D of this section. (Ord. 12-300, 4-9-2012)

11-13-17: PROHIBITED SIGNS:

- A. The following signs are prohibited and subject to immediate abatement by the city of Solvang's code enforcement officer.
1. A Frame Signs.
 2. Attention Getting Devices:
 - a. Signs which rotate, move, glare, flash, change, reflect, or blink.,
 - b. Animated signs.
 - c. Outdoor decorations (see definition)
 - d. Any temporary sign outside of a building or attached to the exterior of a building, including banners, bunting, pennants, feather flags, placards, streamers, balloons or similar devices
 - e. Commercial mascot signs.
 3. Banners: Banners, except by special permit issued by the city manager or his/her designee.
 4. Billboards: Billboards or billboard type signs.
 5. Dry Erase Board signs.
 6. Hazardous Signs: Signs that create a hazard by obstructing clear views of pedestrian and vehicular traffic.

7. Inflatable Signs: Inflatable signs.

8. Mobile Commercial Signs: No person shall park any vehicle on a public right of way or in a location on private property which is visible from a public right of way which has attached thereto or suspended therefrom any sign, except a sign painted directly upon, magnetically affixed to or permanently affixed to the body or other integral part of the vehicle. The primary use of such vehicles shall be in operation of the business and not in advertising or identifying the business premises. The vehicle shall not be parked for the sole purpose of advertising.

9. Neon And LED Signs: Neon and LED signs within the TRC, visible from the exterior of the building, with the exception of one of the following for a hotel/motel: "No", "Sorry No" or "Vacancy" sign. Neon and LED signs outside the TRC greater than two (2) square feet in size.

10. Obscene Signs: Any sign displaying obscene, indecent or immoral matter.

11. Pole Signs: Pole signs, with the exception of designs approved by the board of architectural review or planning staff for single businesses having an appropriate setback and building frontage which exceeds one hundred (100) linear feet.

12. Portable Signs: Portable commercial signs.

13. Roof Signs: Signs and any other graphics which extend, wholly or in part, above the eave line of a structure to which it is attached.

14. Signs Which Block Ingress Or Egress: Any sign, except as may be required by other code or ordinance, placed or maintained so as to interfere with free ingress or egress from any door, window or fire escape.

15. Signs On Public Property: Any sign, other than a sign installed by a public agency or as approved by the City Council, located in or on any public property, including sidewalks and parkways.

16. Simulated Traffic Sign: Any sign which by color, shape, wording or location, resembles or conflicts with any traffic control sign or device. Any sign containing red, yellow or green lights, within thirty feet (30') of a public right of way that could be confused with traffic signal lights.

17. Signs On Trees, Poles, Etc.: Any sign, generally of a temporary nature, posted or attached to trees, poles, stakes, fences or the exterior of a building or structures.

18. Signs On Utility Poles Or Traffic Control Devices: Signs attached or placed adjacent to any utility pole, parking meter, traffic signpost, traffic signal, historical marker or any traffic control device.

19. Window Signs: Signs in the window, adhered to the glass, except for open, closed and hours, help wanted and temporary window signs approved by the Planning Director pursuant to section [11-13-11](#) of this chapter, except decorative window painting and lettering pursuant to subsection [11-13-10E](#) of this chapter. (Ord. 12-300, 4-9-2012)

11-13-18: ENFORCEMENT AND PENALTIES:

A. Planning Director To Enforce: It shall be the duty of the Planning Director, or his/her designee, to enforce this chapter with respect to all signs existing on the effective date of this chapter, and to all signs constructed, maintained, displayed or altered after the effective date of this chapter, and for any signs installed contrary to the approved plans or to any conditions imposed by the City.

1. Every sign erected in the city shall be subject to inspection by the Planning Director, or his/her designee, to ensure compliance with all provisions of this chapter or city building official to ensure compliance with all applicable building codes.

2. The planning director, or his/her designee, shall conduct an inventory of all signs in the city for the purpose of identifying signs that are illegal or unlawfully installed and signs that are noncurrent, abandoned or unsafe.

3. The Planning Director or any of his/her designees shall have the right to enter upon any premises upon which any sign has been erected to enforce compliance with the provisions of this chapter and to cause the removal of any sign maintained in violation of this chapter.

B. Penalties: Any person who violates the provisions of this chapter shall be subject to the penalties described in [title 1, chapter 3](#) of this code. (Ord. 12-300, 4-9-2012)

11-13-19: OVERALL SIGN PLANS:

11-13-19-1: OVERALL SIGN PLANS OUTSIDE TRC:

Overall sign plans outside the TRC for shopping centers, office complexes and industrial centers shall be as follows:

A. For each business, one wall sign shall be permitted on each frontage.

1. For a dominant building frontage (see definition of "building frontage") the sign shall not exceed one-eighth ($\frac{1}{8}$) of the square footage of the building facade of that portion of the first floor occupied by the business and upon which the wall sign is to be located, or twenty four (24) square feet of sign area.

2. For a subordinate building frontage (see definition of "building frontage") the sign shall not exceed one-sixteenth ($\frac{1}{16}$) of the square footage of the building facade of that portion of the first floor occupied by the business and upon which facade the wall sign is to be located or twelve (12) square feet of sign area.

B. For places of public entertainment where the public attraction is constantly changing, e.g., theaters and auditoriums, changeable copy may be used on wall signs and wall signs may exceed the permitted size if so determined by the planning staff.

C. One under canopy sign or facade sign for each business having an entrance under or offering service under the canopy or arcade shall be permitted. If there is no canopy or arcade, a projecting sign for each business may be permitted.

1. Under canopy, arcade or projecting signs shall not exceed six (6) square feet in sign area. The planning staff may approve a larger or smaller sign if it is determined that such signs are architecturally harmonious in relation to the size and location of the building area occupied by the business and the center for which the overall sign plan is proposed.

2. The lower edge of the sign must be at least seven feet (7') above finished ground level.

D. One ground sign for each center shall be permitted as follows:

1. The center shall have a street frontage of at least seventy five feet (75').

2. The ground sign shall only identify the center and may not advertise or identify any business or service conducted or merchandise sold within the center.

3. No changeable copy may be used.

4. The ground sign shall not exceed fifty (50) square feet of sign area.

5. The height of the ground sign shall not exceed six feet six inches (6'6"). Height shall be measured from the top of curb of the improved portion of the public right of way to which the property has access and more specifically, from that point which is closest to the sign.

6. No part of the sign or sign structure shall project over the street right of way.

7. The base of the supporting structure shall be at least two feet (2') from the street right of way line and shall be included into sign area calculations. Locations at corners must be approved by the city engineer for site visibility and safety.

8. Prior to the issuance of a sign permit, ground signs on corner street intersections shall be approved by the city engineer to ensure the placement of the sign will not adversely affect traffic or pedestrian safety.

9. More than one ground sign, a larger sign, or a higher sign, may be permitted if approved by the Board of Architectural Review as a modification/exception, pursuant to section [11-13-13](#) of this chapter.

E. Directory signs may be provided for each entrance to the center. Each sign on the directory may be up to two (2) square feet. A maximum of two (2) descriptive words and a directional arrow is permitted.

F. Awning signs may be permitted in accordance with subsection [11-13-10D](#) of this chapter. (Ord. 12-300, 4-9-2012)

11-13-19-2: OVERALL SIGN PLANS WITHIN TRC:

Overall sign plans are required for shopping complexes inside the TRC. Such signs shall conform with section [11-13-8](#) of this chapter. (Ord. 12-300, 4-9-2012)

11-13-20: DEFINITIONS:

For the purpose of this chapter, the following words and phrases shall have the meanings respectively ascribed to them by this section:

A-FRAME SIGN: A type of sign composed of two boards in a triangle shape, hinged along the top set up next to a store, advertising services or goods.

ACCESSORY SIGN: A separate unit displaying information (e.g., customer parking, upstairs, caution, open, shops, etc.) which is not attached to or supported from any other sign and not made a part thereof.

ANIMATED SIGN: A sign with action or motion, whether by flashing lights, color changes, wind, rotation, movement of any parts of the sign or letters or parts of the sign structure, or other motion.

ARCADE: A permanent roofed structure, attached to the building, projecting over public and/or private property, and partially enclosed and supported by supports located on public property.

ARCADE SIGN: See definition of Under Canopy Sign.

ARCHITECTURAL FEATURE: Any reveal, window frame, recessed area, door, detail, surround or other feature that is part of any building, or is a specific element of a recognized historical style of architecture.

ARCHITECTURAL PROJECTION: A projection not intended for occupancy and which extends beyond the face of an exterior wall or roof of a building, but not including signs.

AWNING SIGN: Any sign or graphics attached to, painted on, or applied to the valance of a canvas awning.

BANNER: A bunting or other flexible sign characteristically supported at two (2) or more points and hung on a building or otherwise suspended down or along its face, or across any public streets of the city. The banner may or may not include copy or other graphic symbols.

BILLBOARD: A freestanding off premises sign.

BOARD OF ARCHITECTURAL REVIEW: A review panel appointed by the city council whose function is to review and approve, conditionally approve or deny all sign applications (a.k.a. BAR).

BUILDING FACADE: That portion of any exterior elevation of a building extending from grade to the eaves or the top of the parapet wall and the entire width of the building elevation.

BUILDING FRONTAGE: The width of any face of a building.

Dominant Building Frontage: The principal frontage of a building where its main entrance is located or which faces the street on which its address is located.

Subordinate Building Frontage: Any frontage other than the dominant frontage.

BUSINESS SIGN: An on premises sign.

BUSINESS SPECIFIC INFORMATION: Information that describes either the goods or services that are provided, or how one may contact that business (i.e., street addresses, websites, and/or phone numbers).

CANOPY: A permanent roof structure which may be supported in whole or in part by a building.

CANOPY SIGN: See definition of Under Canopy Sign.

CHALKBOARD SIGN: A changeable copy sign made up of a smooth, hard panel for writing on with chalk. Signs shall be green or black. Does not include dry erase boards.

CHANGEABLE COPY SIGN: A sign so constructed that the copy can be readily changed by use of movable or erasable letters or symbols.

CIVIC EVENT/ COMMUNITY EVENT: A citywide event or public gathering sponsored by a governmental, community, or special interest group for the direct benefit or temporal good of the community and/or city of Solvang. Designated civic events include Julefest, Danish Days, Fall Fest, Third Wednesday, Oktoberfest, Fourth Of July, or any other event designated a civic event by the city manager.

CIVIC EVENT/COMMUNITY EVENT SIGN: A sign, other than a commercial sign, posted to advertise a noncommercial, not for profit organization or event that directly benefits the community and/or city of Solvang, as determined by the Planning Director (see subsection [11-13-4 A1](#) of this chapter).

COMMERCIAL MASCOT: A person or animal attired or decorated with commercial insignia, images, costumes, masks or symbols, and/or holding signs displaying commercial messages, when a principal purpose is to advertise a commercial enterprise. This definition includes sign twirlers, sign clowns, sign spinners, and human sandwich board signs. Also known as living signs.

COMMERCIAL SIGN: Any physical form of visual communication, including any object with or without any lettering, a symbol, logo or banner, other than a mural, which is intended to attract attention to a commercial activity, business, commodity, service, entertainment or attraction sold or offered, and which is to be viewed from public streets, public parking areas or private exterior areas. It shall include all parts, portions, units and material composing same, together with illumination, frame, background, structure and support and anchorage thereof

CONSTRUCTION SIGN: A temporary sign placed in advance of occupancy of a building or structure indicating the name of the building or structure, the architects, the contractors and other information regarding the building or structure.

COURTYARD: A building designed in such a manner as to have an interior court surrounded by three (3) or more sides.

DANISH ART: A generic Danish symbol such as a flag, shields or similar art incorporated into the design of a sign, which does not identify the type of business, product sold or copyright symbol and contributes to the village theme.

DIRECTIONAL AND INFORMATIONAL SIGN: A sign designed to guide or direct pedestrians or vehicles.

DIRECTORY SIGN: A group of signs clustered together in a single structure or compositional unit which directs attention to a business, industry, profession or service conducted on the premises where the sign is displayed. This sign is used to direct attention to several occupants of the same building, shopping center, or complex.

DISPLAY CASE: A case, cabinet or other device having a window of glass or other transparent material, or opening, access to which is made from other than within a structure or building, and is attached to a wall or structure. Such case shall not be portable.

DISTRICT: An area designated by a zoning ordinance of the city to be subject to certain land use regulations (a.k.a. zone district).

DOUBLE FACE SIGN: A sign limited to two (2) display surfaces containing the same copy, backed against, parallel to, and not more than eighteen inches (18") between each other, one face of which is designed to be viewed from one direction and the other face from the opposite direction. Both identical sides shall be counted only once for the purposes of determining sign area.

DRY ERASE BOARDS: boards used to display information with a nonpermanent marker, usually on a glossy, white surface.

EAVE: That portion of the roofline extending beyond the building wall, a canopy attachment on the wall having the simulated appearance of an eave, or the lowest horizontal line of any roof.

ERECT: To build, construct, attach, hang, place, suspend, affix or fabricate, which shall also include painting of wall signs and window signs or other graphics.

EXTERIOR LIGHTING: Artificial illuminating devices, outdoor fixtures, lamps and other similar devices, permanently installed or portable, used for flood lighting, general illumination or advertisement.

FACE CHANGE: Alteration of wording and/or advertising information, including logos, on an existing sign structure, where no change to size, height, and structural content of support of sign is made.

FEATHER FLAG SIGN: Portable, vertical commercial signs or flags typically made of lightweight cloth and attached to tall flexible poles. Also known as bow feather signs, feather banners, flutter flags, or teardrop flags.

FLAG: A piece of fabric of distinctive design that is used as a symbol of a nation, state, city, agency, or as a signaling device and is usually displayed hanging from a staff or halyard to which it is attached by one edge.

FOOD/BEVERAGE BUSINESS: The primary business is such that at least fifty one percent (51%) of the establishment's square footage is dedicated to the serving of a food or beverage, such as: winetasting rooms, coffee shops, restaurants, and other uses as is found to be of similar character as determined by the Planning Director.

FLAT SILHOUETTE CUTOUT SIGN: A flat sign constructed of wood or metal depicting a figure, shape or character which symbolizes the spirit of the business which it represents and displays necessary or legal information. See definition of a symbol sign. (FREESTANDING SIGN: See definition of Ground Sign.

FULLY SHIELDED: Outdoor light fixtures with a solid barrier that emit no light rays above the horizontal plane and effectively obscure the visibility of the lamp.

FUNDRAISING EVENT: An event sponsored by a business to generate publicity or raise money for

a nonprofit or charitable organization, or an event sponsored by a nonprofit or charitable organization.

FUNDRAISING EVENT SIGN: A commercial sign advertising a fundraising event (see section [11-13-11-2](#) of this chapter).

GATE OR ENTRANCE SIGN: A sign attached to an entrance gate or entrance structure to a residential building site or residential subdivision, or commercial complex, which identifies the site, subdivision or complex.

GOVERNMENTAL SIGN: A sign required to be maintained or posted by law or governmental order, rule or regulation.

GROUND SIGN: Any sign advertising goods manufactured, produced or sold or services rendered on the premises upon which the sign is placed, or identifying in any fashion the premises of any owner or occupant, which is an integral part of a landscaped planter, and which is supported by one or two (2) posts offset to one side from the center of a solid base, the total height of which does not exceed six feet six inches (6'6") above grade, measured at the edge of the public right of way, or six feet six inches (6'6") above the base of the sign structure when the grade of the public right of way is at least three and one-half feet (3¹/₂') lower than the natural grade at the base of the sign, whichever is higher. In no case shall an artificial grade be established for the sole purpose of placing a sign at more than six feet six inches (6'6") above the grade at the edge of the public right of way.

HANGING SIGN: A sign attached to and located below any eave, roof, canopy, awning or arcade. (Also see definition of Under Canopy Sign.)

HAZARD WARNING SIGN: A sign warning of construction excavation or similar hazards as long as the hazard exists.

INTERIOR COURTYARD SIGN: Any sign within a courtyard wall or cluster of shops, which is open to the sky and is open to the public, but not necessarily visible from the public right of way.

LETTER HEIGHT: The height of a letter from its bottom to its top including any applied shadow line.

LIGHTED SIGN: A. A sign which illuminates each sign face from a lighting source outside the sign itself.

B. An interior lighted sign where the background is opaque (nonglare matte finish), the lighting source is not directly visible and light is emitted through the letters only. The thickness of the sign shall not exceed eighteen inches (18").

C. Pinned off letter with lighting source emitted from behind the letter and reflected from the wall surface. The lighting source shall not be visible.

LOGO SIGN: Prefabricated or custom made signs bearing a brand name, registered trademark or logo. Logos are restricted to forty percent (40%) of the total area for each sign.

LUMENS: Amount of light emitted by a lamp (light bulb).

MARQUEE: A permanent roof structure attached to and entirely supported by a wall of a building,

having no connection or relationship with the roof of the building to which it is attached.

MARQUEE SIGN: Any sign that is an integral part of a marquee.

MENU DISPLAY CASE: A permanently affixed structure or case that displays the menu for primary food/beverage businesses or for salon/spa services, behind glass or plastic (see subsection [11-13-10H](#) of this chapter).

MOBILE SIGN: A sign on a vehicle advertising goods, service or entity other than that for which the vehicle is principally used.

MONUMENT SIGN: See definition of Ground Sign.

MURAL: A painting or picture applied to and made part of a wall which may be pictorial or abstract, and is characteristically visually set off or separated from the background by color or architectural environment.

NO TRESPASSING SIGN: A sign prohibiting or restricting access to property.

NONCIVIC EVENT: A for profit special event sponsored by a business.

NONCIVIC EVENT SIGN: A commercial sign advertising a for profit special event directly benefiting the business at which the sign is located (see section [11-13-11-1](#) of this chapter).

NONCOMMERCIAL SIGN: Any physical form of visual communication, including any object with or without any lettering, a symbol, logo or banner, which is intended to convey a noncommercial message of social, educational, agricultural, religious or charitable commentary.

OFFICE COMPLEX: A group of contiguous businesses, which employ a homogeneous design theme as a common perimeter treatment.

OFFICIAL SIGN: An official federal, state, and/or local sign and notice issued by any court, person or officer in performance of a public duty.

ON PREMISES SIGN: A sign containing copy relating only to the business, product, service or activity conducted or sold within the shopping complex or center as that on which the sign is located.

OLD WORLD VERNACULAR: (Definition to be provided)

OPEN HOUSE SIGN: A temporary sign identifying an open house location.

OUTDOOR DECORATION: Any decoration, embellishment or ornament used as an attention getting device, including, but not limited to: fabric, bunting, plastic, wood, balloons, paper, metal or merchandise.

PARAPET: A low wall or railing used to protect the edge of a roof, also called a parapet wall.

PARAPET SIGN: Any sign or other graphic attached to a parapet, ramada, or other similar structure.

PARKING LOT/DIRECTIONAL SIGN: A sign meant to direct traffic or provide directional information within a parking lot.

PENNANT: A small, usually triangular or rectangular flag, or multiples thereof, individually supported

or attached to each other by means of a string, rope or other material and meant to be stretched across or fastened to buildings, or between poles and/or structures.

PERGOLA: A structure usually consisting of parallel colonnades supporting an open roof of girders and cross rafters, also known as an arbor or trellis.

PERGOLA SIGN: A sign attached to the cross rafters of an arbor, trellis, or pergola.

PERMANENT SIGN: A sign not specifically designated as being temporary.

PLANNING DIRECTOR: The planning and economic development director or designee.

POLE SIGN: Any sign, other than a ground sign, which is supported by a raised planter at least eighteen inches (18") in height, erected on one or more upright(s) supported from the ground, the height of which is greater than six feet six inches (6'6") and no higher than thirteen feet (13') above grade at the edge of the public right of way, and which is not part of any building or structure other than a structure erected solely for the purpose of supporting a sign (see subsection [11-13-10K](#) of this chapter).

POLITICAL SIGN: A sign promoting, advertising, or identifying a political party, candidate or issue.

PORTABLE SIGN: Any sign designed or constructed in such a manner that it can be moved or relocated without involving any structural or support changes and not affixed to the ground or to a building or structure affixed to the ground, for example, a sandwich board.

PRODUCT/OPERATING INFORMATION SIGN: A sign which identifies only the product contained therein, or displays operating instructions (e.g., gasoline pumps, newsracks).

PROJECTING SIGN: Any sign which projects from and is supported by a wall of a building with the display surface of the sign perpendicular to the building wall.

RAISED PLANTER: A structure which is used as the base for a ground sign and contains fresh flowers and other plants. Such planter shall be a minimum of eighteen inches (18") in height, and shall not be included in the square footage calculations for the sign.

REAL ESTATE SIGN: A sign which indicates that the property is for sale, rent, or lease.

RESIDENTIAL IDENTIFICATION SIGN: A sign identifying the location of a residence.

ROOF: The cover of any building, including the eaves and similar projections. Eyebrows, false roofs on storefronts, coverings on or over oriels, bay windows, canopies and horizontally projecting surfaces other than marquees shall be considered roofs.

ROOF SIGN: Any sign any part of which is on or over any portion of any roof, eave or parapet of a building or structure.

SAFETY SIGN: A sign used only for the purpose of identifying and warning of dangers such as slow, blind exit, turn off your motor, no smoking, sound horn, children playing and beware of dog.

SALON/SPA: A business offering services, procedures and treatments related to health or beauty.

SHOPPING CENTER: A retail commercial center outside the TRC.

SHOPPING COMPLEX: A group of retail commercial businesses within the TRC, planned, developed, managed and maintained as a unit; with or without common off street parking provided to serve all uses on the property.

SIGN: Any device and all parts thereof, including all supporting structures, and any applied or projected image, which is used: a) to advertise businesses, products, goods, services, or otherwise promote the sale of objects or identify objects for sale; b) to identify, to direct or to inform persons concerning businesses, areas, entities, services or dangers; or c) to attract attention to the premises or other signs of a particular business or entity, including, but not limited to, flares, flashing lights, color changes, flags, bunting, pennants or other moving objects.

SIGN AREA: The area of the entire sign in square feet (see subsection [11-13-7-3A](#) of this chapter).

SIGN STRUCTURE: Any structure which supports any sign. Sign support structures shall not be included in the calculations for sign area.

SIGN VERBIAGE: Language on signs shall serve primarily to identify the legal name of the establishment, organization, or business on which they are placed. Websites, telephone numbers, and other business specific information and/or descriptions of services/goods provided may be included, provided they comply with subsection [11-13-7-1A](#) of this chapter.

STREET FRONTAGE: The footage of the property that abuts an improved street or streets open to public use to which the property has access (see subsection [11-13-7-3B](#) of this chapter).

STREET IDENTIFICATION SIGN: A street name and/or address stamped or painted on a curb.

SYMBOL SIGN: A symbol displaying a representation of the business, activity or type of merchandise sold within the building. Also known as a guild sign.

TEMPORARY: A period of time not exceeding seven (7) consecutive days in one month unless otherwise specified.

TEMPORARY FESTIVAL: A short term citywide festival or celebration that recurs at regular intervals (e.g., Danish Days, Julefest, Harvest Festival, etc.).

TEMPORARY FESTIVAL DECORATION: The temporary outdoor display or decoration to celebrate a recognized citywide festival or celebration. Such decorations shall not be erected prior to thirty (30) days before the event, or remain longer than seven (7) days after the date of the event. Such decorations shall not be located in, or project into, the public right of way.

TEMPORARY SIGN: A sign intended to advertise community or civic projects, construction projects, real estate for sale or lease, the opening of a new business or other special events.

TRAFFIC SAFETY SIGNS: A traffic control and directional sign or device erected by local, county or state government.

UMBRELLA SIGN: Any sign or graphic attached to, painted on, or applied to, the fabric of an umbrella (see subsection [11-13-10I](#) of this chapter).

UNDER CANOPY SIGN: A sign attached to the underside of a canopy or arcade.

UTILITY SIGN: A sign erected by a public utility or common carrier to warn of dangers.

VILLAGE AREA: An area as defined in the General Plan and identified with a Village Area map as approved by the City Council.

WALL SIGN: A sign affixed in any manner to any exterior wall of a building or structure and which is parallel to and projects not more than six inches (6") at all points from the building on which it is located.

WINDOW LETTERING: The name of the business or establishment painted directly on the inside or outside surface of a glass window pursuant to subsection [11-13-10E](#) of this chapter. Only the name of the business and/or logo is permitted, and is calculated into the allowable square footage maximums.

WINDOW PAINTING: A border type design painted directly on the inside or outside surface of a glass window, pursuant to subsection [11-13-7-1S](#) of this chapter

WINDOW SIGN: Any sign printed, attached, glued or otherwise affixed to or behind a window within the display area or within four feet (4'), whichever is greater, and designed to be viewed from adjoining streets, walkways, malls or parking lots available for public use. (Ord. 12-300, 4-9-2012)

ATTACHMENT B

Chapter 13 SIGN REGULATIONS

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11-13-22: DEFINITIONS

11-13-1: TITLE:

The regulations contained in this chapter shall be known and referred to as the *SIGN REGULATIONS* or *SOLVANG SIGN ORDINANCE* and the provisions of this chapter shall prevail over any conflicting provisions of this title or of this code. The procedures set forth in this chapter shall prevail over any procedures set forth in other chapters of this title, except where state law requires otherwise. (Ord. 12-300, 4-9-2012)

11-13-2: PURPOSE AND INTENT:

The city has a national and international reputation as a unique and distinctive Danish/Northern European village in a California setting of natural beauty and historic tradition. Solvang possesses a special small town character that draws residents and visitors to the area. The suitability and appropriateness of signage helps to maintain and perpetuate this unique community identity. Because the city relies on its physical beauty and village design theme to attract tourism and commerce, aesthetic considerations are essential to the economic welfare and future economic significance of the community. Therefore, it is the intent of the city, through this chapter, to protect and enhance the city's

character and its economic base through the provision of appropriate and aesthetically attractive signage. It is also the intent to minimize their distracting effect on vehicle drivers by limiting the size, type and location of signs and therefore improve traffic safety.

It is the expressed policy of the city that signs are to be tastefully designed, understated and are to create a harmonious relationship in terms of color, size, materials and appearance with the buildings and the surroundings on which they are placed. It is also the intent to help perpetuate the old world Danish/Northern European design theme in the Village Area through appropriate and authentically designed signage. Additionally, such signs must serve primarily to identify the legal name of the establishment, organization or business on which they are placed without excessive competition for visual attention.

The city has several distinctly different commercial areas. The village, as shown as the tourist commercial (TRC) zone district on the city's zoning map, is of a distinct Danish/Northern European theme primarily oriented to the tourist trade with special architectural standards which reflect this theme. Signage in this area must be designed in character with the old world vernacular. Other commercial areas in the City call for a different level of design standards. . . This architectural style is not characterized by any particular theme except to be well landscaped, set back and well-integrated architecturally. Since these areas function differently and maintain their own architectural character, the style of signage shall reflect the individual design character of these areas.

These sign regulations are also based upon the city's responsibility to protect the general public's health, safety and welfare. The city finds that it is in the interest of aesthetics, economic development, traffic safety, and pedestrian safety to enact these sign regulations. These regulations will:

- A. Maintain and improve the aesthetic environment and overall community appearance to foster the city's ability to attract sources of economic development and growth;
- B. Encourage the effective use of signs as a means of communication in the city and reduce possible traffic and safety hazards from confusing or distracting signs;
- C. Implement quality sign design standards that are consistent with the city's general plan, zoning ordinance and the City's adopted Design Guidelines;
- D. Enable fair and consistent enforcement of these sign regulations;
- E. Minimize possible adverse impacts of signs on private and public property in order to maintain property values and to maintain a positive city image;
- F. Permit noncommercial signage wherever other signage is permitted within this chapter subject to the same standards and total maximum allowances for a site of each sign type specified in this chapter. (Ord. 12-300, 4-9-2012)

11-13-3: APPLICABILITY:

This chapter shall apply to all property and land within the jurisdiction of the city of Solvang. It is unlawful for any person, firm, or corporation that owns, occupies, or controls property in the city of Solvang to construct, maintain, display, alter, or allow to exist, a sign within the city, except in conformance with this chapter. (Ord. 12-300, 4-9-2012)

11-13-4: REVIEW AND APPROVAL:

All applications for a sign approval shall be reviewed by the Planning Department.

11-13-5: SIGN PERMITS; APPLICATION AND PROCESSING PROCEDURES:

A. Application and Fee:

1. Any person desiring to construct, maintain or display a sign for which a sign permit is required shall submit an application, the necessary submittal fee, as set by City Council resolution, and submittal requirements to the planning department. An application form and a list of submittal requirements shall be provided by the planning department.

B. Processing Applications:

1. The planning department staff shall review the application and materials and determine completeness within five (5) working days from the date of filing and 10 working days to approve, conditionally approve or deny the application.

2. Fees: A fee, as set by a resolution of the City Council, shall be paid at the time of application to cover the cost of processing.

C. Sign Review Criteria/Findings:

1. In reviewing a sign permit application the following criteria shall be considered:

a. The sign is in proportion to and visually consistent with the architectural character of the building.

b. There is no needless repetition, redundancy or proliferation of signage.

c. The sign does not obscure from view or unduly detract from existing signage.

d. The size, shape, color and placement of the sign and any lighting is compatible to and harmonious with the building which it identifies and with the area in which it will be located.

D. Appeals: The applicant or any interested person may appeal decisions concerning sign applications as made by planning staff as follows:

1. Appeals of the planning staff Decision: Any action regarding signs by the Planning Department may be appealed by the applicant or any interested party to the Board of Architectural Review. Said appeal shall be in writing, shall state the reasons for the appeal and shall be filed with the planning department within ten (10) calendar days of the decision. A hearing shall be held by the Board of Architectural Review within thirty (30) days of the date of the filing of the appeal.

2. Appeals of the Board of Architectural Review Decision: Any action of the Board of Architectural Review may be appealed by the applicant or any interested party to the Planning Commission, pursuant to [Title 1, Chapter 6](#) of this code. Appeals of the Planning Commission may be taken to City Council pursuant to Title 1, Chapter 6 of this code.

3. Judicial Review: An action of the city council is subject to judicial review under California Code Of Civil Procedure 1094.8. Any such action must be commenced no later than ninety (90) days after notice of a city council decision.

E. Expiration: An application which has received an action letter shall expire after six (6) months from the date of approval. A six (6) month extension may be granted by the Planning Department if the application is in substantial compliance with the approved application. (Ord. 12-300, 4-9-2012)

11-13-6: SIGN STANDARDS:

11-13-6-1: STANDARD REGULATIONS:

- A. Signs are to primarily serve to identify the name of the business. Additional business specific information may be included.
- B. Business specific information is limited to six (6) words per sign. If multiple signs are proposed, the same six (6) words are to be used. (For example, if 3 signs are proposed, the signs may not have a total of 18 different descriptors.) Websites and telephone numbers will count as one word each.
- C. If a website is proposed as part of the business specific information, it may not include "www" or "http://" (i.e., cityofsolvang.com).
- D. Within the TRC, letter height shall be limited to a maximum of eight inches (8"), except where it can be found that a larger letter height is consistent with building size, architecture or setback from public right of way as determined by the planning staff and if an exception request is made.
- E. Outside the TRC, letter height shall be limited to a maximum of ten inches (10"), except where it can be found that a larger letter height is consistent with building size, architecture or setback from public right of way as determined by the planning staff, and if an exception request is made.
- F. A relocated sign shall be considered a new sign and shall require review and approval by the Planning Department for the new location. Such signage shall meet requirements at the new location as to size, frontage, location, and other criteria outlined in this Section. Relocated signs will be subject to the Board of Architectural Review if the Planning Department determines that such review is necessary.
- G. Sign color must be consistent with the eighteenth century Danish/Northern European design theme as illustrated in the Design Guidelines and is subject to approval by the planning staff. Day-Glo and neon colors are not permitted.
- H. Architectural projections or sign structures shall not increase the number or area of permitted signs, nor shall they be used as a device which is, in itself, a sign, unless such a sign is permitted under this chapter.
- I. Sign structures shall be free of unsightly electrical or supporting features, such as bracing, angle iron, guywires and cables.

- J. Individual businesses located on the second or third floor of a building will have the same criteria as those located on the ground floor. The total sign area for all signs shall be computed as specified in subsection [11-13-7-3A](#) of this chapter. The location of signs for second or third floor buildings shall be determined with planning staff review and recommendation.
- K. A projecting, hanging or under canopy sign must clear the nearest sidewalk by a minimum of seven feet (7'). Projecting signs may project no more than four feet (4') into the public right of way.
- L. Externally illuminated signs shall use top mounted light fixtures which shine light downward and are positioned to prevent distribution of light above the horizontal plane (per section 11-12-18 of this code). Low lumen output lights are encouraged. Such lighting shall be approved by the planning staff. Landscape lighting shall not illuminate signage.
- M. Signs may be internally illuminated, with light directed through the letters set in an opaque background. Internally illuminated signs in the TRC are restricted to one "Vacancy/No Vacancy" sign per hotel/motel and one "Open" or "Serving" sign per primary food/beverage establishment only. (See definition of "lighted sign".)
- N. Churches, private schools, and other facilities similar in nature may have one site sign not exceeding eighteen (18) square feet in area, provided that, except for the name of the premises, the lettering shall not exceed three inches (3") in height, and such signs in residential districts shall not be internally illuminated.
- O. Display cases are permitted with planning staff approval. Such display cases shall not exceed twenty (20) square feet. Any signage (i.e., name of business) within or on the display case, shall be calculated into total sign square footage allowed pursuant to sections [11-13-8](#) and [11-13-9](#) of this chapter.
- P. Murals are permitted, if they are reviewed and approved by the Board of Architectural Review.
- Q. Painted window borders are permitted for each building frontage in accordance with the provisions outlined below:
1. Window painting is limited to around the outermost border only. No interior borders may be painted (i.e., interior borders on french paned windows).
 2. Border may be one inch (1") wide for every foot of linear width of window. Design widths may vary, however no design shall exceed the allowable border width (for example, a 6 foot wide window may have a 6 inch painted border). Border shall be measured from the edge of the window. No designs shall be allowed within the center of the window. Maximum border width for windows wider than ten feet (10') shall be ten inches (10").
 3. Designs must be consistent with the board of architectural review design guidelines and sign criteria.
 4. Planning staff approval is required prior to any window painting.
 5. If painting is done on the outside of the window, a sealer shall be applied.

6. Regular maintenance program required to maintain quality.

11-13-6-2: MEASUREMENT CALCULATIONS:

A. Measuring Sign Area:

1. In order to calculate the size of a sign, the following provisions shall apply:
 - a. If the sign is enclosed by a box or outline, the area of the sign includes that portion of the sign comprised of said box or outline.
 - b. If the sign consists of individual letters attached directly to the building, wall or valance of an awning, the size is calculated by drawing a rectangle around each line of copy.
 - c. In the case of wall signs not enclosed by a box or outline, the background area shall be included in the sign area measurements.
 - d. The identical faces of a double sided projecting, hanging, pole or ground sign shall be counted only once for the purposes of calculating sign area.
 - e. If the sign is irregularly shaped, a box shall be drawn around the sign and used to calculate the square footage of the proposed sign.

B. Measuring Street Frontage: In computing street frontage for the purposes of determining whether the center is entitled to a ground or pole sign. If the property abuts two (2) or more such streets, only one such street shall be used in computing the footage. In choosing between two (2) or more such streets, the street carrying the greater traffic shall be used in computing the footage, but if the traffic is equal on two (2) or more streets, the longer street frontage shall be used in computing the footage. (Ord. 12-300, 4-9-2012)

11-13-7: SIGN STANDARDS WITHIN THE TRC:

The following standards shall be applied to signs in the TRC zone district, notwithstanding the standards established by sections [11-13-7](#) and [11-13-10](#) of this chapter. Pictorial samples of these standards are available in the Planning Department to be used as a resource.

STANDARDS FOR EXTERIOR COMMERCIAL SIGNS IN THE TRC

Maximum square footage of signage allowed	1 square foot per linear foot of dominant building frontage and 1/2 of a square foot per linear foot of subordinate building frontage. Not less than 12 square feet.
Sign colors	Consistent with eighteenth century Danish/Northern European design theme. Day-Glo and neon colors are not permitted.

Types Of Signs Allowed	Maximum Size Per Sign	Maximum Letter Height	Included In Overall Maximum Square Footage	Planning Staff Review Required	Information
Wall sign	7 sq. ft.	8"	Yes	Yes	A wall sign placed in the space between windows shall not exceed more than $\frac{2}{3}$ the height of the window, or major architectural details related thereto.
Projecting sign	7 sq. ft.	8"	Yes	Yes	Must have 7' of clearance from the sidewalk and project no more than 4' beyond building facade.
Hanging or under canopy sign	7 sq. ft.	8"	Yes	Yes	Must have 7' of clearance from the sidewalk.
Awning signs	None	5"	No	Yes	Letter height for 2 descriptive words = 3".
Window lettering	n/a	6"	Yes	Yes	Shall not exceed 25% of window area. Limited to a single pane. Limited to business name and logo.
Accessory sign	1 sq. ft.	n/a	No	No	A separate unit displaying information. Must not be attached to another sign.

Symbol sign (projecting)	3 sq. ft.	n/a	No	Yes	Lower edge of sign must be at least 7' from finished grade and project no more than 3' beyond building facade.
Chalkboard changeable menu	6 sq. ft.	n/a	No	Yes	Salon/Spa and food/beverage businesses only.
Menu display case	18" x 24"	n/a	No	Yes	Primary food/beverage businesses only.
Umbrellas and umbrella sign	n/a	5"	Yes (50%)	Yes	Up to 50% of umbrellas may include logo/lettering with Planning Department approval.
Ground sign	30 sq. ft. 6'6" maximum height	8"	Yes	Yes	For businesses with dominant frontage of 50' or more only.
Pole sign	50 sq. ft. 13'0" maximum height	8"	Yes	Yes	For businesses with dominant frontage of 100' or more only.
Directory sign	If proposed as a ground sign, 6'6" maximum height	8"	No	Yes, except individual business signs.	For multiple occupancy buildings/shopping complexes only.

(Ord. 12-300, 4-9-2012)

11-13-8: SIGN STANDARDS OUTSIDE THE TRC ZONE DISTRICT:

The following standards shall be applied to signs in the C-2, C-3, PO, I and M zone districts, notwithstanding the standards established by sections [11-13-7](#) and [11-13-10](#) of this chapter.

STANDARDS FOR EXTERIOR COMMERCIAL SIGNS OUTSIDE THE TRC

Maximum square footage of signage allowed	1 square foot per linear foot of dominant building frontage and $\frac{1}{2}$ of a square foot per linear foot of subordinate building frontage. Not less than 12 square feet.
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Types Of Signs Allowed	Maximum Size Per Sign	Maximum Letter Height	Included In Overall Maximum Square Footage	Planning Staff Review Required	Information
Wall sign	12 sq. ft.	10"	Yes	Yes	A wall sign placed in the space between windows shall not exceed more than $\frac{2}{3}$ the height of the window.
Projecting sign	12 sq. ft.	10"	Yes	Yes	Must have 7' of clearance from the sidewalk and project no more than 4' beyond building facade.
Hanging or under canopy sign	12 sq. ft.	10"	Yes	Yes	Must have 7' of clearance from the sidewalk.
Awning signs	None	5"	No	Yes	Letter height for 2 descriptive words = 3".
Window lettering	n/a	6"	Yes	Yes	Shall not exceed 25% of window area. Limited to a single pane. Limited to business name and logo.
Accessory sign	1 sq. ft.	n/a	No	No	A separate unit displaying information. Must

					not be attached to another sign.
Symbol sign (projecting)	3 sq. ft.	n/a	No	Yes	Lower edge of sign must be at least 7' from finished grade and project no more than 3' beyond building facade.
Chalkboard changeable menu	6 sq. ft.	n/a	No	Yes	Salon/Spa, food/beverage businesses only.
Menu display case	18" x 24"	n/a	No	Yes	Salon/ Spa and food/beverage businesses only.
Umbrella sign	n/a	5"	Yes (50%)	Yes	Up to 50% of umbrellas may include logo/lettering with Planning Department approval.
Ground sign	50 sq. ft. 6'6" maximum height	10"	Yes	Yes	For businesses with dominant frontage of 50' or more only.
Pole sign	50 sq. ft. 13'0" maximum height	10"	Yes	Yes	For businesses with dominant frontage of 100' or more only.
Directory sign	If proposed as a ground sign, 6'6" maximum height	10"	No	Yes, except individual business signs.	For multiple occupancy buildings/shopping complexes only.

(Ord. 12-300, 4-9-2012)

11-13-9: SIGN STANDARDS BY TYPE:

This section is intended to be used in conjunction with other standards contained in these sign

regulations. In no case may the maximum square footage of total signage, size of signs, or their illumination levels, exceed the standards provided by sections [11-13-8](#) and [11-13-9](#) of this chapter, except in accordance with section [11-13-13](#), "Modifications", of this chapter.

A. Wall Signs:

Signage Guidelines:

WALL SIGN: A sign affixed in any manner to any exterior wall of a building or structure and which is parallel to and projects not more than six inches (6") at all points from the building on which it is located.

A wall sign may be attached flat against or pinned away from the wall following City standard specifications. A wall sign placed in the space between windows on the same story shall not exceed more than two-thirds ($\frac{2}{3}$) the height of the window, or major architectural details related thereto. A wall sign placed between windows on adjacent stories as part of an approved overall sign plan for a shopping complex shall not exceed two-thirds ($\frac{2}{3}$) the height between said windows.

1. Location And Number Permitted: As allowed in accordance with square footage limits.
2. Size Limit:
 - a. Inside the TRC: Maximum seven (7) square feet.
 - b. Outside the TRC: Maximum twelve (12) square feet.
3. Illumination: Wall signs may be illuminated in accordance with subsection [11-13-7-1M](#) of this chapter.

B. Projecting Signs:

Signage Guidelines:

PROJECTING SIGN: Any sign which projects from and is supported by a wall of a building with the display surface of the sign perpendicular to the building wall.

A projecting sign must clear the nearest sidewalk by a minimum of seven feet (7'). Projecting signs may project no more than four feet (4') beyond the building facade. Wrought iron brackets are preferred in the TRC.

1. Location and Number Permitted: One projecting sign per building frontage, as allowed in accordance with square footage limits.
2. Size Limit:
 - a. Within the TRC: Maximum seven (7) square feet.
 - b. Outside the TRC: Maximum twelve (12) square feet.

The identical faces of a double sided projecting or hanging sign shall be counted only once for the purposes of calculating sign area
3. Illumination: Projecting signs may be illuminated in accordance with subsection [11-13-7-1M](#) of this chapter.
4. Symbol Sign: One additional projecting sign may be permitted for each business as follows, and does not count toward total square footage of signage allowed:
 - a. Consisting of only a symbol relating to the activity on the premises.
 - b. Projecting no more than three feet (3') beyond the building facade.
 - c. Not exceeding three (3) square feet in sign area.
 - d. Not internally illuminated.

C. Under Canopy/Arcade Signs:

Signage Guidelines:

UNDER CANOPY/ARCADE SIGN: A hanging sign attached to and located below any eave, roof, canopy, awning or arcade.

A hanging under canopy/arcade sign must clear the nearest sidewalk by a minimum of seven feet (7'). Sign fasteners will be used in accordance with City standard specifications.

1. Location And Number Permitted: One under canopy/arcade sign per building frontage, as allowed in accordance with square footage limits.
2. Size Limit:

a. Within the TRC: Maximum seven (7) square feet.

b. Outside the TRC: Maximum twelve (12) square feet.

The identical faces of a double sided projecting or hanging sign shall be counted only once for the purposes of calculating sign area. If the sign is enclosed by a box or outline, the area of the sign includes that portion of the sign comprised of said box or outline.

3. Illumination: Wall signs may be illuminated in accordance with subsection [11-13-7-1M](#) of this chapter.

D. Awning Signs:

Signage Guidelines:

AWNING SIGN: Any sign or graphic attached to, painted on, or applied to the valance of a canvas awning.

Awning signs may include the name of the business on the front valance, not to exceed five inches (5") in height. Alternatively, Three (3) additional words of business specific information may be used per awning side (front, left, right, etc.) for a maximum of nine (9) descriptive words total. Descriptions shall not exceed five inches (5") in height. Websites and phone numbers are prohibited on awnings. Such signage shall not be included into overall maximum square footage.

The use of awnings over doors and windows is encouraged where appropriate. Awnings shall have a minimum four to twelve (4:12) pitch with a straight or slightly scalloped valance. Valances shall not exceed eight and one-half inches (8½") in depth. Any alteration or deviation from this standard will be considered if found to be traditionally appropriate to the architecture of the building. Individual lettering in the traditional "old world" style is preferred.

If lettering on the valance of an awning needs to be changed, replacement of the valance or the use of a snap-on valance with the new lettering is encouraged.

1. Location And Number Permitted: See guidelines above. Awning signs are permitted in addition to allowable sign square footage with planning staff approval.
2. Size Limit: See guidelines above.
3. Illumination: Awning signs may not be illuminated.

E. Window Lettering:

Signage Guidelines:

WINDOW LETTERING: The name of the business or establishment painted directly on the inside or outside surface of a glass window. Only the name of the business and/or logo is permitted, and is calculated into the allowable square footage maximums.

Within the TRC, individual lettering in the traditional "old world" style is preferred.

Must meet specific regulations (see below).

Each business may have window lettering for each building frontage in accordance with the provisions outlined below:

1. Only the name of the business and/or logo is permissible.
2. The name of the business and/or logo shall be used only once per window.
3. If the window is paned (i.e., french windows), lettering is limited to a single pane (for example, a word may not be spelled out with 1 letter in each pane extending across the window).
4. Maximum letter height is six inches (6").
5. Lettering square footage shall be calculated within the allowable overall signage per building frontage.
6. Lettering shall not exceed twenty five percent (25%) of the window area.
8. Planning staff approval required prior to any window lettering.
9. If lettering is done on the outside of the window, a sealer must be applied.

F. Accessory Signs:

Signage Guidelines:

ACCESSORY SIGN: A separate unit displaying information (e.g., customer parking, upstairs, caution, open, shops, etc.) which is not attached to or supported from any other sign and not made a part thereof.

Accessory signs larger than the sizes specified in this section will be considered only if they are designed in conjunction with or made an integral part of the signage existing on the subject building or project and are approved by the planning staff as to size, location, and design.

1. **Location And Number Permitted:** One per building facade. Accessory signs are permitted in addition to allowable sign square footage.

2. Size Limit: One square foot.
3. Illumination: Accessory signs may not be illuminated.

G. Chalkboard Or Changeable Menu Signs:

Signage Guidelines:
CHALKBOARD SIGN: A changeable copy sign made up of a smooth, hard panel for writing on with chalk. The surface material shall be green or black.
A chalkboard/changeable menu sign is permitted for restaurants, winetasting rooms, and other businesses whose primary business is food/beverage (see definition of "primary food/beverage business") or a salon/spa pursuant to the following regulations:
For the advertisement of food, beverage, and salons and spas only.
The chalkboard may not exceed twenty four inches by thirty six inches (24" x 36") in size.
The board must either be attached to a wall, or on a pole in the ground or in a planter, or affixed to the building with hooks or other brackets to facilitate temporary use. The board shall not be leaned against a wall, fence, or otherwise portable and may not be located in the public right of way.

1. Location And Number Permitted: One sign per primary food/beverage or salon/spa business. Chalkboard/changeable menu signs are permitted in addition to allowable sign square footage with Planning Department approval.
2. Size Limit: Maximum six (6) square feet, twenty four inches by thirty six inches (24" x 36").
3. Illumination: Chalkboard/changeable menu signs may be illuminated in accordance with subsection [11-13-7-1M](#) of this chapter.

H. Menu Display Case:

Signage Guidelines:
MENU DISPLAY CASE: A permanently affixed structure or case that displays the menu of food/beverage or salon/spa services, behind glass or plastic.
Within the TRC, signs shall be designed to enhance the special character of the village and the buildings on which they are placed. Individual lettering in the traditional "old world" style is preferred.

A restaurant menu may be displayed in the window but may not be affixed to the window pursuant to subsection [11-13-5A23](#) of this chapter.

1. Location And Number Permitted: See guidelines above. Menu display case(s) are permitted in addition to allowable sign square footage with Planning Department approval.
2. Size Limit: Maximum eighteen inches by twenty four inches (18" x 24").
3. Illumination: Menu display cases may be illuminated in accordance with subsection [11-13-7-1M](#) of this chapter.

I. Umbrella Signs:

Signage Guidelines:

UMBRELLA SIGN: Any sign or graphic attached to, painted on, or applied to, the fabric of an umbrella. Letter or logo height shall not exceed five inches (5").

Umbrellas are permitted for restaurants and other businesses whose primary business is food/beverage (see definition of "primary food/beverage business") pursuant to the following regulations:

Umbrellas must be approved by the Planning Department as to quality, color and location.

If umbrellas are to be located within the public right of way, an encroachment permit is required from the public works department.

Fifty percent (50%) of all lettering or logos proposed on umbrellas must be included in overall square footage of signage. Letters shall be maximum 5" in height.

Umbrellas shall be maintained in good condition and shall not be torn or faded.

1. Location And Number Permitted: As allowed by the Planning Department.
2. Size Limit: None.
3. Illumination: Umbrella signs may not be illuminated.

J. Ground Signs:

Signage Guidelines:

GROUND SIGN: Any sign advertising goods manufactured, produced or sold or services rendered on the premises upon which the sign is placed, or identifying in any fashion the premises of any owner or occupant, which is an integral part of a landscaped planter, and which is supported by one or two (2) posts offset to one side from the center of a solid base, the total height of which does not exceed six feet six inches (6'6") above grade, measured at the edge of the public right of way, or six feet six inches (6'6") above the base of the sign structure when the grade of the public right of way is at least three and one-half feet (3¹/₂') lower than the finished grade at the base of the sign, whichever is higher. In no case shall an artificial grade be established for the sole purpose of placing a sign at more than six feet six inches (6'6") above the grade at the edge of the public right of way.

1. Location And Number Permitted: One low freestanding sign to identify a shopping center or office building complex is allowed on each street frontage. Freestanding signs for individual businesses within a complex are not considered appropriate and will not be permitted.
 - a. Within the TRC: Each individual business or each shopping complex that has a sufficient setback from the right of way and at least fifty feet (50') of dominant building frontage, consistent with ordinance requirements, may have one ground sign not to exceed six feet six inches (6'6") above grade and is to be an integral part of a landscaped planter. Supporting posts must be architecturally treated or screened by landscaping. A ground sign which exceeds six (6) square feet in area shall not be located within seventy five feet (75') of any other ground sign. Prior to the issuance of a sign permit, ground signs on corner street intersections shall be approved by the city engineer to ensure the placement of the sign will not adversely affect traffic or pedestrian safety. Such signage shall be included into the overall allowed square footage.
 - b. Outside the TRC: Each entrance or shopping center that has a sufficient setback from the right of way and at least fifty feet (50') of dominant building frontage, may have one ground sign not to exceed fifty (50) square feet in total sign area. A ground sign which exceeds six (6) square feet in area shall not be located within seventy five feet (75') of any other ground sign. Prior to the issuance of a sign permit, ground signs on corner street intersections shall be approved by the city engineer to ensure the placement of the sign will not adversely affect traffic or pedestrian safety. Such signage shall be included into overall allowed square footage.
2. Size Limit:
 - a. Within the TRC: Thirty (30) square feet in total sign area.
 - b. Outside the TRC: Fifty (50) square feet in total sign area.
3. Illumination: Lighting sources should be carefully considered so as not to cause a problem with excessive light and glare.

Signs may be internally illuminated with light directed through the letters set in an opaque background (see definition of "lighted sign").

Externally illuminated signs shall use top mounted light fixtures which shine light downward and are fully shielded. Low lumen output lights are encouraged. Such lighting shall be approved by the Board of Architectural Review. Landscape lighting shall not illuminate signage.

- a. Within the TRC: Internally illuminated signs in the TRC are restricted to hotels/motels and primary food/beverage businesses only.

K. Pole Signs:

Signage Guidelines:

POLE SIGN: Any sign, other than a ground sign, which is supported by a raised planter at least eighteen inches (18") in height, erected on one or more upright(s) supported from the ground, the height of which is greater than six feet six inches (6'6") and no higher than thirteen feet (13') above grade at the edge of the public right of way, and which is not part of any building or structure other than a structure erected solely for the purpose of supporting a sign.

A pole sign is allowed for a single business with dominant building frontage of one hundred feet (100') or more. However, it may not exceed thirteen feet (13') above the grade and fifty (50) square feet of total sign area. The pole shall not be used in the sign area calculations, but shall be included to determine the overall height. Such signage shall be included into the overall allowable square footage.

1. Location And Number Permitted: One pole sign per business, as allowed in accordance with square footage limits.
2. Size Limit: Maximum fifty (50) square feet.
3. Illumination: Pole signs may be illuminated in accordance with subsections [11-13-7-1M](#) and N of this chapter.

L. Directory Signs:

Signage Guidelines:

DIRECTORY SIGN: A group of signs clustered together in a single structure or compositional unit which directs attention to a business, industry, profession or service conducted on the premises where the sign is displayed. This sign is used to direct attention to several occupants of the same building, or shopping center, or complex.

Signs for multiple occupancy buildings/shopping complexes may be on a directory, each sign on the directory shall not exceed two (2) square feet for each business. One directory sign is

allowed for each entrance into a complex. A maximum of two (2) descriptive words and a directional arrow is permitted.

1. Location And Number Permitted: One directory sign per entrance into a complex or center.
2. Size Limit: None, except when directory sign is proposed as a ground sign, then regulations for square footage and height shall be in conformance with that allowed under ground signs. Individual business signs on directory shall not exceed two (2) square feet.
3. Illumination: Directory signs may be illuminated in accordance with subsection [11-13-7-1M](#) of this chapter. (Ord. 12-300, 4-9-2012)

11-13-10: EXCEPTIONS/MODIFICATIONS TO SIGN STANDARDS:

- A. Exceptions To Sign Standards: Unusual site conditions or other design factors may warrant signs not otherwise permitted by these regulations.
- B. Applications: Applications for exceptions or modifications shall be made to the Planning Department on forms provided by the department. A sign permit application which includes a request for modifications or exceptions to standards established by these regulations shall include the reasons for the request for an exception or modification to the standards. All applications shall contain the information as required by the Planning Department.
- C. Owner's Signature: Applications shall be signed by the owner of the property on which the sign is to be placed or by the tenant of said property with a statement of consent to the approved exception signed by the owner of the property.
- D. Fee: A fee, as set by resolution of the City Council, shall be paid with the application to cover the cost of processing. This shall be the sign permit fee as well as the planning hourly rate fee.
- E. Hearing: The Board of Architectural Review shall, as required under this Code, consider the application at a hearing. Notice of the time and place of the hearing shall be given by mail prior to the hearing to the applicant and the owner of the property, if not the applicant.
- F. Findings For Approval Of An Exception: Granting an exception to the sign regulations must be based on at least one of the following findings:
 1. There are exceptional or unusual circumstances applying to the property involved which do not apply generally to properties in the vicinity with the same zoning, such as, but not limited to:
 - a. The presence of a legal, nonconforming use;
 - b. Visual obstructions;
 - c. Unusual building location or setback;

d. Unusual building design, architectural style, or historic significance.

2. The sign for which an exception is requested is a nonconforming sign that acts as a neighborhood landmark or focal point while not disrupting views of prominent community landscape features. When granting an exception, the Board of Architectural Review shall require that as many nonconforming elements of the sign as possible be eliminated while allowing its basic form and character to remain.
3. The exception is consistent with the intent and purpose of the sign regulations (see section [11-13-2](#) of this chapter) and will not constitute a grant of special privilege or entitlement inconsistent with limitations applied to other properties in the vicinity with the same zoning.
4. The sign exception is for superior design and will not result in visual clutter and is consistent with the intent and purpose of these sign regulations.

G. Appeals: Any decision of the Board of Architectural Review on an exception may be appealed by the applicant or any interested party to the Planning Commission, pursuant to [title 1, chapter 6](#) of this code. (Ord. 12-300, 4-9-2012)

11-13-11: TEMPORARY SIGNS REQUIRING A SIGN PERMIT:

11-13-12: STANDARDS FOR TEMPORARY SIGNS:

The following signage requires a land use clearance from the planning department and approval by the Planning Department to ensure size and time restrictions, as noted. All temporary signs need an application and will be assessed a fee for temporary signs. Sale and non-civic event sign permits may be issued annually.

Type	Time Limit
TRC	
Grand Opening Signs: Signs announcing the opening of a new business, which in the aggregate do not exceed 10 square feet in size or 25 percent of the window area, whichever is greater. Such signs shall be erected for no more than 30 days prior to the scheduled opening of the business and shall be removed no later than 30 days after the opening of the business.	60 days.
Sale Or Other Temporary Window Signs: A temporary window sign such as a "Sale" sign not exceeding 6 square feet, or 50 percent of the window area of each facade, whichever is greater, is permitted. Professional design of the sign is encouraged. The planning department shall be notified at least 24 hours in advance of each display date.	7 consecutive days and not more than 28 total days per year.
Noncivic Event Sign: 1 temporary noncivic event sign announcing a special event may be permitted by the Planning Department. The planning department shall be	3 consecutive days per event and not

	notified at least 24 hours in advance of each display date. The following size limitations shall apply:	more than 36 total days per year.
	A. Businesses with up to 50 linear feet of dominant building frontage shall be allowed a sign of 6 square feet	
	B. Businesses with between 50 to 100 linear feet of dominant building frontage shall be allowed a sign of 12 square feet, and	
	C. Businesses with over 100 linear feet of dominant building frontage shall be allowed a sign of 18 square feet.	
	Commercial zone districts (outside the TRC):	
	Grand Opening Signs	60 days.
	Sale or Other Temporary Window Signs	30 consecutive days and not more than 60 total days per year.
	Noncivic Event Signs	3 consecutive days per event and not more than 36 total days per year.

(Ord. 12-300, 4-9-2012)

11-13-13: EXEMPT SIGNS:

A. Exempt Signs, Flags And Devices: The following signs, flags and devices are exempt from the provisions of this chapter. The following signs may be installed without a sign permit provided they meet the requirements listed below:

1. Civic Event / Community Event/Fundraising Event Signs: Signs may be erected not more than thirty (30) days prior to the event and shall be removed within twenty four (24) hours after the time of the event and shall not exceed twenty four (24) square feet in size. Only one such sign shall be erected per lot. This shall also pertain to community event signs as listed in the Temporary Sign section.

2. Construction Signs: One temporary construction sign, provided the sign does not exceed six (6) square feet in a one-family residence district or twenty four (24) square feet in all other districts, is used only to indicate the name of the construction project and the names and locations of the contractors, architects, engineers, landscape designers, project or leasing agents and the financing company, is displayed during construction only, and does not exceed six feet (6') in height at the edge of the public right of way when freestanding.
3. Flags: The official flag of government, governmental agency, public institution, religion, or other similar entity. Flags flown on a temporary basis for purposes of honoring declared national or civic holidays. One (1) flagpole with a maximum height of forty feet (40') which are not attached, or two (2) flagpoles which are attached to the building shall be exempt. Additional flags shall require planning staff review and approval.
4. Governmental Signs: Signs required to be maintained or posted by law or governmental order, rule or regulation. Signs specifically required by federal, state or city law, of the minimum size required.
5. Hazard Warning Signs: Any temporary sign warning of construction excavation or similar hazards as long as the hazard exists.
6. Noncommercial Signs: A noncommercial sign, not exceeding six (6) square feet total for each lot in residential districts and twenty four (24) square feet total for each lot in nonresidential districts. Such a sign shall be erected only with the permission of the property owner or tenant. In each instance and under the same conditions to which this chapter permits any sign, a sign containing an ideological, political or other noncommercial message and constructed to the same physical dimensions and character shall be permitted.
7. No Trespassing Signs: Any "no trespassing" sign, prohibiting or restricting access to property, provided it is not more than one square foot in size, is placed at each corner and each entrance to the property and at intervals of not less than fifty feet (50') or in compliance with requirements of law.
8. Official Signs: Official federal, state and local sign and notice issued by any court, person or officer in performance of a public duty.
9. Parking Lot/Directional Sign: Any parking lot and other traffic directional sign not to exceed two (2) square feet in area limited to guidance of pedestrian or vehicular traffic within the premises upon which they are located. There shall be erected no more than three (3) such signs in each parking lot or more than one per entrance.
10. Product/Operating Information Signs: Any gasoline pump, telephone booth, and newsrack sign, provided any sign on such a device identifies only the product contained therein, or displays operating instructions, and the lettering does not exceed two inches (2") in height.
11. Real Estate Signs: A sign on a building or in the ground which indicates that the property is for sale, rent or lease. Only one such sign is allowed on each street frontage of the property. Such a sign may be single or double faced and is limited to six (6) square feet or less, including any portions of the sign that hang off the bottom (e.g., price reduced, do not disturb occupant, in escrow, etc.) on property in all zone districts and shall not exceed six feet (6') in height as measured from the edge of the public right of way when freestanding. If affixed to the building, such signs shall be secured using semipermanent fasteners such as screws or nails. Use of tape or string, or draping on the outside of the building is not permitted.
13. Open House Realty Signs: Any temporary "open house" sign. Only one sign is allowed on each street frontage of the property. Such a sign may be single or double faced and is limited to three (3) square feet or less. Its supporting structure shall not exceed four feet (4') in height. A maximum of three (3) off site signs shall be allowed. Such signs shall be erected and removed on the day of the open house, and shall not be fastened or attached in any way to any building facade or architectural element.

12. Residential Identification Signs: One identification sign of not more than one square foot for a residence.
13. Street Identification Signs: Any street name and/or address stamped or painted on a curb.
14. Temporary Festival Decorations: Any temporary festival decoration or display, except one requiring a building, electrical or other permit (see definition of 'Temporary Festival Decoration.')
15. Traffic Safety Signs: Traffic control and directional signs or devices erected by local, county or state government.
16. Utility Signs: Signs erected by a public utility or common carrier to warn of dangers, such as the location of underground facilities.
17. Window Signs: Signs within eighteen inches (18") of the window and not affixed to the window, which do not exceed one square foot. (Ord. 12-300, 4-9-2012)

11-13-14: NONCONFORMING SIGNS:

A. Definitions:

LEGALLY IN EXISTENCE: Any sign which has a valid land use clearance or building permit on file with the city or county of Santa Barbara building department on or before the effective date of this chapter (June 12, 1980).

NONCONFORMING SIGN: Every sign legally in existence on the effective date of: 1) the ordinance adopting this chapter; or 2) any ordinance amending this chapter which violates or does not conform to the provisions of such ordinance or any such amendment.

B. General Provisions: A nonconforming sign may not be:

1. Changed to another nonconforming sign
2. Structurally altered.
3. Expanded.

C. Removal:

1. Any sign installed after the effective date of: a) the ordinance adopting this chapter; or b) an ordinance amending this chapter which does not comply or does not have the required land use clearance or building permit, is an illegal sign. Such signs shall be removed or made to conform within thirty (30) days of written notice from the planning/community development department or the Code Enforcement Officer.
2. Any sign erected on or before the effective date hereof which does not have a valid land use clearance or building permit on file with the city or the county of Santa Barbara building department, is an illegally erected sign. Such signs shall be removed or made to conform to the provisions of this chapter within one year of the date of written notice from the planning department or immediately upon change of use, owner or lessee of the premises.

3. A sign which does not conform to the provisions of this chapter, but which was legally erected and was maintained on or before June 12, 1980, and which did not conform to the regulations in effect at that time, shall be removed or made to conform within one year after written notice from the planning department, or immediately upon change of use, owner or lessee of the premises.
4. Exceptions to the provisions of this section shall be granted by the planning staff upon the application of any owner of an on site sign who presents substantial evidence showing the following:
 - a. There are exceptional circumstances applicable to the property on which the nonconforming sign is located, including size, shape, topography, location or surroundings, which would unfairly burden the applicant if strict application of all the provisions of this chapter is required; or
 - b. The sign possesses unique features which make it a significant part of the historical heritage of the area in which it is located.
5. Denial of a request for an exception or modification may be appealed pursuant to the provisions of [title 1, chapter 6](#) of this code.
6. A relocated sign shall be considered a new sign, and shall be subject to review by the Planning staff per 11-13-7-1(F). (Ord. 12-300, 4-9-2012, xxx new date)

11-13-15: NONCURRENT, ABANDONED OR UNSAFE SIGNS:

A. Noncurrent And Unsafe Signs:

1. Noncurrent: Any sign, including its supporting structure, which no longer identifies the current occupant or which otherwise fails to serve its original purpose after a lapse of three (3) months shall be deemed to be a public nuisance and shall be removed by the owner of the property on which it is located upon ten (10) days' written notice by the code enforcement officer.
2. Unsafe: Any sign that, in the opinion of the city building official, is unsafe or insecure, shall be deemed a public nuisance and shall be corrected or removed, together with any supporting structure, by the owner of the property on which the sign is located, within ten (10) days' written notice by the city building official, inspector or code enforcement officer.
3. Failure To Abate: In the event the property owner has not begun removal of the sign and its supporting structure within the time limits set forth in subsections A1 and A2 of this section, the Planning Department, as determined by the building official, shall cause to be filed for recordation with the county recorder, a notice of intention to record a notice of order to abate describing the real property, naming the property owner thereof, describing the violation and giving notice of a city council hearing. The building official shall give written notice by personal delivery or mail to the property owner that the city intends to carry out the removal of the sign and supporting structure and have the cost of said removal be made a charge against the property owner and lien against the property, unless the sign is removed, repaired or reconstructed so as to eliminate the condition that is in violation of this chapter. The building official shall also advise the property owner that he has a right to a scheduled hearing before the city council for the purpose of final determination that the sign is "noncurrent" or "unsafe" as defined under this section. Said hearing shall begin no later than thirty (30) days after the date of personal delivery or mailing of the notice and may be continued by the City Council.

- B. Findings: Upon completion of the hearing, the city council shall find as to the fact that the sign is a noncurrent or unsafe sign and upon such fact being found shall determine that the sign shall be removed, repaired or reconstructed by the property owner within a prescribed time or the city

shall cause the sign and supporting structure to be removed. Said determination shall be made based upon the evidence presented and a report from the Planning Department, as determined by the building official, or their designee, regarding the existing condition of the sign, the estimated costs of repair, reconstruction and/or removal. If the city council makes such determination, written findings and an order shall be approved. After said hearing, the city clerk shall cause to be filed for record a notice of order to abate with the county recorder and shall give all parties who have a recorded interest in the property notice of such recordation by mail.

- C. Duties Of Public Works Director: The public works director shall, after completion of the hearing and approval of the findings by the city council that the sign is noncurrent or unsafe and after the failure of property owner to remove, repair or reconstruct the sign within the prescribed time set forth in the necessary services by contract, dispatch city forces to carry out the removal of the sign and its supporting structures as directed by the city council. A record shall be kept of all costs incurred by the city, including time spent for the preparation of plans and the supervision of the work to carry out the removal of the sign and supporting structure. Upon completion of said efforts, the public works director shall file a report with the city council as to the costs incurred. The property owner shall be provided a copy of said report, notice of a hearing before the city council, and an opportunity to appear before the city council to be heard regarding the reasonableness of the costs incurred by the city.
- D. Costs Borne By Property Owner: Upon completion of the hearing before the city council as to the reasonableness of the costs, the city council shall determine the reasonable costs incurred by the city to remove the noncurrent sign and the property owner shall be advised of said amount which shall be due and payable to the city. Upon request of the property owner, the city may agree to a mutually acceptable payment schedule.
- E. Lien: In the event the amount to be due and payable to the city is not paid within thirty (30) days after the determination by the city council or as otherwise agreed, said amount shall become a charge against the property involved. The public works director shall thereafter cause the amount of said charge to be recorded on the assessment roll as an assessment and lien against and upon the property. Any portion of said assessment remaining unpaid after the due date for payment thereof shall be subject to the penalties and proceedings then in effect for property taxes due within the city.
- F. Interest Charges: The city shall be entitled to interest at the rate applicable for unpaid taxes on all costs incurred by the city as determined pursuant to subsection D of this section. (Ord. 12-300, 4-9-2012)

11-13-16: PROHIBITED SIGNS:

- A. The following signs are prohibited and subject to immediate abatement by the city of Solvang's code enforcement officer.
1. A Frame Signs.
 2. Attention Getting Devices:
 - a. Signs which rotate, move, glare, flash, change, reflect, or blink.
 - b. Animated signs.

c. Outdoor decorations (see definition)

d. Any temporary sign outside of a building or attached to the exterior of a building, including banners, bunting, pennants, feather flags, placards, streamers, balloons or similar devices

e. Commercial mascot signs.

3. Banners: Banners, except by special permit issued by the city manager or his/her designee.

4. Billboards: Billboards or billboard type signs.

5. Dry Erase Board signs.

6. Hazardous Signs: Signs that create a hazard by obstructing clear views of pedestrian and vehicular traffic.

7. Inflatable Signs: Inflatable signs.

8. Mobile Commercial Signs: No person shall park any vehicle on a public right of way or in a location on private property which is visible from a public right of way which has attached thereto or suspended therefrom any sign, except a sign painted directly upon, magnetically affixed to or permanently affixed to the body or other integral part of the vehicle. The primary use of such vehicles shall be in operation of the business and not in advertising or identifying the business premises. The vehicle shall not be parked for the sole purpose of advertising.

9. Neon And LED Signs: Neon and LED signs within the TRC, visible from the exterior of the building, with the exception of one of the following for a hotel/motel: "No", "Sorry No" or "Vacancy" sign. Neon and LED signs outside the TRC greater than two (2) square feet in size.

9. Obscene Signs: Any sign displaying obscene, indecent or immoral matter.

10. Pole Signs: Pole signs, with the exception of designs approved by the board of architectural review or planning staff for single businesses having an appropriate setback and building frontage which exceeds one hundred (100) linear feet.

11. Portable Signs: Portable commercial signs.

12. Roof Signs: Signs and any other graphics which extend, wholly or in part, above the eave line of a structure to which it is attached.

13. Signs Which Block Ingress Or Egress: Any sign, except as may be required by other code or ordinance, placed or maintained so as to interfere with free ingress or egress from any door, window or fire escape.

14. Signs On Public Property: Any sign, other than a sign installed by a public agency or as approved by the City Council, located in or on any public property, including sidewalks and parkways.

15. Simulated Traffic Sign: Any sign which by color, shape, wording or location, resembles or conflicts with any traffic control sign or device. Any sign containing red, yellow or green lights, within thirty feet (30') of a public right of way that could be confused with traffic signal lights.

16. Signs On Trees, Poles, Etc.: Any sign, generally of a temporary nature, posted or attached to trees, poles, stakes, fences or the exterior of a building or structures.

17. Signs On Utility Poles Or Traffic Control Devices: Signs attached or placed adjacent to any utility pole, parking meter, traffic signpost, traffic signal, historical marker or any traffic control device.

18. Window Signs: Signs in the window, adhered to the glass, except for open, closed and hours, help wanted and temporary window signs approved by the Planning Department pursuant to section [11-13-11](#) of this chapter, except decorative window painting and lettering pursuant to subsection [11-13-10E](#) of this chapter. (Ord. 12-300, 4-9-2012)

11-13-17: CONSTRUCTION, MAINTENANCE AND DISPLAY PROCEDURES:

A. Proper Sign Maintenance Required: Any sign, awning or umbrella erected and/or installed on any parcel of land within the city shall be properly maintained at all times. All signs shall be installed following standard specifications provided by the City. The business owner shall have the duty to keep all signs, awnings or umbrellas associated with such business in a state of good repair, and to see that the sign(s), awning(s) or umbrella(s) is not permitted to deteriorate or fall into disrepair to such an extent that it becomes dangerous or unsightly. Visible rot, mold or rust, falling or broken parts, peeling or faded paint, faded or torn fabric, missing letters, broken sign brackets or hangers, burnt out lamps, and unmaintained plantings in ground sign planters shall be prima facie evidence that a sign, awning or umbrella is not in a state of good repair. No sign permit is required for repainting, cleaning and other normal maintenance and repair of a sign, awning, lamp, or umbrella unless the structure, design, color or character is altered.

1. Notice To Repair: When the code enforcement officer determines that such a sign, awning or umbrella exists in a state of disrepair, he shall issue to the owner of the sign and/or business, a notice of such disrepair and the need for corrective action.

2. Issuance Of Citation: If the sign and/or business owner takes no action within thirty (30) days, the code enforcement office shall issue a citation to correct the violation.

3. Removal Of Sign: If the business owner still takes no action within ten (10) days after issuance of the citation, the sign, awning or umbrella shall be considered abandoned, and shall be removed by the property owner, after written notification from the city.

4. Abandoned Signs: Abandoned signs, awnings or umbrellas shall be removed by the property owner within five (5) days of notification by the city.

5. Removal Of Sign At Owner's Expense: If the property owner fails to remove the sign, awning or umbrella as directed in subsection A4 of this section, an additional citation may be written and city code enforcement will remove the sign, awning or umbrella at the owner's expense. (Ord. 12-300, 4-9-2012)

11-13-18: ENFORCEMENT AND PENALTIES:

A. Planning Department To Enforce: It shall be the duty of the Planning Department, or his/her designee, to enforce this chapter with respect to all signs existing on the effective date of this

chapter, and to all signs constructed, maintained, displayed or altered after the effective date of this chapter, and for any signs installed contrary to the approved plans or to any conditions imposed by the City.

1. Every sign erected in the city shall be subject to inspection by the Planning Department, or his/her designee, to ensure compliance with all provisions of this chapter or city building official to ensure compliance with all applicable building codes.

2. The Planning Department, or his/her designee, shall conduct an inventory of all signs in the city for the purpose of identifying signs that are illegal or unlawfully installed and signs that are noncurrent, abandoned or unsafe.

3. The Planning Department or any of his/her designees shall have the right to enter upon any premises upon which any sign has been erected to enforce compliance with the provisions of this chapter and to cause the removal of any sign maintained in violation of this chapter.

B. Penalties: Any person who violates the provisions of this chapter shall be subject to the penalties described in [title 1, chapter 3](#) of this code. (Ord. 12-300, 4-9-2012)

11-13-19: OVERALL SIGN PLANS:

11-13-20: OVERALL SIGN PLANS OUTSIDE THE TRC:

Overall sign plans outside the TRC for shopping centers, office complexes and industrial centers shall be as follows:

A. For each business, one wall sign shall be permitted on each frontage.

1. For a dominant building frontage (see definition of "building frontage") the sign shall not exceed one-eighth ($1/8$) of the square footage of the building facade of that portion of the first floor occupied by the business and upon which the wall sign is to be located, or twenty four (24) square feet of sign area.

2. For a subordinate building frontage (see definition of "building frontage") the sign shall not exceed one-sixteenth ($1/16$) of the square footage of the building facade of that portion of the first floor occupied by the business and upon which facade the wall sign is to be located or twelve (12) square feet of sign area.

B. For places of public entertainment where the public attraction is constantly changing, e.g., theaters and auditoriums, changeable copy may be used on wall signs and wall signs may exceed the permitted size if so determined by the planning staff.

C. One under canopy sign or facade sign for each business having an entrance under or offering service under the canopy or arcade shall be permitted. If there is no canopy or arcade, a projecting sign for each business may be permitted.

1. Under canopy, arcade or projecting signs shall not exceed six (6) square feet in sign area. The planning staff may approve a larger or smaller sign if it is determined that such signs are architecturally harmonious in relation to the size and location of the building area occupied by the business and the center for which the overall sign plan is proposed.

2. The lower edge of the sign must be at least seven feet (7') above finished ground level.

D. One ground sign for each center shall be permitted as follows:

1. The center shall have a street frontage of at least seventy five feet (75').
2. The ground sign shall only identify the center and may not advertise or identify any business or service conducted or merchandise sold within the center.
3. No changeable copy may be used.
4. The ground sign shall not exceed fifty (50) square feet of sign area.
5. The height of the ground sign shall not exceed six feet six inches (6'6"). Height shall be measured from the top of curb of the improved portion of the public right of way to which the property has access and more specifically, from that point which is closest to the sign.
6. No part of the sign or sign structure shall project over the street right of way.
7. The base of the supporting structure shall be at least two feet (2') from the street right of way line and shall be included into sign area calculations. Locations at corners must be approved by the city engineer for site visibility and safety.
8. Prior to the issuance of a sign permit, ground signs on corner street intersections shall be approved by the city engineer to ensure the placement of the sign will not adversely affect traffic or pedestrian safety.
9. More than one ground sign, a larger sign, or a higher sign, may be permitted if approved by the Board of Architectural Review as a modification/exception, pursuant to section [11-13-13](#) of this chapter.

E. Directory signs may be provided for each entrance to the center. Each sign on the directory may be up to two (2) square feet. A maximum of two (2) descriptive words and a directional arrow is permitted.

F. Awning signs may be permitted in accordance with subsection [11-13-10D](#) of this chapter. (Ord. 12-300, 4-9-2012)

11-13-21: OVERALL SIGN PLANS WITHIN TRC:

Overall sign plans are required for shopping complexes inside the TRC. Such signs shall conform with section [11-13-8](#) of this chapter. (Ord. 12-300, 4-9-2012)

11-13-22: DEFINITIONS:

For the purpose of this chapter, the following words and phrases shall have the meanings respectively ascribed to them by this section:

A-FRAME SIGN: A type of sign composed of two boards in a triangle shape, hinged along the top set up next to a store, advertising services or goods.

ACCESSORY SIGN: A separate unit displaying information (e.g., customer parking, upstairs, caution, open, shops, etc.) which is not attached to or supported from any other sign and not made a

part thereof.

ANIMATED SIGN: A sign with action or motion, whether by flashing lights, color changes, wind, rotation, movement of any parts of the sign or letters or parts of the sign structure, or other motion.

ARCADE: A permanent roofed structure, attached to the building, projecting over public and/or private property, and partially enclosed and supported by supports located on public property.

ARCADE SIGN: See definition of Under Canopy Sign.

ARCHITECTURAL FEATURE: Any reveal, window frame, recessed area, door, detail, surround or other feature that is part of any building, or is a specific element of a recognized historical style of architecture.

ARCHITECTURAL PROJECTION: A projection not intended for occupancy and which extends beyond the face of an exterior wall or roof of a building, but not including signs.

AWNING SIGN: Any sign or graphics attached to, painted on, or applied to the valance of a canvas awning.

BANNER: A bunting or other flexible sign characteristically supported at two (2) or more points and hung on a building or otherwise suspended down or along its face, or across any public streets of the city. The banner may or may not include copy or other graphic symbols.

BILLBOARD: A freestanding off premises sign.

BOARD OF ARCHITECTURAL REVIEW: A review panel appointed by the city council whose function is to review and approve, conditionally approve or deny all sign applications (a.k.a. BAR).

BUILDING FACADE: That portion of any exterior elevation of a building extending from grade to the eaves or the top of the parapet wall and the entire width of the building elevation.

BUILDING FRONTAGE: The width of any face of a building.

Dominant Building Frontage: The principal frontage of a building where its main entrance is located or which faces the street on which its address is located.

Subordinate Building Frontage: Any frontage other than the dominant frontage.

BUSINESS SIGN: An on premises sign.

BUSINESS SPECIFIC INFORMATION: Information that describes either the goods or services that are provided, or how one may contact that business (i.e., street addresses, websites, and/or phone numbers).

CANOPY: A permanent roof structure which may be supported in whole or in part by a building.

CANOPY SIGN: See definition of Under Canopy Sign.

CHALKBOARD SIGN: A changeable copy sign made up of a smooth, hard panel for writing on with chalk. Signs shall be green or black. Does not include dry erase boards.

CHANGEABLE COPY SIGN: A sign so constructed that the copy can be readily changed by use of movable or erasable letters or symbols.

CIVIC EVENT/ COMMUNITY EVENT: A citywide event or public gathering sponsored by a

governmental, community, or special interest group for the direct benefit or temporal good of the community and/or city of Solvang. Designated civic events include Julefest, Danish Days, Fall Fest, Third Wednesday, Oktoberfest, Fourth Of July, or any other event designated a civic event by the city manager.

CIVIC EVENT/COMMUNITY EVENT SIGN: A sign, other than a commercial sign, posted to advertise a noncommercial, not for profit organization or event that directly benefits the community and/or city of Solvang, as determined by the Planning Department (see subsection [11-13-4 A1](#) of this chapter).

COMMERCIAL MASCOT: A person or animal attired or decorated with commercial insignia, images, costumes, masks or symbols, and/or holding signs displaying commercial messages, when a principal purpose is to advertise a commercial enterprise. This definition includes sign twirlers, sign clowns, sign spinners, and human sandwich board signs. Also known as living signs.

COMMERCIAL SIGN: Any physical form of visual communication, including any object with or without any lettering, a symbol, logo or banner, other than a mural, which is intended to attract attention to a commercial activity, business, commodity, service, entertainment or attraction sold or offered, and which is to be viewed from public streets, public parking areas or private exterior areas. It shall include all parts, portions, units and material composing same, together with illumination, frame, background, structure and support and anchorage thereof

CONSTRUCTION SIGN: A temporary sign placed in advance of occupancy of a building or structure indicating the name of the building or structure, the architects, the contractors and other information regarding the building or structure.

COURTYARD: A building designed in such a manner as to have an interior court surrounded by three (3) or more sides.

DANISH ART: A generic Danish symbol such as a flag, shields or similar art incorporated into the design of a sign, which does not identify the type of business, product sold or copyright symbol and contributes to the village theme.

DIRECTIONAL AND INFORMATIONAL SIGN: A sign designed to guide or direct pedestrians or vehicles.

DIRECTORY SIGN: A group of signs clustered together in a single structure or compositional unit which directs attention to a business, industry, profession or service conducted on the premises where the sign is displayed. This sign is used to direct attention to several occupants of the same building, shopping center, or complex.

DISPLAY CASE: A case, cabinet or other device having a window of glass or other transparent material, or opening, access to which is made from other than within a structure or building, and is attached to a wall or structure. Such case shall not be portable.

DISTRICT: An area designated by a zoning ordinance of the city to be subject to certain land use regulations (a.k.a. zone district).

DOUBLE FACE SIGN: A sign limited to two (2) display surfaces containing the same copy, backed against, parallel to, and not more than eighteen inches (18") between each other, one face of which is designed to be viewed from one direction and the other face from the opposite direction. Both identical sides shall be counted only once for the purposes of determining sign area.

DRY ERASE BOARDS: boards used to display information with a nonpermanent marker, usually on a glossy, white surface.

EAVE: That portion of the roofline extending beyond the building wall, a canopy attachment on the wall having the simulated appearance of an eave, or the lowest horizontal line of any roof.

ERECT: To build, construct, attach, hang, place, suspend, affix or fabricate, which shall also include painting of wall signs and window signs or other graphics.

EXTERIOR LIGHTING: Artificial illuminating devices, outdoor fixtures, lamps and other similar devices, permanently installed or portable, used for flood lighting, general illumination or advertisement.

FACE CHANGE: Alteration of wording and/or advertising information, including logos, on an existing sign structure, where no change to size, height, and structural content of support of sign is made.

FEATHER FLAG SIGN: Portable, vertical commercial signs or flags typically made of lightweight cloth and attached to tall flexible poles. Also known as bow feather signs, feather banners, flutter flags, or teardrop flags.

FLAG: A piece of fabric of distinctive design that is used as a symbol of a nation, state, city, agency, or as a signaling device and is usually displayed hanging from a staff or halyard to which it is attached by one edge.

FOOD/BEVERAGE BUSINESS: The primary business is such that at least fifty one percent (51%) of the establishment's square footage is dedicated to the serving of a food or beverage, such as: winetasting rooms, coffee shops, restaurants, and other uses as is found to be of similar character as determined by the Planning Department.

FLAT SILHOUETTE CUTOUT SIGN: A flat sign constructed of wood or metal depicting a figure, shape or character which symbolizes the spirit of the business which it represents and displays necessary or legal information. See definition of a symbol sign. (**FREESTANDING SIGN:** See definition of Ground Sign.

FULLY SHIELDED: Outdoor light fixtures with a solid barrier that emit no light rays above the horizontal plane and effectively obscure the visibility of the lamp.

FUNDRAISING EVENT: An event sponsored by a business to generate publicity or raise money for a nonprofit or charitable organization, or an event sponsored by a nonprofit or charitable organization.

FUNDRAISING EVENT SIGN: A commercial sign advertising a fundraising event (see section [11-13-11-2](#) of this chapter).

GATE OR ENTRANCE SIGN: A sign attached to an entrance gate or entrance structure to a residential building site or residential subdivision, or commercial complex, which identifies the site, subdivision or complex.

GOVERNMENTAL SIGN: A sign required to be maintained or posted by law or governmental order, rule or regulation.

GROUND SIGN: Any sign advertising goods manufactured, produced or sold or services rendered on the premises upon which the sign is placed, or identifying in any fashion the premises of any owner or occupant, which is an integral part of a landscaped planter, and which is supported by one or two (2) posts offset to one side from the center of a solid base, the total height of which does not exceed six feet six inches (6'6") above grade, measured at the edge of the public right of way, or six feet six inches (6'6") above the base of the sign structure when the grade of the public right of way is at least three and one-half feet (3¹/₂') lower than the natural grade at the base of the sign, whichever is higher. In no case shall an artificial grade be established for the sole purpose of placing a sign at

more than six feet six inches (6'6") above the grade at the edge of the public right of way.

HANGING SIGN: A sign attached to and located below any eave, roof, canopy, awning or arcade. (Also see definition of Under Canopy Sign.)

HAZARD WARNING SIGN: A sign warning of construction excavation or similar hazards as long as the hazard exists.

INTERIOR COURTYARD SIGN: Any sign within a courtyard wall or cluster of shops, which is open to the sky and is open to the public, but not necessarily visible from the public right of way.

LETTER HEIGHT: The height of a letter from its bottom to its top including any applied shadow line.

LIGHTED SIGN:

A. A sign which illuminates each sign face from a lighting source outside the sign itself.

B. An interior lighted sign where the background is opaque (nonglare matte finish), the lighting source is not directly visible and light is emitted through the letters only. The thickness of the sign shall not exceed eighteen inches (18").

C. Pinned off letter with lighting source emitted from behind the letter and reflected from the wall surface. The lighting source shall not be visible.

LOGO SIGN: Prefabricated or custom made signs bearing a brand name, registered trademark or logo. Logos are restricted to forty percent (40%) of the total area for each sign.

LUMENS: Amount of light emitted by a lamp (light bulb).

MARQUEE: A permanent roof structure attached to and entirely supported by a wall of a building, having no connection or relationship with the roof of the building to which it is attached.

MARQUEE SIGN: Any sign that is an integral part of a marquee.

MENU DISPLAY CASE: A permanently affixed structure or case that displays the menu for primary food/beverage businesses or for salon/spa services, behind glass or plastic (see subsection [11-13-10H](#) of this chapter).

MOBILE SIGN: A sign on a vehicle advertising goods, service or entity other than that for which the vehicle is principally used.

MONUMENT SIGN: See definition of Ground Sign.

MURAL: A painting or picture applied to and made part of a wall which may be pictorial or abstract, and is characteristically visually set off or separated from the background by color or architectural environment.

NO TRESPASSING SIGN: A sign prohibiting or restricting access to property.

NONCIVIC EVENT: A for profit special event sponsored by a business.

NONCIVIC EVENT SIGN: A commercial sign advertising a for profit special event directly benefiting the business at which the sign is located (see section [11-13-11-1](#) of this chapter).

NONCOMMERCIAL SIGN: Any physical form of visual communication, including any object with or without any lettering, a symbol, logo or banner, which is intended to convey a noncommercial

message of social, educational, agricultural, religious or charitable commentary.

OFFICE COMPLEX: A group of contiguous businesses, which employ a homogeneous design theme as a common perimeter treatment.

OFFICIAL SIGN: An official federal, state, and/or local sign and notice issued by any court, person or officer in performance of a public duty.

ON PREMISES SIGN: A sign containing copy relating only to the business, product, service or activity conducted or sold within the shopping complex or center as that on which the sign is located.

OLD WORLD VERNACULAR: A style supported by the Solvang Design Guidelines reminiscent of a type of font and use of color imitating that which was used in Northern European cities and towns in the 1700-1900s, especially in Denmark.

OPEN HOUSE SIGN: A temporary sign identifying an open house location.

OUTDOOR DECORATION: Any decoration, embellishment or ornament used as an attention getting device, including, but not limited to: fabric, bunting, plastic, wood, balloons, paper, metal or merchandise.

PARAPET: A low wall or railing used to protect the edge of a roof, also called a parapet wall.

PARAPET SIGN: Any sign or other graphic attached to a parapet, ramada, or other similar structure.

PARKING LOT/DIRECTIONAL SIGN: A sign meant to direct traffic or provide directional information within a parking lot.

PENNANT: A small, usually triangular or rectangular flag, or multiples thereof, individually supported or attached to each other by means of a string, rope or other material and meant to be stretched across or fastened to buildings, or between poles and/or structures.

PERGOLA: A structure usually consisting of parallel colonnades supporting an open roof of girders and cross rafters, also known as an arbor or trellis.

PERGOLA SIGN: A sign attached to the cross rafters of an arbor, trellis, or pergola.

PERMANENT SIGN: A sign not specifically designated as being temporary.

PLANNING DEPARTMENT: The planning department of the City of Solvang.

POLE SIGN: Any sign, other than a ground sign, which is supported by a raised planter at least eighteen inches (18") in height, erected on one or more upright(s) supported from the ground, the height of which is greater than six feet six inches (6'6") and no higher than thirteen feet (13') above grade at the edge of the public right of way, and which is not part of any building or structure other than a structure erected solely for the purpose of supporting a sign (see subsection [11-13-10K](#) of this chapter).

POLITICAL SIGN: A sign promoting, advertising, or identifying a political party, candidate or issue.

PORTABLE SIGN: Any sign designed or constructed in such a manner that it can be moved or relocated without involving any structural or support changes and not affixed to the ground or to a building or structure affixed to the ground, for example, a sandwich board.

PRODUCT/OPERATING INFORMATION SIGN: A sign which identifies only the product contained therein, or displays operating instructions (e.g., gasoline pumps, newsracks).

PROJECTING SIGN: Any sign which projects from and is supported by a wall of a building with the display surface of the sign perpendicular to the building wall.

RAISED PLANTER: A structure which is used as the base for a ground sign and contains fresh flowers and other plants. Such planter shall be a minimum of eighteen inches (18") in height, and shall not be included in the square footage calculations for the sign.

REAL ESTATE SIGN: A sign which indicates that the property is for sale, rent, or lease.

RESIDENTIAL IDENTIFICATION SIGN: A sign identifying the location of a residence.

ROOF: The cover of any building, including the eaves and similar projections. Eyebrows, false roofs on storefronts, coverings on or over oriels, bay windows, canopies and horizontally projecting surfaces other than marquees shall be considered roofs.

ROOF SIGN: Any sign any part of which is on or over any portion of any roof, eave or parapet of a building or structure.

SAFETY SIGN: A sign used only for the purpose of identifying and warning of dangers such as slow, blind exit, turn off your motor, no smoking, sound horn, children playing and beware of dog.

SALON/SPA: A business offering services, procedures and treatments related to health or beauty.

SHOPPING CENTER: A retail commercial center outside the TRC.

SHOPPING COMPLEX: A group of retail commercial businesses within the TRC, planned, developed, managed and maintained as a unit; with or without common off street parking provided to serve all uses on the property.

SIGN: Any device and all parts thereof, including all supporting structures, and any applied or projected image, which is used: a) to advertise businesses, products, goods, services, or otherwise promote the sale of objects or identify objects for sale; b) to identify, to direct or to inform persons concerning businesses, areas, entities, services or dangers; or c) to attract attention to the premises or other signs of a particular business or entity, including, but not limited to, flares, flashing lights, color changes, flags, bunting, pennants or other moving objects.

SIGN AREA: The area of the entire sign in square feet (see subsection [11-13-7-3A](#) of this chapter).

SIGN STRUCTURE: Any structure which supports any sign. Sign support structures shall not be included in the calculations for sign area.

SIGN VERBIAGE: Language on signs shall serve primarily to identify the legal name of the establishment, organization, or business on which they are placed. Websites, telephone numbers, and other business specific information and/or descriptions of services/goods provided may be included, provided they comply with subsection [11-13-7-1A](#) of this chapter.

STREET FRONTAGE: The footage of the property that abuts an improved street or streets open to public use to which the property has access (see subsection [11-13-7-3B](#) of this chapter).

STREET IDENTIFICATION SIGN: A street name and/or address stamped or painted on a curb.

SYMBOL SIGN: A symbol displaying a representation of the business, activity or type of merchandise sold within the building. Also known as a guild sign.

TEMPORARY: A period of time not exceeding seven (7) consecutive days in one month unless

otherwise specified.

TEMPORARY FESTIVAL: A short term citywide festival or celebration that recurs at regular intervals (e.g., Danish Days, Julefest, Harvest Festival, etc.).

TEMPORARY FESTIVAL DECORATION: The temporary outdoor display or decoration to celebrate a recognized citywide festival or celebration. Such decorations shall not be erected prior to thirty (30) days before the event, or remain longer than seven (7) days after the date of the event. Such decorations shall not be located in, or project into, the public right of way.

TEMPORARY SIGN: A sign intended to advertise community or civic projects, construction projects, real estate for sale or lease, the opening of a new business or other special events.

TRAFFIC SAFETY SIGNS: A traffic control and directional sign or device erected by local, county or state government.

UMBRELLA SIGN: Any sign or graphic attached to, painted on, or applied to, the fabric of an umbrella (see subsection [11-13-10I](#) of this chapter).

UNDER CANOPY SIGN: A sign attached to the underside of a canopy or arcade.

UTILITY SIGN: A sign erected by a public utility or common carrier to warn of dangers.

VILLAGE AREA: An area as defined in the General Plan and identified with a Village Area map as approved by the City Council.

WALL SIGN: A sign affixed in any manner to any exterior wall of a building or structure and which is parallel to and projects not more than six inches (6") at all points from the building on which it is located.

WINDOW LETTERING: The name of the business or establishment painted directly on the inside or outside surface of a glass window pursuant to subsection [11-13-10E](#) of this chapter. Only the name of the business and/or logo is permitted, and is calculated into the allowable square footage maximums.

WINDOW PAINTING: A border type design painted directly on the inside or outside surface of a glass window, pursuant to subsection [11-13-7-1S](#) of this chapter.

WINDOW SIGN: Any sign printed, attached, glued or otherwise affixed to or behind a window within the display area or within four feet (4'), whichever is greater, and designed to be viewed from adjoining streets, walkways, malls or parking lots available for public use. (Ord. 12-300, 4-9-2012)