

CHAPTER 22.70 SIGN ORDINANCE GENERAL PROVISIONS

SBMC 22.70.010 B.	FACTS, INTENT AND POLICY
<p>“PURPOSE AND INTENT. The City of Santa Barbara has a national and international reputation as a community of natural beauty, distinctive and historic architecture and historic tradition. Signs have a strong visual impact on the character and quality of the community. As a prominent part of the scenery, they attract or repel the viewing public, affect the safety of vehicular traffic, and their suitability or appropriateness helps to set the tone of the neighborhood. Since the City of Santa Barbara relies on its scenery and physical beauty to attract tourists and commerce, aesthetic considerations assume economic value. It is the intent of the City of Santa Barbara, through this ordinance, to protect and enhance the City's historic and residential character and its economic base through the provision of appropriate and aesthetic signing. In addition, it is the intent of the City to limit the size, type and location of signs in order to minimize their distracting effect on drivers and thereby improve traffic safety.”</p>	<ul style="list-style-type: none"> · FACTS: · City reputation for: 1) Natural Beauty, 2) Distinctive and Historic Architecture, and 3) Historic Tradition; · Signs have a strong visual impact on community character and quality; · Signs attract or repel viewing public; · Signs affect the safety of vehicular traffic; · Sign suitability or appropriateness helps set neighborhood tone; and · Aesthetic impacts on scenery and physical beauty assume economic value because of tourism. · INTENT: · Protect and enhance historic and residential character, and economic base; · Improve traffic safety by minimizing driver distraction through size, type and location criteria
<p>“In view of these facts, the City of Santa Barbara adopts the policy that the sign should serve primarily to identify an establishment, organization or enterprise. As identification devices, signs must not subject the citizens of the City to excessive competition for their visual attention. As appropriate identification devices, signs must harmonize with the building, the neighborhood and other signs in the area.”</p>	<ul style="list-style-type: none"> · POLICY: · Signs should primarily identify an establishment, organization or enterprise; · Signs must not subject citizens to excessive competition for visual attention; · Signs must harmonize with buildings, the neighborhood, and other signs in the area.