



SIGN COMMITTEE
SIGN REVIEW GUIDELINES

Adopted November 16, 2010

TABLE OF CONTENTS

	<u>PAGE</u>
I. <u>BACKGROUND, OBJECTIVE AND INTERPRETATION</u>	
A. BACKGROUND.....	1
B. GOALS AND OBJECTIVES.....	1
C. INTERPRETATION AND APPLICATION	2
II. <u>APPLICATION REVIEW PROCEDURES</u>	
A. APPLICATION REVIEW.....	2
B. PRESENTATION OF PROJECTS.....	3
C. REVIEW PROCESS.....	3
D. LEVELS OF REVIEW	3
E. PROCEDURE FOR CONTINUANCES, POSTPONEMENTS AND ABSENCES	6
F. APPEALS, EXCEPTIONS AND EXPIRATION OF APPROVAL.....	6
G. PLAN CHECK AND BUILDING PERMIT	7
III. <u>DUTIES, POLICIES AND CONDITIONS</u>	
A. POWERS AND DUTIES.....	7
B. SIGN COMMITTEE JURISDICTION.....	8
C. SPECIFIC POINTS OF SIGN COMMITTEE REVIEW	8
D. POLICIES	8
E. STANDARD CONDITIONS OF APPROVAL	14
F. SUPPLEMENTAL DESIGN GUIDELINES	15

SIGN COMMITTEE (SC)
SIGN REVIEW GUIDELINES
November 16, 2010

I. BACKGROUND, OBJECTIVES AND INTERPRETATION

A. BACKGROUND

A sign is the most prevalent mass communication medium and has a strong impact on the environment. Signs transmit messages beyond the boundaries of the sites on which they are located. Thus, they become the concern of all persons who inhabit or use an area.

The City of Santa Barbara recognizes that a sign is an integral part of the cityscape and, as such, can detract from or enhance the City's image and character. The City first adopted a sign ordinance in 1922. Many changes in sign review have occurred since that time. In 1960, the Architectural Board of Review (ABR) began reviewing certain types of signs. Their purview expanded by stages until all signs - permanent or temporary - were subject to ABR review. In 1977, the Landmarks Committee began to review signs in El Pueblo Viejo in order to assure that such signs comply with the Historic Structures Ordinance. In July 1977, in order to simplify and expedite the review process, a Sign Sub-Committee was formed from the membership of each of the two committees. The Sub-Committee reviewed, approved, conditionally approved or denied all signs subject to ratification of its actions by the ABR and the Landmarks Committee.

Subsequently, an amended Sign Ordinance was adopted in 1981. This ordinance changed the sub-committee to full committee status and added two members and an alternate from the business community. In June 1995, the Conforming Sign Review process was created to substitute for the Consent Calendar and to simplify the process for obtaining sign permit approvals. In August 2010, due to budget cutbacks, the Sign Committee was reconstituted to require that certain sign reviews be conducted on Consent Calendars and the Sign Review Guidelines were updated to reflect sign application processing changes.

B. GOALS AND OBJECTIVES

The Sign Committee's goals are:

1. To promote aesthetic signing and graphic design that enhances the architectural or historic quality of a building, and thus protect the distinct and historic nature of Santa Barbara's cityscape;
2. To promote signs that are visually effective; and
3. To promote high standards of graphic design and the construction of aesthetically pleasing signs.

These guidelines are intended to assist the public with the Sign Committee review process by clarifying the criteria and procedures to apply for a sign permit. These guidelines will be the basis for decisions by the Sign Committee. They are designed for use by architects, designers, business owners and managers, sign contractors, government agencies and the general public to assist in compliance with the Sign Ordinance.

C. INTERPRETATION AND APPLICATION

These Guidelines are designed to provide direction to the members of the Sign Committee and to the public as a whole; they are not intended to be binding in nature. Although failure to meet the Guidelines can form a basis for denial of a project, non-compliance with these Guidelines shall not be grounds to invalidate any action taken by the Sign Committee, nor shall such non-compliance constitute a cause of action against the City or its officers, employees or agents concerning any matter.

All questions regarding the proper interpretation and application of these Guidelines shall be resolved by the Sign Committee or, upon appeal, the ABR, HLC, or City Council.

II. APPLICATION REVIEW PROCEDURES**A. APPLICATION REVIEW****1. MEETING DATES AND LOCATION**

Sign Committee Consent Review calendar meeting dates coincide with the regular Full Board ABR and HLC meeting days which occur every two weeks. Meetings are held in the Public Meeting Room, Community Development Department, 630 Garden Street, Santa Barbara, California.

Occasionally there is a need to cancel a regular meeting or to hold a special meeting. Dates and times of such meetings shall be posted in the usual manner.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Planning Division at (805) 564-5470. Notification at least 48 hours prior to the meeting will enable the City to make reasonable arrangements.

Conforming Sign Reviews are conducted each week with Planning Division Staff and the Chair or Vice-Chair of the Sign Committee or their designated alternate.

2. APPLICATIONS AND FILING

Community Development Department/Planning Counter
630 Garden Street, Santa Barbara, California.

Hours: 8:30 A.M. to 4:30 P.M., Monday thru Thursday and every other Friday.

Application deadlines for the Sign Committee are one week in advance of the Sign Committee meetings. There are no application deadlines for Conforming Sign Review. Applications for Conforming Sign Review may be submitted any time during the week and will be reviewed during set times Planning Division Staff will inform the applicant of the approval. All applications shall be complete; no partial submittals will be accepted or scheduled. Submittal requirements are available at the Planning Counter.

3. NOTICE AND POSTING

The Sign Committee Consent Calendar agendas are posted for public review on the bulletin boards at City Hall, the City Clerk's office and at the Community Development Department, a minimum of 72 hours prior to each meeting.

4. FEES

Refer to current fee resolution adopted by the City Council. Staff at the Planning Counter can provide the information.

5. STAFF

Community Development Department
Planning Division
630 Garden Street

Phone: (805) 564-5470

B. PRESENTATION OF PROJECTS

All levels of review, with the exception of the Conforming Sign Review, require the presentation of the project by the applicant or the applicant's representative. Items on the agenda not so represented shall be continued or postponed indefinitely. The applicant or representative will be responsible for rescheduling the project and paying additional fees, as applicable.

C. REVIEW PROCESS

1. An application form must be completed and permit fee paid to the Community Development Department, Planning Division. In addition, the following information and materials must be supplied by the applicant when the fee is paid:
 - a. Color and material samples, stating manufacturer's name and number, and identified as to location on the sign;
 - b. Photographs, mounted or printed on an 8½" x 11" sheet of paper, showing views of the building and/or site where the sign is to be located, all existing signs to remain, and views of surrounding properties. Poorly exposed photographs and Polaroid-type photographs are unacceptable;
 - c. Partial colored renderings and drawings of signs to scale, including supporting structure/s;
 - d. Building elevation to scale, including supporting structure/s; and
 - e. Where applicable, complete sign lighting plans indicating type, placement, and wattage of fixture.
2. Applications are reviewed by staff for completeness to determine if they can be placed on the next open agenda. The applicant will be notified by mail of the date of the Sign Committee meeting, and either the applicant or agent must be present at the meeting unless prior arrangements are made with staff.

D. LEVELS OF REVIEW**1. CONCEPT REVIEW**

- a. Informal review process during which no formal action is taken. Applicants are encouraged to come in with sketches and/or very conceptual drawings. Comments are made that give the applicant general direction for future review but are not binding on future discussion of the item.
- b. The Committee shall not give a final approval until sufficient information has been given and additional fees have been paid.

- c. Concept review considers broad issues such as signage location, general architectural style and the sign's size and color.
- d. Consideration for possible exception(s) may also be discussed at concept review meetings.

2. **FINAL REVIEW**

- a. Final Review is a formal review of completed working drawings, prior to submittal for a building permit.
- b. The final plans will be approved if they are in substantial conformance with the plans given conceptual approval. All Conditions of Approval shall be included on the plans.
- c. At least two members shall vote in order to grant Final Approval.
- d. All details, color samples, mounting hardware and exterior lighting fixtures shall be included for review.

3. **REVIEW AFTER FINAL**

Review after Final occurs when there is a proposed change to a sign after final approval has been granted. Plans submitted should include all information on drawings which reflect the proposed changes. If changes are not clearly delineated or shown, they cannot be construed as approved. Additional fees are charged for Review after Final.

4. **CONFORMING SIGN REVIEW**

- a. Conforming Sign Review is meant to expedite the review of simple conforming type signs if the signs are in compliance with the Sign regulations and consistent with sign design guidelines. Applications for conforming sign applications that are eligible for reviewed and approved administratively by the Chair or Vice-Chair of the Sign Committee or their designated alternate. The Conforming sign review level is expedited review process whereby applications and sign applications are not placed on Sign Committee agendas. Applicants are not required to attend or make a presentation of the project at Conforming sign review. The Sign Committee is informed of all actions and final decisions of the conforming reviews. Conforming signs which meet the following criteria shall be referred by Staff for Conforming Sign Review:
 - (1) Signs where the size, shape, color and placement of the sign and any lighting would be consistent with adopted guidelines.
 - (2) Signs located in El Pueblo Viejo Landmark District, where the sign complies with the requirements of Section 22.70.040.E and would be compatible with the required architectural style described in Section 22.22.104.
 - (3) Minor wording, name, color and/or face changes which do not affect the character or location of a sign;
 - (4) Signs for a commercial or industrial complex where a previously approved sign program is in effect and the proposed sign conforms to the program;
 - (5) Thirty (30) day extension of temporary signage;

- (6) Conceptually approved signs, if all Committee conditions are met; and
 - (7) Awning signs.
 - b. Sign applications which do not meet these specific criteria may be referred by Staff or the Chair, Vice-Chair or their designated alternate for Sign Committee Consent or Full Board Review, if deemed appropriate.
 - c. The ABR or HLC may also direct some projects or portions of projects to the Conforming Sign Review.
 - d. Applicants are not required to attend or make a presentation of the sign application. Signs approved at the Conforming Sign Review will be announced at the Sign Committee Consent meeting and will be reflected in the minutes under General Business. No action by the Committee is required.
 - e. Sign applications reviewed at the Conforming Sign Review must be complete. If an application is incomplete, the application will be rejected or a warning of No Action will be given to the applicant.
 - f. All items are considered for formal Final review except those submitted for Concept review.
 - g. Items approved with conditions are considered to be approved “in concept”. Final approval depends on plans being resubmitted to the Chair, Vice Chair or staff showing in detail all the revisions and changes required. When plans are received, staff will determine if the item is a Conforming Sign Review item. The applicant’s presence is not necessary since the Chair or Vice-Chair will only be ratifying affirmation by staff that the conditions of approval are met.
- 5. **CONSENT REVIEW.** Consent Review is the primary review level for all new sign applications. Sign applications may be referred to the Consent Review level by staff when appropriate or when applications do not propose considerable amounts of signs or signage quantity. At this level, a consent calendar agenda is prepared and applicants are required to attend or make a presentation of the project. Two Sign Committee members assisted by Staff review the Consent Calendar items. Applications proposing exceptions to the Sign Ordinance may be reviewed at this level. The ABR or HLC may take an item off the Consent Calendar to be considered by the full ABR or HLC prior to the Sign Committee taking action.
- 6. **FULL BOARD REVIEW.** This level of review is necessary when an item that has been reviewed at the Consent Calendar level and is subsequently referred or appealed to the full board of the ABR or HLC. Sign applications may also be automatically referred by staff to the full ABR or HLC review bodies when applications propose considerable amounts of signs, sign exception requests, or total signage quantity. At this level, a regular ABR or HLC agenda is prepared and applicants are required to attend or make a presentation of the project. The ABR or HLC may refer an item back to the Sign Committee Consent Calendar for review of final details.

E. PROCEDURE FOR CONTINUANCES, POSTPONEMENTS, REFERRALS AND ABSENCES

1. A continuance is the carrying forward of an item under discussion to a future meeting. Presentation and discussion took place on the date on which the continuance occurred. To be considered for a continuance, the applicant must attend the meeting and make a presentation. An application may be continued (i) at the request of the applicant, (ii) by action of the Committee if a continuance is found to be necessary to receive reports from other agencies or departments which pertain to the project, or (iii) by the Committee if the applicant does not object.
2. A postponement is deferral of the consideration of an agenda item to a future meeting. No discussion or presentation takes place on the date a postponement occurs. To be considered for a postponement, the applicant must contact Sign Committee staff prior to the meeting date and state the reason(s) justifying the postponement. If an application has been postponed more than twice, the Sign Committee may deny the application without prejudice to a future application.
3. If an applicant fails to attend the Sign Committee meeting without having contacted staff, the item will be postponed indefinitely, or continued indefinitely if some discussion took place. It is the applicant's responsibility to reschedule the item for consideration.
4. To reschedule Committee review after being continued or postponed indefinitely, the applicant must submit a Supplemental Application Form along with any revised plans.
5. **Consent Calendar Referrals to Full Board.** Items that are referred from the Consent Calendar to the Full ABR or HLC by the Consent Calendar reviewer will be placed on the next the Full Board meeting agenda. If the Full ABR or HLC pulls an item from the Consent Calendar and makes a motion to refer it to the Full Board, no additional conditions or requirements can be placed on that item unless the applicant is notified or has been given the opportunity to be present for the discussion. Staff will notify the applicant when an item is referred to the Full Board or if the Board could not approve the Consent Calendar item as presented. If for some reason, the applicant cannot attend such hearing, the item shall be rescheduled on the next available agenda.
6. **Absences at Consent Calendar.** Although not recommended, applicants need not be present for consideration of items on the Consent Calendar. Staff may present projects when applicants are absent. However, if an applicant does not attend the Consent Review, project approval may be delayed. If an applicant is absent, the project would not be denied on the Consent Calendar; instead, the project would be continued indefinitely.

F. APPEALS, EXCEPTIONS AND EXPIRATION OF APPROVAL

1. **APPEALS**
 - a. Any action or decision of the Sign Committee may be appealed. A letter of appeal must be filed with the Planning Division within ten (10) days of the contested action;
 - b. Appeals for projects located within El Pueblo Viejo District will be heard by the full HLC. All other appeals will be heard by the full ABR;

- c. Any action of the HLC or the ABR may be appealed to the City Council by filing a letter of appeal with the City Clerk within ten (10) days of the contested action; and
- d. No member of any appeal board who is also a member of the Sign Committee and who participated in the decision of the Sign Committee shall act on the appeal.

2. **EXCEPTIONS**

- a. A person desiring to erect a sign which does not comply with the provisions of the Sign Ordinance must file an application for an exception and pay the fee as established by Council resolution.
- b. Before an exception may be approved, the following findings must be made by the Sign Committee:
 - (1) There are exceptional or extraordinary circumstances or conditions applicable to the property involved, or to the intended use of the property, that do not generally apply to other properties in the vicinity.
 - (2) The granting of the exception will not be materially detrimental to the public welfare or injurious to the properties or improvements in the vicinity.
 - (3) The proposed sign is in conformance with the purpose and intent of the Sign Ordinance as stated in Santa Barbara Municipal Code Section 22.70.010.B.

3. **EXPIRATION OF APPROVAL**

The Sign Committee approval expires if a building permit is not obtained within 6 months after Sign Committee approval is granted. A time extension may be requested prior to the expiration date.

G. **PLAN CHECK AND BUILDING PERMIT**

1. After obtaining approval from the Sign Committee the applicant must obtain a building permit from the Building and Safety Division.
2. An additional electrical permit is required for all illuminated signage.
3. Monument signs or structural details for sign attachment may require additional review by the Building and Safety Division.

III. **DUTIES, POLICIES AND CONDITIONS:**

A. **POWERS AND DUTIES**

1. Review, approve, conditionally approve or deny sign permit applications;
2. Advise and confer with the ABR and the HLC concerning sign design considerations;
3. Keep a public record of all minutes, resolutions, motions and actions;
4. Conduct periodic surveys of the City to assure compliance with the Sign Ordinance; and
5. Conduct surveys to determine signs of unique character.

B. SIGN COMMITTEE JURISDICTION

The Sign Committee reviews all applications for signs which require permits; these include:

1. Any new sign which is not exempted from review. (Exempt signs are listed in the Sign Ordinance);
2. All lighting associated with a sign;
3. All supports, mountings, and landscaping associated with a sign;
4. All face changes, name changes or any other change in the character of a sign; and
5. Any sign that is moved to another site or relocated on its current site.

Before a sign permit is issued for the display, construction or alteration of a sign within the City of Santa Barbara, the sign must have the approval of the Sign Committee.

C. SPECIFIC POINTS OF SIGN COMMITTEE REVIEW

1. Building frontage, relationships to architecture, sign area;
2. Colors, materials, mountings, graphic qualities;
3. Conformance to Historic District Guidelines;
4. Neighborhood compatibility;
5. Sign function and visibility;
6. Lighting;
7. Landscaping;
8. Sign Programs; and
9. Other approvals required.

D. POLICIES

The Sign Committee has established certain policy guidelines for each of the specific points of review. These are intended to provide general direction to an applicant coming before the Committee.

1. Building frontage:
 - a. The Sign Committee is primarily concerned with the appropriateness of the sign. A sign should be designed so that its size and proportion is properly related to the buildings on and near the site, and to the size, shape and orientation of the property;
 - b. A sign should be visually consistent with the architecture of the building which it identifies;
 - c. The maximums established by the Sign Ordinance are legal maximums only and as such may not necessarily be permitted; and
 - d. When two or more businesses share a building, the legal maximum sign area must be shared.

2. Colors, materials, graphic qualities and mountings:
 - a. Generally, all colors, except day-glo, may be allowable depending on their relationships to architecture, the business, and the neighborhood;
 - b. The amount of copy and number of colors an individual sign contains should be limited. The listing of services rendered or items offered for sale, or the use of telephone numbers or arrows on the sign are generally unacceptable. A clear and direct graphic approach is best, when a directional indicator is deemed necessary, a graphic of a painted hand is preferable;
 - c. Detailed copy could be handled several different ways including, on a separate panel from the main sign, in two inch or smaller letters in a window, or by a window display of products exclusive of copy;
 - d. Signs shall be compatible with the buildings they identify in terms of materials, colors and design. Signs to be located on existing or proposed buildings should be designed to form an integral part of the building design and should not appear “tacked-on”;
 - e. Projecting internally-illuminated signs detract from the architecture and are thus unacceptable;
 - f. Sign boards should be pegged off the wall so as to appear to float on the wall surface; and
 - g. Logos and Registered Trademark
 - (1) The Sign Committee may require that a graphic sign, logo, and/or registered trademark or brand name be reduced in size and quantity to comply with guidelines. All letters, numbers, punctuation, and readable symbols may be requested to be proportionally reduced in size whether or not they are a portion of a registered trademark.
 - (2) The Sign Committee may request changes to tint or tone to a logo or trademark colors to meet local uniform aesthetic and historic preservation regulations. Under the federal Lanham Act (15 U.S.C.A. 1121(b)), the Sign Committee cannot require the alteration of a registered trademark. This prohibition does not prevent the Sign Committee from asking an applicant to alter a mark voluntarily. If the applicant agrees to alter the mark voluntarily, the Sign Committee may enforce the agreed alteration and hold the applicant to the agreed alteration. If an applicant refuses to alter the mark voluntarily, the Sign Committee may (1) deny any display of the unaltered mark, (2) require the mark to be reduced in size, or (3) dictate where the mark may be displayed. The only thing the Sign Committee cannot require is the alteration of the mark itself. Proof of trademark registration may be required. Not all logos are registered trademarks.
 - (3) If logo images, numerals, punctuation or readable symbols are proposed as part of a sign, then the character of the sign shall be evaluated to determine if it must also comply with the intent to limit sign size. These regulations are intended to have no effect on the businesses trademark. They limit only the choice of exterior sign(s) at a particular location.

- (4) Graphic elements such as pictures, color banding and patterns are not subject to letter size limitations but the graphic sign element may be considered too large and require a smaller size, regardless of whether it is a registered trademark.
 - (5) It is sometimes impractical to reduce a logo so that every letter is below the maximum height allowable. In this case, to enable the sign to be legible under normal viewing conditions, the Sign Committee may allow one or more letters to exceed the maximum if both the majority of letters and the average letter height are below the maximum. No exception request is required for this determination.
 - (6) Logos or trademarks of products sold (as opposed to name of business) shall be excluded from signs. The presence of product advertising logos makes the sign a courtesy logo sign, which is prohibited.
- h. Signs which read vertically are discouraged;
 - i. Neon or LED signs should be for business identification only. Neon or LED “BEER” and similar window signs are unacceptable as they detract from principal signage; “OPEN” signs are allowed as per the Sign Ordinance.
 - j. Gasoline price signs shall not exceed the minimum six inches (6”) required by State Law;
 - k. All exposed plastic signs shall have a matte finish;
 - l. Preference for use of dark background in internally illuminated cabinets (ground signage);
 - m. Preference of dark background and light (reversing) copy on all signs as they read better;
 - n. Signs which do not relate to the entrance address of the building on which they are placed, but instead are intended to be seen from a nearby thoroughfare or freeway will not be permitted; and
 - o. All signs on parcels immediately adjacent to EPV are subject to EPV regulations.
3. Conformance to Historic District Guidelines:
- a. In addition to other design considerations, signs in El Pueblo Viejo Landmark District (EPV) must be appropriate to the Hispanic architectural tradition of Santa Barbara and traditional sign design;
 - b. Lighting for signs in EPV shall be decorative and historical in character or else hidden from view. The use of lanterns is encouraged; spotlights are prohibited;
 - c. Lettering in the Spanish style is preferred;
 - d. The use of symbols or three dimensional forms is encouraged;
 - e. Spanish terminology and the use of 16th to 19th century graphic modes are also encouraged;
 - f. In general, lettering over ten inches (10”) in height, the use of plastic, or internally illuminated signs are not allowed;
-

- g. Flush mounted signs of tile or stone are encouraged;
 - h. Use of metal brackets for projecting signs appropriate to EPV is encouraged;
 - i. It may be requested to present a nationally recognized logo or trademark in a different format than it is normally presented to comply with the specific standards for EPV (see Section D2g) above; and
 - j. For hotels and motels in EPV, a single neon "No Vacancy" sign shall be allowed subject to the following design standards:
 - (1) The sign be in compliance with Municipal Code Section 2.70.040 B.
 - (2) A double faced sign is allowed if in compliance with Municipal Code Section 22.70.030 D.6.
 - (3) It is further encouraged that the "No Vacancy" sign be incorporated into the main ground, wall, and projecting or other major identification signage.
 - k. The use of traditional methods and materials for sign fabrication and installation is preferred within EPV. The use of aluminum and vinyl lettering materials may be used with certain limitations. Aluminum is acceptable if it is coated with high-quality paint and it is not polished or exposed. High-quality vinyl lettering (2mm thickness) may be used on interior faces of window signs but is discouraged for use on other materials, such as stucco walls. In all cases, the applicant must provide samples and demonstrate that other materials are acceptable in appearance to the Sign Committee.
4. Neighborhood compatibility:
- a. The type of neighborhood, character of the area and traffic speeds shall be considered in designing a sign;
 - b. Signs that are appropriate for one use at one location may not be appropriate for a similar use at another location;
 - c. Signs shall have an individual character and should not be designed to mimic signs on adjacent properties; and
 - d. Signs shall not adversely affect adjacent structures; they should blend with other neighborhood signs.
5. Sign function and visibility:
- a. Signs shall be designed to identify the name of the business or occupant;
 - b. To be clearly readable, information should be limited;
 - c. Signs shall not detract from or interfere with other signs in the area, and should not be designed to compete with other signs in the area or the City;
 - d. Light backgrounds are discouraged on internally illuminated signs because visibility is lowered by a "wrap around" effect;
 - e. An easily visible address is as important to identification of a business as the name;

- f. The identity of the building or complex is important to offices and businesses sharing a building. The name of the building should be displayed prominently. A directory listing will eliminate a clutter of signs on a facade; and
 - g. Ground signs are appropriate in areas of high speed vehicular circulation or unusually wide streets. They should be placed parallel or perpendicular to the street. Angled signs are not suitable.
 - h. Face changes to sign copy shall be evaluated to determine if the proposed changes are consistent with existing guidelines. Face changes to existing signs shall be considered new signs for the purposes of requiring non-conforming letter size, copy and over signage to be replaced to meet the current Sign Regulations. Face changes may occur without upgrades to the existing support brackets or sign box assemblies if the sign is not removed from its location or relocated to a different location.
6. Lighting:
- a. If lighting plans are not submitted with the sign application, it will be assumed that the sign is not to be illuminated. Any lighting installed subsequently will be illegal;
 - b. Generally, sign lighting should reflect a traditional approach and should be subservient to the signage itself. It is inconsistent with the ambiance of Santa Barbara to utilize lasers, moving or blinking lights, or optically projected images. Lighted signs shall be designed so that they are not unnecessarily bright. Lighting plans shall include product literature from the manufacturer for any new light fixture(s) to be used and should be consistent with the following guideline specifications:
 - (1) Externally illuminated ground signs should generally be lit with linear or compact *fluorescent* lamps, *Light Emitting Diode (LED)*, or low-wattage halogen. Fixtures that accept screw-in floodlights are not allowed, except for *shielded* fixtures that are only capable of accepting a PAR-16 or PAR-20 halogen lamp. Fixtures should be located and aimed to confine light to the sign and should be *shielded* from view by use of landscaping or architectural elements.
 - (2) Internally illuminated ground signs and wall-mounted cabinet signs with illuminated faces are discouraged due to their inconsistency with the ambiance of Santa Barbara. When used, dark backgrounds with lighter graphics are preferred. When a dark background is not proposed, it is especially important that the background be rendered opaque, allowing light to come through the graphics only. The depth of sign cabinets shall be kept to the minimum necessary. This sign type is not allowed in *El Pueblo Viejo*.
 - (3) Halo-lit or back-lit signs, also know as “reverse pan channel” letters, have opaque faces and sides, and are preferred over face-lit or “pan channel” letters. Letters are internally illuminated with neon or *Light Emitting Diode (LED)*, and should be the least depth feasible for the light source used. White illumination is preferred, and should be a warm white and the minimum intensity necessary. Excessive illumination can tend to “bleed” around letters and make
-

- them less legible. Dimmers for adjusting the intensity of *LEDs* are not acceptable, as there is no means of controlling future upward adjustments. Letters should be individually mounted to the building and are not permitted to be installed on an electrical “raceway” channel or cabinet unless it can be aesthetically incorporated into the sign as a design element.
- (4) Face-lit channel letters or “pan channel” letters have translucent faces and opaque sides. Letters are internally illuminated with neon or *Light Emitting Diode (LED)*, and should be the least depth feasible for the light source used. Illumination should be the minimum intensity necessary. Excessively bright face-lit letters tend to visually “vibrate” and contribute to *glare* and *skyglow*. Letters should be individually mounted to the building and are not permitted to be installed on an electrical “raceway” channel or cabinet unless it can be aesthetically incorporated into the sign as a design element. This sign type is not allowed in *El Pueblo Viejo*.
 - (5) Externally illuminated wall signs and hanging signs should generally be lit with compact *fluorescent* lamps, *Light Emitting Diode (LED)*, or with low-wattage halogen. Fixtures that accept screw-in floodlights are not allowed, except for *shielded* fixtures that are only capable of accepting a PAR-16 or PAR-20 halogen lamp. Fixtures should be located and aimed to confine light to the sign and to minimize *glare* from the vantage point of pedestrians or vehicles. Wherever possible, fixtures should be integrated into, or concealed by, architectural elements. Exposed conduits on walls are not allowed.
 - (6) Ambient light from existing lighting on the building and from nearby streetlights should be considered in the review of wall signs and hanging signs, as there may already be sufficient illumination. Especially in *El Pueblo Viejo*, use of traditional lanterns is encouraged to provide illumination.
 - (7) *Fluorescent* and *Light Emitting Diode (LED)* lamps should be warm to neutral color temperature (2700K to 3500K). *Fluorescent* lamps in internally illuminated cabinets may be 4100K. *Fluorescent* lamps should not be of the High Output (HO) or Very High Output (VHO) type.
 - (8) Mounting of light fixtures on roofs to illuminate wall signs above a roof is not allowed.
- c. Exposed spot lights and electrical conduits are not acceptable. Spot lights shall be shielded and/or screened from public view by architectural details or plantings.
 - d. The use of lanterns and other forms of decorative lighting is encouraged.
 - e. Gooseneck type lighting fixtures are not allowed for use in EPV District.

7. Landscaping:
 - a. Landscaping in EPV shall conform to the EPV Guidelines List of Preferred Plants.
 - b. Low shrubs or dense ground cover is required to conceal non-decorative lighting fixtures.
 - c. Irrigation plans shall be included where applicable.
8. Sign Programs:
 - a. Sign Programs may be required for buildings with four (4) or more tenants as determined by the Sign Committee. In some cases, updates or amendments to an outdated or previously approved Sign Program may also be required in order to clarify consistency with current Sign Regulations. Refer to sign standards in Municipal Code Section 22.70.040, for residential, office, commercial and industrial uses; and
 - b. Applicants are encouraged to check with City staff regarding approved sign programs for multi-tenant sites.
 - c. Approved sign programs may include stated exceptions for tenant locations but those exceptions do not run automatically with the property. All new sign applications included in the sign program must reconsider the previous grounds for exception approvals and pay for the exception application fee if the sign letters or total signage areas are proposed for increases. If a sign program exists, face changes or minor applications that propose reduced signage letter heights do not require payment of new exception application fees.
9. Other approvals:
 - a. The Transportation Division of the Public Works Department must review the plans for all ground signs to ensure conformance with safety standards prior to approval by the Committee. Encroachment of ground signs onto public property is illegal;
 - b. All signs approved by the Committee are subject to and dependent upon the applicant complying with all applicable ordinances, codes, regulations or adopted policies;
 - c. Any changes in the approved plans for a sign must be reviewed by the Sign Committee; and
 - d. Signs containing lights or involving other electric work require electrical permits. Any sign unless otherwise exempted, requires a building permit.

E. STANDARD CONDITIONS OF APPROVAL

The following conditions are attached, either in whole or in part, to all signs approved by the Committee. If any of these conditions are not acceptable, the applicant shall discuss them with the Committee at the time of the meeting.

1. The approval is granted only for the property as described in the application and any attachments thereto, and only for the signs approved as shown on the plans submitted;

2. All signs shall be located, constructed and maintained as shown on the plans submitted and approved unless otherwise approved by the Committee;
3. All materials and colors used shall be as represented or as specified by the Committee. Any deviation will require the express approval of the Committee. Once installed, all signs shall be maintained in accordance with the approved plans;
4. If the signs are not installed or placed as shown on the approved plans within six months after the date of approval, the approval will automatically become null and void. However, if the proposed plans, materials and adjacent areas remain unchanged, the Director of Community Development or his authorized representative may grant one additional six month extension of time for installation of the sign or signs approved;
5. Should the Committee as a condition of approval, require substantial changes to the sign plan or plans submitted, the applicant shall submit to staff a complete set of all such plans showing in detail all of the revisions required prior to any sign permit being issued;
6. Any sign approval is subject to the payment of all fees by the applicant to the City of Santa Barbara as required by Ordinance;
7. All sign bracing, with the exception of approved brackets, shall be screened in a manner acceptable to the Committee;
8. Should the Committee require, as a result of any action it may take, the removal of any existing sign or signs and lighting, then all such signs, lighting and their supports or mounts must be removed in conjunction with the installation of any new signs approved, unless an extension of time is granted by the Zoning Enforcement Officer; and
9. Whenever a sign is removed from a building or structure, all sign supports, brackets, mounts, utilities or other connecting devices must be removed so that there is no trace of the removed sign or signs or the supports, brackets, mounts, utilities or other connecting devices.

F. SUPPLEMENTAL DESIGN GUIDELINES

In addition to the basic guidelines outlined in this document, guidelines for specific types of development and for specific areas of the City have been prepared with input from the HLC, ABR, Planning Commission and others. These supplemental guidelines are contained in separate documents and include the following:

1. EL PUEBLO VIEJO GUIDELINES: These Guidelines were established to describe the City's EPV Landmarks District and to maintain its distinctive architectural and historical character. The Guidelines provide for the continuance of Santa Barbara's Hispanic architectural tradition. This Hispanic architectural tradition has been inspired by buildings designed for similar climatic conditions along the Mediterranean Sea, in Mexico, and in early Southern California. The Historic Landmarks Commission has design review jurisdiction over all buildings/properties in El Pueblo Viejo District.

2. ARCHITECTURAL BOARD OF REVIEW GUIDELINES: These Guidelines were established to assist the ABR in the protection and preservation as nearly as is practicable of the natural charm and beauty of the area in which the City is located. The Guidelines apply to some residential buildings and all commercial buildings outside landmark districts and were created to maintain the City's historical style, qualities and characteristics of its buildings, structures and architectural features associated with and established by its long, illustrious and distinguished past.
3. HALEY-MILPAS DESIGN MANUAL: The purpose of this manual is to assist the people in the Haley-Milpas area in improving the appearance of their property. Goals in this area are to provide a more human-scaled and pedestrian environment; to give more attention to details to provide more interest and feeling; and to encourage mixed use development to accommodate the mix of uses already existing in the area. This area is bounded by U.S. Highway 101, Santa Barbara, Ortega, Salsipuedes and Haley Streets, and the properties facing Milpas Street.
4. AIRPORT DESIGN GUIDELINES: These Guidelines were established to recognize the aviation-oriented architecture in this area and to protect the theme established by the Mediterranean style of the airport terminal. The Guidelines apply to all of the property in the airport area.
5. WATERFRONT AREA DESIGN GUIDELINES: These Guidelines establish a general design theme which emphasizes the area's proximity to the ocean and Harbor areas. These Guidelines apply to all property in the area of the Harbor and Pershing Park, as well as properties south of U.S. Highway 101 between Castillo Street on the west and the City limits on the east.
6. UPPER STATE STREET AREA DESIGN GUIDELINES:

The Upper State Street Area is an area generally on both sides of State Street from Constance Avenue to the westerly City limits. It also includes upper De la Vina Street from Constance Avenue to State Street; commercially developed areas along Hope Avenue, Hitchcock Way and La Cumbre Road, and the commercial areas along Calle Real and Pesetas Way. However, should structures with historic components be reviewed by the HLC in the future, these guidelines would apply to projects in the Upper State Street Area. The Upper State Street area is divided into six separate neighborhoods. It is recognized that each of these is different and requires unique architectural solutions. These Guidelines describe the different neighborhoods and provide assistance for development designs to be compatible with the neighborhoods. In addition, there are special landscaping guidelines for the Upper State Street Area.