



Public Comment Received for:
Item 1: 214 E De La Guerra St.
(SGN2021-00024)

Name of Sender	Distributed prior to hearing	Distributed after the hearing
1. Virginia Rehling		x

From: [Virginia Rehling](#)
To: [Community Development SIGNsecretary](#); [Ken Sorgman](#)
Subject: Sign Committee June 15, 2021, Item 1: Sign spotlight prohibition in EPV
Date: Tuesday, June 15, 2021 8:29:44 AM
Attachments: [No spotlights in EPV.pdf](#)

EXTERNAL

It seems to me that spotlights on signs are prohibited in El Pueblo Viejo, both in the Municipal Code, and in the Sign Review Guidelines.

Please see attached.

Thank you.

Virginia Rehling

SBMC 22.70.040(B)

B. EL PUEBLO VIEJO LANDMARK DISTRICT. Signs in El Pueblo Viejo Landmark District (EPV) shall contribute to the retention or restoration of the historical character of the area. In addition to the other standards and restrictions in this Chapter, signs in EPV shall comply with the following:

1. Colors shall be consistent with the Hispanic styles specified in Chapter 22.22.
2. The typeface used on all signs in EPV shall be consistent with the Hispanic styles specified in Chapter 22.22, except that where the business logo or trademark uses a particular typeface, it may be used.
3. Letter height shall be limited to a maximum height of ten (10) inches, except where it can be found that said letter size is inconsistent with building size, architecture, and setback from the public right-of-way.
4. No internally illuminated signs, except back-lit signs, are allowed. Traditional materials and methods are to be used as defined in Section 22.22.104 and described in Subsection 5 below. Internally illuminated projecting cabinet signs are prohibited.
5. The choice of materials is left to the discretion of the applicant, subject to the approval of the Sign Committee; however, the following materials and/or methods are acceptable and desirable:
 - a. Sign face, supports, and standards made of resawn or rough sawn wood and/or wrought iron with painted or stained backgrounds and lettering.
 - b. Sign face, supports, and standards made of smooth wood trimmed with moldings of historically based design and lettering.
 - c. Signs painted directly on the face of the building.
 - d. Projecting signs.
 - e. Use of wood cutouts, wrought iron, or other metal silhouettes further identifying the business.
 - f. Glass.
 - g. Lighting standards and style typical of the building's architecture and period.
 - h. Flush or inset mounted signs of tile or stone.
6. **The following materials and details are not acceptable:**
 - a. Contemporary finish materials such as plastics, aluminum, and stainless steel.
 - b. Imitation wood or imitation marble.
 - c. Fluorescent paint.
 - d. **Spot lights,** neon tubing, and exposed electrical conduits on the exterior of any building or structure.
 - e. Neon tubing, light rope, or similar illuminated displays located within ten (10) feet of any window (except "open" signs as provided in Section 22.70.030.B.12 and "no vacancy" signs as provided in subparagraph 7 below).
7. For hotels and motels in the El Pueblo Viejo Landmark District (EPV), a single neon "No Vacancy" sign shall be allowed if the following conditions are met:
 - a. Only one (1) double-faced neon "No Vacancy" sign per property or business.
 - b. Letter size to be three (3) inches maximum height.
 - c. Tube size to be twelve (12) mm. maximum diameter.
 - d. Neon color to be clear red.
8. Landscaping:
 - a. Landscaping in EPV shall conform to the El Pueblo Viejo 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.

(Ord. 5549, 2011; Ord. 4917, 1995; Ord. 4860, 1994; Ord. 4484, 1987; Ord. 4259, 1984; Ord. 4101, 1981.)

- (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.
- 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;

