

CODE SECTION	TOPIC OF REGULATION	POSSIBLE REMEDY	POLICY OPTIONS	POLICY OPTION ANALYSIS
22.70.030(B)(2) TEMPORARY WARNING SIGNS; EXEMPT SIGNS	"Any temporary sign warning of construction, excavation, or similar hazards."	Include the purported public safety interest in the statute.	List the justification for public safety to minimize the risks of a potential legal challenge	Listing the justification of public safety will minimize the risks of a potential legal challenge. Example: A temporary sign is allowed as it is necessary to warn the public of hazards and possible unsafe conditions.
			Wait for legal challenge and raise argument in court that this serves the substantial government interest in public safety.	Do nothing and leave existing exemption: Option may pose some risk for the City.

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22.70.030(B)(3) TEMPORARY CONSTRUCTION SIGNS, EXEMPT SIGNS	"One sign not to exceed 6sf in 1- & 2-family residential zones and not to exceed 24 sf in others; for construction project, team info, during construction only, not exceeding ground sign height restriction."	Eliminate	Forbid all signs on construction sites	The developers, contractors, and design professionals would not be able to place their name identification and association with the project. Likely opposition to remove this exemption. Minimal community impact.
		Amend to regulate time, place or manner only	Allow them but limit timing & manner (size, color, etc.)	One temporary sign of any type is allowed on all construction sites during construction with an active building permit. Signs shall not exceed 6 sf in 1- and 2- family zones and 24 sf in all other zones. Colors are at the discretion of the applicant (which is consistent with the current exemption). This "open content" option could result in more signs with sales advertising information during construction periods

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22.70.030(B)(4) TEMPORARY SIGNS FOR HOLIDAYS; EXEMPT SIGNS	"Any temporary sign relating to Fiesta, Solstice, or any official holiday..."	Eliminate		This option would result in either of the following: 1) Require applicants to obtain approval for all of these types of signs, which is an unrealistic expectation, or 2) result in excessive unregulated signs not only during all holidays, but possibly for non-holiday events as well, throughout the year.
		Amend into broader time, place or manner restriction		Amend section to limit temporary signs with size limitations and placement restrictions during specific time periods which would allow businesses' to place holidays without City Sign permit approval. It is recommended that decorative lighting be addressed in the outdoor lighting ordinance Section 22.75. Create a new Temporary Exempt Sign in non-residential zones which would be allowed for any event for a defined period of time (72 hrs), not to exceed 24 sf. This would allow an option for signs for temporary events.
22.70.030(B)(12) INFORMATIONAL COMMERCIAL SIGNS	"Informational commercial, 1.5sf, including address, hours, days open, emergency address, phone..."			

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22.70.020(EE) NONCOMMERCIAL SIGNS: DEFINITIONS	"Any sign intended to convey a noncommercial message or social, political, educational, religious, or charitable commentary	Broaden definition	Amend definition: "Any sign which conveys a noncommercial message." Define commercial message elsewhere: "message that does no more than propose a commercial transaction and speaks solely to the econ interests of the speaker and its audience."	Impacts Unknown

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22.70.030(B)(6) ELECTION SIGNS; EXEMPT SIGNS	"Election sign shall not be displayed for more than 90 days prior to election or more than 10 days after."	Eliminate exemption		This option would result in either of the following: 1) Require applicants to obtain approval for all of these types of signs, which is an unrealistic expectation, or 2) result in excessive unregulated signs leading up to and following elections.
		Broaden definition for election signs to those erected close in time to elections.		Amending the ordinance could be an opportunity to define the parameters of certain type and location of signs. Maintaining current time periods This option will either limit the number of signs due to location limits or result in a greater variety of signs prior to an election.
22.70.020(N) ELECTION SIGNS; DEFINITIONS	"Noncommercial sign pertaining to an election for public office or to a ballot measure to be placed before the voters in a federal, state, or local election."	Eliminate definition in its entirety		Option to eliminate this section in its entirety has no impacts given the broader exemption above.
		Amend to broaden definition		Council could amend definition to include any sign posted a certain time period before

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			or after an elections	
22.70.030(B)(14) CIVIC EVENT SIGNS; EXEMPT SIGNS	"Any civic event sign, with limits on when to post and size."	Eliminate definition	CC could eliminate this definition	Would not allow civic events to be announced prior to the event without first obtaining Sign permit approval. Possible more illegal signs & enforcement
		Limit definition of civic event signs	Amend definition to include all governmental civic signs rather than just "civic event" sign	It would be advantageous as it would continue to allow civic signs to be exempt in order to promote festivals, parades, block parties, athletic competitions or marathons
22.70.020(I) CIVIC EVENT SIGNS; DEFINITIONS	"Sign other than a commercial sign, to advertise or provide direction to a civic event sponsored by a	Eliminate definition		Elimination of definition does not resolve the issue of allowing civic signs

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	public agency, City, school, church, or similar institution."	Limit to government signs only	Council could amend definition to be "speaker-based." Council should amend the definition to "sign posted by City or pub agency."	This would allow civic signs to be exempt if posted solely by civic or public agency. However, private organizations such as school, church, or civic fraternal organizations would be required to obtain sign permits for their events or celebrations. This would create an increase in new enforcement cases of previously exempt signs until people are aware of the new permitting requirements.
22.70.030(B)(15) a AND b TEMPORARY OPEN HOUSE SIGNS (ON-SITE & OFF-SITE)	"Address, name of agent, and agency. 1- or 2- faced and erected/removed on day of open house."	Eliminate exemption	Council cannot limit the content of these temporary signs, but can control the number, location, size, height, and time period of all signs without regard to content.	The realtors, buyers, and sellers would not be able to post these signs without approvals. Removal of the exemption could result in many unregulated offsite real estate signs. Allowing real estate signs in the public right of way will open the door to essentially unregulated signage by anyone. Signs placed on weekends would result in violations that would be difficult to document due to the temporary nature of the signs. Likely opposition to remove this exemption.

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		Broaden definition to allow all temporary signs		<p>This "open content" option will result in a large increase in all types of temporary signs during specified time periods.</p> <p>Any broadened definition must include other types of signs allowed within the public right-of-way.</p>
22.70.030(B)(17) FLAGS; EXEMPT SIGNS	"Flags flown on a temporary basis to honor national or civic holidays with size and number restrictions	Change provision to a time, place, or manner restriction and add height restriction	Council could convert this section to time, place, and manner regulation of flying flags.	<p>1) This would reduce the duration of the temporary sign to the day of the national civic holiday. 2) Establishes new location and height limits (R-2, R-3 and R-4 only one flagpole with a maximum height of 18' and with a maximum flag dimension of 8' which is not attached to the building, is exempt. All nonresidential zones exemption would be 25', with maximum dimension of 8' and which is not attached to the building, is exempt</p>
		Eliminate exemption and add height restriction.		<p>3) Changes may increase the number of complaints received that flags have been installed inconsistent with new exemption criteria or have not been taken down.</p> <p>Change would cause people to obtain permits for the temporary display of flags or ignore the requirement for a permit.</p>

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22.70.030(C)(21) CHANGEABLE COPY SIGNS; PROHIBITED SIGNS	"Signs containing changeable copy, except theatre marquees, business directories, church & museum signs, gas prices, and restaurant menu boards."	Eliminate the content limitation in the exemption	Reason for this section is not clear. Council could eliminate content-based exemptions to make neutral. Council could amend to exempt "signs containing changeable copy" that are located near specified locations	1) Placing limits on changeable copy signs based on certain size, color, and location criteria would allow certain changeable copy signs. 2) This would allow continued exemptions at certain locations.
		Eliminate the section entirely	Eliminate this section in its entirety	3) This would allow changeable copy signs to be proposed and approved at any location in the City. The Sign Committee would likely not support this approach.

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22.70.040(B)(1) COLORS CONSISTENT W/EL PUEBLO VIEJO				If eliminated, may impact the ability of the Sign Committee to prohibit bright or non-traditional colors
22.70.040(B)(2) TYPEFACE CONSISTENT W/HISPANIC STYLES				If eliminated, may impact the ability of Sign committee to prohibit non-traditional fonts which are not consistent with Hispanic architectural styles
22.70.040(B)(7) NO VACANCY	1 double faced neon "no vacancy" sign, 3" x 12" red			If eliminated, may impact the ability of Sign committee to specify how to execute this type of sign in EPV. No regulations. if expanded to allow all types of neon signs based on size, location, and color, would negatively impact the historic character of the EPV

City of Santa Barbara

2005-2009 Years (Multiple Items) 5 years

Sign Enforcement Cases- TABLE A- DAYS TO ABATE

Row Labels	Count of Difference Group	Count of DifferenceGroup2
0-14 days	32.57%	427
15-30 days	15.10%	198
31-60 days	13.88%	182
61-90 days	7.93%	104
91-180 days	11.37%	149
181-360 days	10.68%	140
more than 361 days	8.47%	111
Grand Total	100.00%	1311

48% of cases abated within 30 days

69% of cases abated within 90 days

31% not abated within 90 days

19% not abated within 6 months

Difference Group (Multiple Items) 5 years

Sign Enforcement Cases- TABLE B- CASE TOTALS PER YEAR

Row Labels	Count of Difference Group	Count of DifferenceGroup2
2005	9.61%	126
2006	12.43%	163
2007	18.84%	247
2008	38.90%	510
2009	20.21%	265
Grand Total	100.00%	1311

Note: 300 Sign Complaints received on neon lights in 2008
262 Average SIGN ENF cases per year

2005-2009 Years (Multiple Items) 5 years

Sign Enforcement Cases-Abatement

Row Labels	Count of Difference Group	Count of DifferenceGroup2
0-14 days	32.57%	427
Z02-SIGN_PROHIBITED	30.82%	404
Z11-SIGN_MED_PRI	1.45%	19
Z18-SIGN_NO_PERMIT	0.31%	4
15-30 days	15.10%	198
Z02-SIGN_PROHIBITED	12.59%	165
Z11-SIGN_MED_PRI	2.06%	27
Z18-SIGN_NO_PERMIT	0.46%	6
31-60 days	13.88%	182
Z02-SIGN_PROHIBITED	10.98%	144
Z11-SIGN_MED_PRI	1.91%	25
Z18-SIGN_NO_PERMIT	0.99%	13
61-90 days	7.93%	104
Z02-SIGN_PROHIBITED	4.73%	62
Z11-SIGN_MED_PRI	1.91%	25
Z18-SIGN_NO_PERMIT	1.30%	17
91-180 days	11.37%	149
Z02-SIGN_PROHIBITED	5.42%	71
Z11-SIGN_MED_PRI	4.42%	58
Z18-SIGN_NO_PERMIT	1.53%	20
181-360 days	10.68%	140
Z02-SIGN_PROHIBITED	4.12%	54
Z11-SIGN_MED_PRI	3.05%	40
Z18-SIGN_NO_PERMIT	3.51%	46
more than 361 days	8.47%	111
Z02-SIGN_PROHIBITED	1.53%	20
Z11-SIGN_MED_PRI	2.44%	32
Z18-SIGN_NO_PERMIT	4.50%	59
Grand Total	100.00%	1311

Priority Enforcement Level

Z-02

Sign- Prohibited

Z-18

Sign-No Permit

Z-11

Sign-Medium Priority

2012-2016 Years		(Multiple Items)	5 years
Sign Enforcement Cases			TABLE A- DATES TO ABATE
Row Labels	Count of DifferenceGroup	Count of DifferenceGroup2	
0-14 days	51.61%		321
15-30 days	17.85%		111
31-60 days	10.29%		64
61-90 days	5.31%		33
91-180 days	5.31%		33
181-360 days	6.27%		39
more than 361 days	3.38%		21
Grand Total	100.00%		622

69% of cases abated within 30 days

85% of cases abated within 90 days

15% not abated within 90 days

10% not abated within 6 months

Sign Enforcement Cases		TABLE B- CASE TOTALS PER YEAR	
Row Labels	Count of DifferenceGroup	Count of DifferenceGroup2	
2012	13.83%		86
2013	28.78%		179
2014	22.83%		142
2015	12.38%		77
2016	22.19%		138
Grand Total	100.00%		622

124 Average SIGN ENF cases per year

2012-2016 Years		(Multiple Items)	5 years
Sign Enforcement Cases-Abatement			TABLE C- BY ENF LEVEL
Row Labels	Count of DifferenceGroup	Count of DifferenceGroup2	
0-14 days	51.61%		321
Z02-SIGN_PROHIBITED	50.00%		311
Z11-SIGN_MED_PRI	1.13%		7
Z18-SIGN_NO_PERMIT	0.48%		3
15-30 days	17.85%		111
Z02-SIGN_PROHIBITED	15.59%		97
Z11-SIGN_MED_PRI	1.77%		11
Z18-SIGN_NO_PERMIT	0.48%		3
31-60 days	10.29%		64
Z02-SIGN_PROHIBITED	7.56%		47
Z11-SIGN_MED_PRI	2.09%		13
Z18-SIGN_NO_PERMIT	0.64%		4
61-90 days	5.31%		33
Z02-SIGN_PROHIBITED	4.98%		31
Z11-SIGN_MED_PRI	0.32%		2
91-180 days	5.31%		33
Z02-SIGN_PROHIBITED	3.38%		21
Z11-SIGN_MED_PRI	1.45%		9
Z18-SIGN_NO_PERMIT	0.48%		3
181-360 days	6.27%		39
Z02-SIGN_PROHIBITED	2.89%		18
Z11-SIGN_MED_PRI	3.22%		20
Z18-SIGN_NO_PERMIT	0.16%		1
more than 361 days	3.38%		21
Z02-SIGN_PROHIBITED	1.77%		11
Z11-SIGN_MED_PRI	1.29%		8
Z18-SIGN_NO_PERMIT	0.32%		2
Grand Total	100.00%		622

Priority Enforcement Level
 Z-02 Sign- Prohibited
 Z-18 Sign-No Permit
 Z-11 Sign-Medium Priority