THE CHAMBER OF COMMERCE
OF THE SANTA BARBARA REGION

TO: ARIEL CALONNE, CITY ATTORNEY
FROM: KEN OPLINGER, PRESIDENT/CEO
SUBJECT: PROPOSAL FOR REAL ESTATE OPEN HOUSE SIGNS
DATE: JUNE 8, 2017

At the June 1st Meeting of the City's Sign Ordinance Review Committee, I was asked to meet with Committee Members Krista Pleiser of the Association of REALTORS to discuss a path forward on how the City could allow temporary signage directing people to residential properties holding open house events throughout the City.

In order to address the constitutional issues around such a "carve-out," Krista and I talked about the areas in which Cities were still allowed to regulate signage. In the opinion issued by Justice's Alito, Kennedy and Sotomayor in the case of Reed vs. Town of Gilbert, AZ, one of the areas that was specifically called out as an area in which restrictions would still be allowed was time restrictions for one-time events.

Given the discussion the Committee engaged in at the June 1st meeting regarding temporary signage, especially as it might relate to a one-time event, Krista and I crafted a proposal that we believe will be acceptable to the real estate industry, allow for community event signage for one-time events, and still provide the limitations desired by some in the community.

Our proposal is to distinguish the time limitation for event signage based on the length of the event, as shown here:

Short Events (5 hours or less)	**Long Events (5 hours or more)**
No more than 5 signs w/in 1 mile of the event location, and none in the Downtown Area.	No more than 10 signs total anywhere in the City Limits.
Signs may be put up within 3 hours of the start of the event	Signs may be put up within 2 days of the start of the event.
Signs must be removed within 1 hour after the conclusion of the event.	Signs must be removed within 12 hours of the conclusion of the event.

This proposal will need some discussion by the committee, including as agreement on the definition of "One-Time Event." We believe the definition should be along the following lines:

> A "One-Time Event" is a non-recurring event that happens no more than 3 out of every 7 consecutive days.

Krista and I will both be at the meeting scheduled for June 15th to discuss and answer any questions.