



AGENDA

SPECIAL JOINT MEETING OF THE PLANNING COMMISSION AND DESIGN REVIEW COMMITTEE

THURSDAY MARCH 13, 2025 - 6:00 PM

VIRTUAL & IN COUNCIL CHAMBER, 1644 OAK STREET, SOLVANG, CA 93463

Design Review Committee Members:

Esther Jacobsen Bates, Chair
Melissa Bates
Richard Boyd, Vice Chair
Charlene Goetz
Jennifer Johnson

Planning Commissioners

Aaron Petersen
Brandon Sparks-Gillis
William Zigler
Kief Adler, Vice Chair
Jack Williams, Chair

AGENDA AND SUPPORTING MATERIALS – Available for viewing 8:00a.m.-5:00p.m. at City Hall, 1644 Oak Street, Solvang, and on the City's website <https://www.cityofsolvang.com/agendacenter>. Additional writings that are distributed to a majority of the Committee after the posting of the agenda will be made available at City Hall and on the City's website.

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CAMPAIGN CONTRIBUTION DISCLOSURE - Pursuant to Government Code Section 84308, any party to a City proceeding must disclose on the record any campaign contributions made to a member of the City Council [or commission] in excess of \$250 in the past 12 months. This disclosure requirement includes contributions by the party's agent and aggregated contributions from persons or entities related to the party. Please make the disclosure as soon as possible, but not later than the beginning of the proceeding.

AMERICANS WITH DISABILITIES ACT - If, as a participant of this meeting, you need special assistance the City will attempt to accommodate you in every reasonable manner. Please contact the Planning Manager at either (805) 688-5575 x221 or rcastillo@cityofsolvang.com. 72- hours' notice is requested.

LET YOUR VOICE BE HEARD!- Do you have about one minute a month to help make Solvang better? The City of Solvang is working with FlashVote to engage the community and gather valuable input from residents to inform our decisions. We encourage residents to sign up at www.flashvote.com/Solvang or call 775-235-2240 to participate by phone or text only

PARTICIPATING IN THE MEETING –meetings will be conducted by video/teleconferencing through Zoom. Meetings will also be broadcast live on Channel 23 and streamed on the City’s website, Vimeo, and YouTube.

- To join by Zoom, visit <https://zoom.us/j/3066529195>. If you wish to speak, please use the “raised hand” symbol.
- To join by phone, call **(888) 788-0099** and enter Meeting ID: **306 652 9195#**. The phone line will be open 30 minutes before start time.

6:00 PM – SPECIAL JOINT MEETING

PLANNING COMMISSION AND DESIGN REVIEW

CALL TO ORDER

ROLL CALL

1. DISCUSSION

- a. Discussion and possible direction regarding modification to Title 11, Zoning Ordinance Section 11-10-A, Design District Overlay and Chapter 13, Sign Ordinance3

2. ADJOURNMENT

AFFIDAVIT OF POSTING

I, A. Rafael Castillo, Planning Manager for the City of Solvang, California, DO HEREBY CERTIFY under penalty of perjury under the laws of the State of California, that the foregoing notice was posted at the City of Solvang City Hall bulletin board at 1644 Oak Street, Solvang, CA and on the City of Solvang website not less than 72 hours prior to the meeting, per Government Code 54954.2.

Dated this 7th day of March 2025



PLANNING COMMISSION DESIGN REVIEW COMMITTEE STAFF REPORT

AGENDA ITEM 1.a

Special Joint Meeting Date: March 13, 2025

SUBJECT: Discussion and possible direction regarding modifications to Title 11, Zoning Ordinance Section 11-10-A, Design District Overlay and Chapter 13, Sign Ordinance

PREPARED BY: Rafael Castillo, AICP, Planning and Building Manager

DISCUSSION:

Background

At its November 12, 2024 meeting, City staff provided a staff report regarding the city's existing sign ordinance (Attachment A). At that meeting, the City Council directed city staff to obtain additional feedback from the public regarding signage.

At its November 25, 2024 meeting, the City Council approved for first reading, a Zoning Ordinance amendment that repealed and replaced the previous Zoning Ordinance, and approved a set of objective design standards within the Solvang Village and Mission Design District, consistent with the General Plan. The City Council directed city staff to complete a workshop to go over objective standards and potentially modify the standards and remove or amend certain aspects.

This joint workshop will cover the following topics to get direction from both the Planning Commission and Design Review Committee, as well as residents as a part of "Signs and Designs":

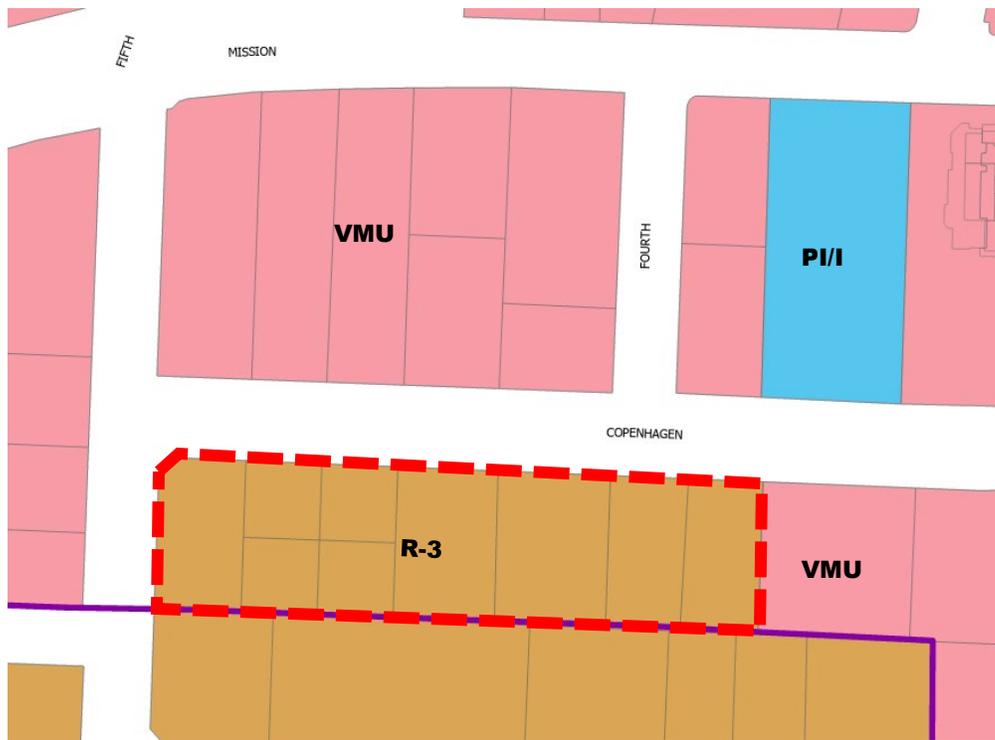
- Objective Design Standards with the R-3 Lots and maintain control with DRC input over new projects.
- Incorporation of a "Design Handbook" including the use of approved color palettes.
- Use of A-frame Signs and Sandwich Board Signs within the Village/City.
- Additional Temporary Signage
- Use of Banner Signs in the Village
- Elimination of Content Based Regulation and replacement with objective standards.

Objective Design Standards in the Design District Overlays

The Village Design District (DD-1), Chapter 10A of the zoning code (Attachment B), includes the Solvang downtown village (lots zoned VMU) and a few residential lots (R-3). The R-3 residential properties were included in the Village Design District (DD-1) at the recommendation of the Planning Commission at its June 3, 2024 meeting. The Planning Commission recommended the inclusion of the vacant residential parcels in the District to ensure that if the existing residences or vacant parcels are re-developed/developed the City could require a similar design as the adjacent properties zoned VMU.

The allowance of mixed-use project in the VMU and the inclusion of residential zoned lots in the Village Design District (DD-1) means it is important to have objective design standards for this District. Under the Housing Accountability Act (HAA), if a proposed housing development project (which includes certain mixed use projects) meets the *objective* criteria of the General Plan and zoning ordinance (for example, density, height, setbacks, and parking), then the City cannot deny the project or condition the project in such a way that would require it to be developed at a lower density, unless the City makes specific findings. Such findings include, among other things, that the project would have a "specific, adverse impact" on the public health or safety that is based on an *objective*, identified public health or safety standard, policy. As a practical matter these specific findings are difficult to make. The result is the City is unable to deny or condition a project based on subjective standards.

Village Design District (DD-1) R-3 Parcels



Without any objective design standards for the Village Design District, the City would not be able to require Danish design elements for projects on the above identified residential lots or, perhaps more importantly, for qualifying mixed used projects in the Solvang Village area. However, the City can require compliance with objective design standards for such projects. The adopted design standards represent a starting point to allow for some control on design for residential development projects in the Village Design District Overlay Zone, including mixed use projects in the Solvang village area that meet the definition of a housing development project under state law and residential projects on those lots along Copenhagen.

The City has already received one pre-application for a high-density housing development project on the identified R-3 block on Copenhagen. If the goal of the General Plan is to have those residential lots have a design consistent with the Solvang village area, it can only do so through the application of objective design standards. At its December 9, 2024 meeting, city staff included options that could be used to satisfy some issues surrounding the newly adopted objective standards:

1. Amend the General Plan to remove the R-3 lots from the Village Design District boundary. This would effectively remove the residential lots outside of the Design District and allow future infill development to not mirror existing “Old World Northern European Design”, creating a hodgepodge of development. This would require both a General Plan and Zoning Code amendment. City staff does not recommend this.
2. Amend the Zoning Ordinance to repeal chapter 10 objective standards. This would return back to the original way city staff processed applications, which used the DRC has the method to get changes in design. This approach at times creates an adversarial side, where applicants lose valuable time going back and forth with the DRC since the City only has an adopted design Guidelines, and these guidelines are left to interpretation of each individual board member. The objective standards are quantified standards, and used to guide applicants on minimum design requirements. Projects can be rejected and deemed incomplete *prior to* getting to a DRC or Planning Commission meeting because the objectives are clear and concise on what is expected. City staff recently took a project that was submitted prior to objective standards and demonstrated that certain walls and façade did not meet those standards, and was able to clearly articulate those to the DRC to eliminate going back and forth with the applicant. City staff

does not recommend repealing the objective standards, but continue to modify and standards as issues arise either annually or bi-annually.

3. Amend the Zoning Ordinance Table 11.7 to only allow up to 49% of the gross floor area for residential uses in the VMU. City staff has further analyzed this approach. The issues with this are two fold:
 - Does not provide flexibility for existing building property owners to respond to market conditions thereby causing vacancies to continue and potentially leaving existing property owners no choice but to sell properties that cannot respond to market conditions; and
 - May remove an infill development tool that aligns with General Plan and Housing Element policies to promote infill development.

City staff understands the desire to retain control, while at the same time, provide flexibility for existing building owners to respond to market conditions. City staff recommends a systematic change that requires “new structures or replacement structures” to allow a maximum of 49% of new gross floor space be dedicated to residential uses. With this change, the city can maintain control of new structures, while allowing flexibility for existing structures that promote infill, and adaptive re-use, generally consistent with the goals and policies of both the General Plan and Housing Element.

Design handbook and Colors

City staff would like to move forward with repealing the Design Guidelines for the City of Solvang, (<https://www.cityofsolvang.com/DocumentCenter/View/1070/Design-Guidelines>) and replace that with a Design Handbook. This handbook would be of similar vein to the adopted Design Guidelines, however, would include graphics and other elements to interpret the codified objective standards. This effort would also include adopting a color palate for the Village, which currently does not have such an adopted color scheme. City staff would utilize the DRC for input, with recommendation from the Planning Commission and ultimately adopted by the Planning Commission. City staff would like to receive comments from both the Commission and the DRC to move forward with this.

A-Frame Signs

Based on the sign survey completed by business owners within Solvang during the Summer of 2024, respondents requested additional temporary signage, including the use of A-Frame signs. City staff is not opposed to greenlighting “A-frame” signage; however, it would need to be heavily regulated in terms of placement of signs, whether it is banned in the public rights-of-way, and how these A-frame signs would look (such as eliminating the use of plastic sandwich board signs, and instead requiring either wood, or wood like material). City staff is soliciting input from the Commission and the DRC on whether A-frame signs should be allowed. Any proposed changes would need to be crafted in a “time, place, manner” amendment.

Additional Temporary Signage

The Planning Commission and DRC should weigh in on the business interest versus maintaining the aesthetic appearance of the village. City staff would need to work with the DRC on crafting any type of temporary signage envisioned. This could include temporary banner signs, larger “coming soon signage” etc. City staff would need to craft any ordinance language utilizing “time, place, manner” methodology.

Additionally, banner signs are not allowed, except for “special permit issued by the City Manager” however, no criteria is given, which has provided for unclear regulations and a fee of \$196 is listed in the current fee schedule. City staff seeks direction on banner signs when used for temporary events (civic/community events) and should outline objective standards that include maximum size, where these can be located.

Elimination of Content Based Regulation and replacement with objective standards.

Jurisdictions, including the City, need to determine if the ordinance regulates signs differently based on the content or message of the sign. A typical analysis to determine if the ordinance restricts speech of the sign includes asking the following:

1. Does the ordinance language refer to the content or the message of the sign?
2. If not, then is there evidence showing the City adopted the regulation specifically because of disagreement (or agreement) with the message expressed by the sign?

Based on this test, there is language in the existing ordinance that points to “content” based signage, which requires a user, or in this case City staff acting as an enforcer, to determine the sign type based on the language contained on the sign. These regulations and in other parts of the sign code are considered content-based, and if challenged, would not be enforceable.

Similar to objective standards in residential uses, any new sign ordinance needs to be clear on this reason and rationale and eliminate ambiguity including wording such as “preferred”, which can be subjective and potentially content-based, and instead place an emphasis on reasonable time, place, and manner restrictions, with clear alternative channels such as exceptions, and findings to grant them.

Objective standards could include:

- Requirement of material types for signage;
- Requirement for signs to have either lettering or logos be raised or indented for dimensionality;
- Elimination of all lighted signage, including neon signs within the village;
- Other objective elements.

ALTERNATIVES:

None.

FISCAL IMPACT:

None.

ATTACHMENTS:

Attachment A – Staff Report, November 12, 2024

Attachment B – Section -11-10A

Attachment C – Chapter 13, Sign Ordinance



AGENDA ITEM 8.b

Meeting Date: November 12, 2024

SUBJECT: Discussion and possible direction on potential Amendments to Title 11 Chapter 13 Sign Ordinance.

PREPARED BY: Rafael Castillo, AICP, Planning and Building Manager

DISCUSSION:

Background

The city's sign ordinance was adopted in 1990 with the City's Zoning Ordinance. The Sign Ordinance standards were constructed mainly for the safety of drivers, and the following:

"the economic and aesthetic welfare of the City as related to the existing and future economic significance of tourism and recognizing that the City's future economic health depends on the avoiding a "Honky Tonk" atmosphere..."

Along with the adoption of the Sign Ordinance in 1990, design guidelines were also adopted with various requirements for signage including requirements for specific lettering ("old world style"), illumination, placement of signage, and other design elements. Most of these guidelines have been incorporated throughout the years. In 1992, a minor amendment was completed to allow for larger signs specific to lodging uses with another minor amendment for non-conforming signs completed in 1993. Another minor adjustment occurred in 1997 allowing larger signs outside of the Village area.

In 2003 and 2004, City staff undertook the first major overhaul of the sign ordinance. This undertaking included a series of workshops with the then Board of Architectural Review (BAR). The 2004 ordinance revision adopted by the Council included allowance for additional signage, limiting internally illuminated signs to hotels/motels, and revisions to removal of non-compliant signs.

A major revision to the sign ordinance occurred in 2012. Similar to the 2003/2004 work effort, a sub-committee was formed in 2011 that consisted of two (2) Planning Commissioners, two (2) BAR members, and three (3) members from the Solvang Chamber of Commerce. This was the first attempt to streamline the sign permit process "in an attempt to [respond] to the community's desire for more liberal sign regulations, in the interest of economic development (March 12, 2012 Staff Report to Council)." Changes to the ordinance included a reformatting to make it clearer and easier to use, removal of the need for permits for exempt signage, provisions for additional signage, and allow for exceptions to the Sign Ordinance.

In 2018, at the direction of City Council, staff was tasked on updating the sign ordinance, the design guidelines, and the Community Design Element, as a part of a comprehensive update to City policy documents. City staff completed a request for proposal (RFP) for the directed scope of work, however, underestimated the total cost of this effort, therefore did not budget the required funding. In 2019, the City Council directed city staff to work on the Sign Ordinance, with the goal to "streamline the sign permit process." The following amendments were proposed:

- Making most sign approvals administratively (over the counter) versus using the BAR;
- Elimination of standards for signs on benches;
- Elimination of signs in kiosks on private property;
- Inclusion of exemption of flag poles and flags in the ordinance (separate amendment was completed for this in 2023).

City staff was directed to proceed with these amendments in July 2018. The proposed amendments were approved by the Planning Commission in September 2018. However, the previous City Manager and City Attorney elected not to bring forward these revisions to Council for approval and the amendments were never incorporated. It is important to note that, while the 2018 proposed amendments focused on entitlement processing and minor amendments, this effort did not take into account major court cases affecting the sign ordinance.

City Staff temporarily relaxed signage regulations, particularly A-frame signs and other types of signage during 2020 through 2022 to address COVID-19 and other pandemic related regulatory hoops imposed by the State of California. After these relaxations were terminated, the City Council directed staff to enforce the sign ordinance as it was codified.

Court Cases affecting the Sign Ordinance

In 2015, the U.S. Supreme Court decided a case that changed how courts review the validity of sign ordinances (*Reed v. Town of Gilbert*, 135 S. Ct. 2218 (2015)). The Town of Gilbert's sign ordinance required permitting for signs, but then listed out categories or types of signs exempt from permitting (23 other sign types) including "political signs," "ideological signs," and "temporary directional signs." Other elements of its adopted sign code imposed different dimensional and durational requirements based on the content of the signs. The Supreme Court found this ordinance to be content based because the regulation "on its face" looked to the message on the proposed sign to determine how the City would regulate it. If a court finds a city expressly regulated, or intended to regulate, a message or content, then the court typically applies a more rigorous level of review to those ordinances, and that content-based regulations are violation of the 1st Amendment right to free speech. Based on this court case, the Solvang's current Sign Ordinance contains many instances that are content based.

Local jurisdictions may still have a compelling reason to regulate commercial signage based on the case of *Central Hudson Gas & Elec. V Public Svc. Comm'n* (44 U.S. 557 (1980)), as courts apply a lower standard of review to the reasonableness of regulations. Courts generally uphold regulations that further a significant government interest, as long as reasonable alternative channels for communication exist. An argument can be made that it is in the City's compelling interest that signage conform to certain standards to maintain the economic vibrancy and identify of the City through its regulations, particularly if the City wants to maintain signage standards that evoke Old World Danish, keeping with its brand.

Existing Sign Ordinance Process

The existing Sign Ordinance is provided in Attachment "A". Sign placement, whether a new sign, replacement sign, etc. requires approval from the Design Review Committee (DRC) which replaced the Board of Architectural Review (BAR) and the Branding and Design Committee. The sign ordinance contains standards for signage within the City, particularly the village core (TRC zoning district). The sign ordinance is comprehensive; however, there are times where the ordinance is left up to interpretation, and the ordinance is sometimes in conflict with itself.

Prior to October 2023, staff created an arbitrary deadline to accept sign permit applications. Typically applicants would submit close to this deadline, and staff would quickly place a sign permit onto the DRC agenda in order to "streamline" the process of getting signs to the decision-making body. However, this typically led to a lack of analysis by City staff, therefore creating an often adversarial approach between staff, applicants, and the DRC. The Planning Manager eliminated this practice in October 2023 for consistency with the California Permitting Streamlining Act, which gives municipal staff up to 30 days for review. This has allowed staff to work with applicants to point out issues with signage and allow for signs to be modified for consistency with the sign ordinance before going to the DRC, as well as provide guidance based on the current DRC's preference for signs that contain dimensionality versus flat signage.

To assist in streamlining sign permits, in June 2023, City staff began the practice of placing signs that met all code standards on the consent agenda, under the assumption that if a sign met the code, little to no discussion would be needed. Adding to that, the Planning Manager created an internal policy for

consistency with *Reed v. Town of Gilbert* to no longer review colors or fonts, as this was content-based analysis, which was contrary to Supreme Court Case law. The DRC still pulled items off the consent to discuss these signs, particularly the content (colors, fonts, etc.) that met all pertinent code requirements. However, the DRC has slowly started approving many of these signs under consent over the last six (6) months. Processing of signs generally follows this flow chart:



The chief complaint about the process is the time it takes to get to a decision as well as the cost. In many jurisdictions, sign decisions are completed at a staff level. The city of Lompoc and Buellton both process sign permit applications at an administrative/staff level. The cost of a sign permit (\$390) takes into account staff’s review time, the requirement to complete a staff report, and the requirement to hold a public hearing.

Subjectivity and Content Based Regulations in the Existing Sign Ordinance

Jurisdictions, including the City, need to determine if the ordinance regulates signs differently based on the content or message of the sign. A typical analysis to determine if the ordinance restricts speech of the sign includes asking the following:

1. Does the ordinance language refer to the content or the message of the sign?
2. If not, then is there evidence showing the City adopted the regulation specifically because of disagreement (or agreement) with the message expressed by the sign?

Based on this test, there is language in the existing ordinance that points to “content” based signage, which requires a user, or in this case City staff acting as an enforcer, to determine the sign type based on the language contained on the sign. Content-based language in the City’s sign ordinance includes:

- Civic Event Signs;
- Construction Signs;
- No Trespassing Signs;
- Open House Signs;
- Product/Operating Information Signs;
- Real Estate Signs;
- Residential Identification Signs
- Prohibitions of specific words on a sign
- Prohibition of internally illuminated signs in the village area, yet allowance for “Vacancy/No Vacancy” signs for specific uses.
- Signage on benches limited to non-profits, or business, or donors.
- Allowances for symbol signs
- Prohibition of color where no government health, safety, welfare connection has been established.
- In the existing ordinance, sign colors are required to be “consistent with eighteenth century Danish/Northern European design theme”, yet no standards are highlighted. Language in the existing ordinance states also states that signage within the Tourist Related Commercial (TRC) require that “individual lettering be the ‘traditional old world’ style is *preferred*”. The existing ordinance does not require lettering to be in the ‘old world style’, nor provide any guidance on font types to be utilized. This language is similar in the adopted Design Guidelines and provides no objective standard.

These regulations mentioned above and in other parts of the sign code are considered content-based, and if challenged, would not be enforceable. City staff walks an extreme fine line of enforcing the sign ordinance. Should the City be challenged in court, it may not prevail based on typical analysis and guidance provided by the Supreme Court.

Similar to objective standards in residential uses, any new sign ordinance needs to be clear on this reason and rationale and eliminate ambiguity including wording such as “preferred”, which can be subjective and potentially content-based, and instead place an emphasis on reasonable time, place, and manner restrictions, with clear alternative channels such as exceptions, and findings to grant them.

2024 Sign Survey

In the summer of 2024 City staff created a survey specifically sent out to existing business owners to gauge their understanding of the sign ordinance and other issues the City has been experiencing with signage, particularly temporary signage, and the processing of permits. This effort is in contrast to previous efforts which involved committees of either elected officials/board members, or selected committee members. City staff dropped off QR codes and flyers to over 200 businesses within Solvang City Limits. City staff received 55 responses to the survey. The survey asked six (6) questions. Three questions were multiple choice questions, one (1) was an open-ended question where a response was provided, and the last question asked what three (3) specific regulations affected their business operations. The following are the results of those questions asked, with the entire survey provided as Attachment B.

- 79% of respondents were aware of Solvang’s Sign Regulations.
- 85% of respondents believed they were in compliance with the Sign Regulations.
- 62% of respondents believed that the City’s sign regulations negatively affect their businesses as the regulations are too cumbersome and strict and hurts business growth.
- 31% of respondents feel that the City’s sign regulations help maintain the community character.
- 6% of respondents are indifferent regarding that the City’s sign regulations

When asked about the challenges business has faced with the city’s sign regulations, the following phrases were most prominent.

- "None" – appears frequently, indicating some respondents faced no challenges or issues.
- "A-frame signs" / "sandwich boards" mentioned repeatedly as a common challenge for businesses with their inability to display such signs.
- "Not allowed" / "prohibits" / "restrictive" which is commonly used in the context of limitations on signage or advertising.
- "Approval" discussed in the context of needing approval for signs.
- "Inconsistency" which is a recurring complaint about uneven enforcement of rules.

The following is a word cloud depicting all the comment received

Direction to City Staff

The sign ordinance is a comprehensive document. As with other ordinances, the need to review and evaluate these ordinances, particularly when it may affect economic development of businesses is carefully needed every few years. City staff is recommending that the Council direct staff to amend the sign ordinance. However, staff seeks direction on some of the items below.

1. Processing of Sign Permits. Currently the DRC approves all sign permits. City staff seeks direction on whether the DRC should continue to approve sign permits, or as directed in 2018, have staff amend the ordinance to eliminate the DRC from approving signs if the signs meet standards in the ordinance. As envisioned in the 2018 proposed amendments, signs not meeting these standards would still need to be approved by the DRC.
2. Elimination of Content Based Regulation. City staff seeks direction on eliminating content-based elements in the ordinance. This would include elimination of subjectivity items such as fonts, requirements for text, and colors. This would be replaced with performance or objective standards that evoke “Old World Danish” as stated in the 2045 Solvang General Plan. The DRC would be instrumental in working with City staff to craft these objective standards. This would include materials, sizes, depth, projection, etc. This would bring the ordinance in line with pertinent federal case law.
3. A-Frame/Sandwich Board Signs. Based on the sign survey, respondents are requesting additional temporary signage. City staff is not opposed to greenlighting “A-frame” signage; however, it would need to be heavily regulated in terms of placement of signs, whether it is banned in the public rights-of-way, and how these A-frame signs would look (such as eliminating the use of plastic sandwich board signs, and instead requiring either wood, or wood like material). City Council should weigh in on the business interest of such signage versus maintaining the look and feel of the village.
4. Additional Temporary Signage. The Council may direct staff to approve additional temporary signage for a limited time duration. Again, the Council should weigh in on the business interest versus maintaining the aesthetic appearance of the village. City staff would need to work with the DRC on crafting any type of additional temporary signage envisioned.
5. Banner Signs. Currently banner signs are not allowed, except for “special permit issued by the City Manager” however, no criteria is given, which has provided for unclear regulations and a fee of \$196. City staff seeks direction on banner signs when used for temporary events (civic/community events) and should outline objective standards that include maximum size, where these can be located, and revise the approval authority if it meets these requirements (City staff level instead).
6. Sign Handouts. At the conclusion of amending the sign ordinance, staff would produce a sign handout to guide business on the basics of a new sign ordinance. Council could direct staff on whether this should be a handout, or a handbook.

Processing Amendments

Based on direction from the City Council, staff would likely amend the proposed sign ordinance in-house. Rather than use committee members as completed in the 2004 and 2012 work efforts, staff recommends that the DRC be utilized to assist in crafting proposed standards. The following is the proposed work effort:

- City staff work with the DRC over a series of meetings during late winter and spring 2025.
- Admin Draft ordinance would be presented to the Chamber of Commerce to go over proposed revisions.
- Draft Ordinance check-in with the City Council to confirm proposed changes.
- City staff makes additional changes as directed by the Council.
- DRC recommendation for approval.
- Planning Commission recommendation for approval
- City council approval.

ALTERNATIVES:

There are no alternatives to this report.

FISCAL IMPACT:

City staff estimates approximately \$35,000 of city staff time will be spent on this work effort, plus additional expenses by the City Attorney to review a draft ordinance and assist city staff on technical questions.

ATTACHMENTS:

Attachment A – Existing Sign Ordinance

Attachment B – City Staff 2024 Sign Survey



Solvang Sign Ordinance Survey

Planning Staff from the City of Solvang will begin a work effort to amend the existing sign ordinance. This Ordinance was last updated in 2012. Since that time, there have been a number of court cases that have rendered portions of the sign ordinance unenforceable, while at the same time, staff and elected officials have received feedback on the existing ordinance wishing to potentially amend the regulations. We are soliciting your input to help shape a better sign ordinance that keeps the Community Character while balancing the needs of our business community. Please take a minute to complete this survey. Thanks!

* Required

1. Are you aware of the City of Solvang's sign regulations that apply to your business? *

- Yes
- No
- Only Some

2. Do you believe your business is currently compliant with the City's Sign Regulations? *

- Yes
- No
- Not sure

3. What challenges have you faced with the City's Sign Regulations *

4. How do the City's Sign Regulations directly affect your business operations? *

- Positively, as signs help to maintain the community character
- Negatively, as the sign regulations are too cumbersome and strict that it hurts business growth
- Signs do not have any impact on business operations
- As a business owner, I am indifferent about the sign regulations

5. Thinking about the City's Sign Regulations, which specific regulations have impacted your business? (Choose up to 3) *

Please select at most 3 options.

- None
- Lack of clear sign regulations
- Cost of obtaining a sign permit
- Speed of which to obtain a sign permit
- Not enough permanent signage allowed
- Inability to put out an "A-Frame"/Sandwich board sign
- Inability to have banner signs, or other temporary signage
- Inability to have an increase amount of temporary signage during special events such as 4th of July, Julefest, Danish Days, etc.
- Requirement to have a public hearing for signs
- Inability to have an increase amount of temporary signage during specified times of the year such as weekends, or summer/winter, etc.
- Other

6. Thinking about your business needs, what improvements could be made to the City's Sign Regulations to better support your business or other businesses here in the City? *

Business Information - Demographic

Please answer the following to better understand who filled out this survey.

7. Are you a business owner within the City of Solvang? *

Yes

No

8. Business Info - What type of Business do you own? *

Restaurant

Retail

Wine tasting / Beer Tasting

Bar/Tavern

Personal Services (i.e. day spa, nail salon, etc.)

Bakery/to-go treats

Tourist Related Business

Office

Hotel/Motel/Lodging

Other

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Microsoft Forms

Responses Overview Closed

Responses 52	Average Time 08:03	Duration 64 Days
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1. Are you aware of the City of Solvang's sign regulations that apply to your business?



2. Do you believe your business is currently compliant with the City's Sign Regulations?



3. What challenges have you faced with the City's Sign Regulations

52 Responses

- Latest Responses
- "A-Frame with our menu and special events is not allowed. It is on our patio and n..."
 - "None for now"
 - "None"
 - ...

18 respondents (35%) answered sign for this question.



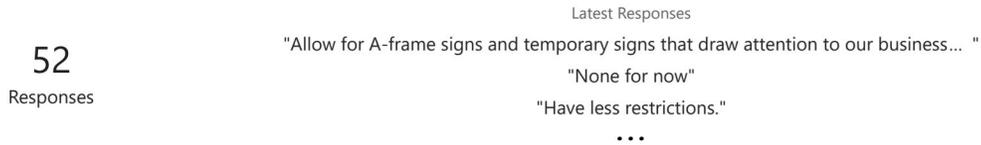
4. How do the City's Sign Regulations directly affect your business operations



5. Thinking about the City's Sign Regulations, which specific regulations have impacted your business? (Choose up to 3)



6. Thinking about your business needs, what improvements could be made to the City's Sign Regulations to better support your business or other businesses here in the City?

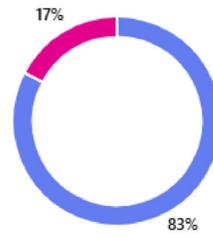


22 respondents (42%) answered sign for this question.



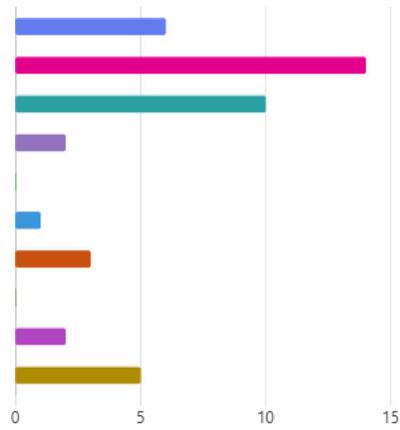
7. Are you a business owner within the City of Solvang?

● Yes 43
● No 9



8. Business Info - What type of Business do you own?

● Restaurant 6
● Retail 14
● Wine tasting / Beer Tasting 10
● Bar/Tavern 2
● Personal Services (i.e. day spa, nail salon, etc.) 0
● Bakery/to-go treats 1
● Tourist Related Business 3
● Office 0
● Hotel/Motel/Lodging 2
● Other 5



ID	Are you aware of the City of Solvang's sign regulations that apply to your business?	Do you believe your business is currently compliant with the City's Sign Regulations?	What challenges have you faced with the City's Sign Regulations	How do the City's Sign Regulations directly affect your business operations	Thinking about the City's Sign Regulations, which specific regulations have impacted your business? (Choose up to 3)	Thinking about your business needs, what improvements could be made to the City's Sign Regulations to better support your business or other businesses here in the City?	Are you a business owner within the City of Solvang?	Business Info - What type of Business do you own?
1	Yes	Yes	Racist Cherry picking. The old traditionalist and conservatives would have the City believe that The Solvang old school way, is the only way to run a business, this is how the City continues to discriminate against minority Businesses.	Negatively, as the sign regulations are too cumbersome and strict that it hurts business growth	Inability to have banner signs, or other temporary signage;Inability to have an increase amount of temporary signage during specified times of the year such as weekends, or summer/winter, etc.;Lack of clear sign regulations;	Regulate. The way to be fair is to make clear rules and regulation. Do not change rules for each community members preference. Who is really running the City of Solvang? Not the Major or City council.	Yes	Tourist Related Business
2	Yes	Yes	The regulations seem enforce on some while they are unenforced on others.	Positively, as signs help to maintain the community character	Lack of clear sign regulations;Cost of obtaining a sign permit;Requirement to have a public hearing for signs;	Clear and precise sign regulations that apply to all including businesses owned by City Council members.	Yes	Retail, bakeries, museum and to go food.
3	Only Some	Yes	As a food service business it is critical to be able to display a copy of our current menu outside so the people walking by can see that we serve food and what exactly we have available. Many people will walk right by if there isn't a menu to stop and look at, and many people will walk inside to order something specifically because they read it on the menu outside. Having nothing outside for customers to consider is a direct impact on our ability to conduct business effectively.	Negatively, as the sign regulations are too cumbersome and strict that it hurts business growth	Not enough permanent signage allowed;Inability to put out an "A-Frame"/Sandwich board sign;Requirement to have a public hearing for signs;	Food service businesses should be allowed to display their food menu outside without needing to apply for a special permit to do so with some guidelines about size or style of display. Temporary sandwich board signs should be allowed provided that they do not impede foot traffic or block ADA access. Neither of these items should require payment of a fee to the city and a special permit approval. These are basic ways of conducting business and generating foot traffic that are embraced all around the world (and all around our valley). People expect a sign outside with some information about a business (hours, menus, special menus, seasonal changes, prices, availability, events, classes, deals, sales, etc) and not allowing businesses to communicate that information effectively to potential customers is a hindrance to our ability to conduct business.	Yes	Food/Beverage Restaurant style & a retail food/grocer store
4	Yes	Yes	No challenges	Positively, as signs help to maintain the community character	None;	I think that the city is doing a good job and the violations are minor	Yes	Entertainment/education

5	No	Yes	No consistency in The City of Solvang. Your City employee's pick and choose what businesses have to follow the rules. The City of Solvang are Racist Cherry pickers.	Negatively, as the sign regulations are too cumbersome and strict that it hurts business growth	Lack of clear sign regulations;Requirement to have a public hearing for signs;Inability to have an increase amount of temporary signage during specified times of the year such as weekends, or summer/winter, etc.;	The City needs to enforce the rules for every business.	Yes	Tourist Related Business
6	Yes	Yes	None - I just comply	Positively, as signs help to maintain the community character	Lack of clear sign regulations;Lack of compliance by other businesses ;	Enforce the regulations so that we're all on the same page	Yes	Hotel/Motel/Lodging
7	Yes	Yes	Our complex on Mission (ParcPlace) is virtually invisible and our businesses suffer because both tourists and locals don't know we are here. The signage limitations are a serious problem for us.	Negatively, as the sign regulations are too cumbersome and strict that it hurts business growth	Not enough permanent signage allowed;Inability to have banner signs, or other temporary signage;Inability to have an increase amount of temporary signage during specified times of the year such as weekends, or summer/winter, etc.;	Our complex needs larger permanent signage or banners letting people know what's inside our complex	No	
8	Yes	Yes	Not very challenging this time, very helpful staff made it very easy for us.	Positively, as signs help to maintain the community character	Speed of which to obtain a sign permit; N		Yes	Wine tasting / Beer Tasing
9	Yes	Yes	Not allowing additional signage	Positively, as signs help to maintain the community character	Not enough permanent signage allowed;	Requiring the name of the business and not allowing sales people to canvass customers from their doorway. It affects business's on either side	Yes	Retail
10	Yes	Yes	Hyper focus on sign placement while customers are unaware of where to go and where the bathrooms are and what we have to offer.	Negatively, as the sign regulations are too cumbersome and strict that it hurts business growth	Inability to have banner signs, or other temporary signage;Requirement to have a public hearing for signs;Inability to place signs on our own private property, in our covered patios.;	Business is suffering. Town is busy but the crowd is not spending outside of food and hotel. We would maintain that the myriad businesses lurking in the doorways passing out cosmetic samples and pressuring visitors is not only a detriment to visitor experience and thus our business, but a much higher priority than sign patrol.	Yes	Wine tasting / Beer Tasing
11	No	Yes	We would like to put a sandwich board but we aren't allowed. It helps with sales, special events.	Negatively, as the sign regulations are too cumbersome and strict that it hurts business growth	Inability to have an increase amount of temporary signage during special events such as 4th of July, Julefest, Danish Days, etc.;Inability to have an increase amount of temporary signage during specified times of the year such as weekends, or summer/winter, etc.;	Allow limited signage outside	Yes	Retail

12	Only Some	Yes	Temporary balloons! Sale signs! Were put up out of walkway, on my property and I was made to remove them- while adjacent neighbor had loud animated witch cackling all day long without one mention!	Positively, as signs help to maintain the community character	Inability to have banner signs, or other temporary signage;Inability to have an increase amount of temporary signage during specified times of the year such as weekends, or summer/winter, etc.;Lack of clear sign regulations;	Grateful our city managers asked, grateful our city cares about keeping city looking nice & uniform! Thanks for asking my opinions!	No	
13	Only Some	Yes	Not able to put out an a frame sign to attract business or notify of special event, etc	Negatively, as the sign regulations are too cumbersome and strict that it hurts business growth	Cost of obtaining a sign permit;Inability to put out an "A-Frame"/Sandwich board sign;Inability to have an increase amount of temporary signage during special events such as 4th of July, Julefest, Danish Days, etc.;	Temp signs for special days/times/seasons Small signs for live music and signs for day of special event	Yes	Wine tasting / Beer Tasting
14	Yes	Yes	Can not put sale sign outside by door	Negatively, as the sign regulations are too cumbersome and strict that it hurts business growth	Not enough permanent signage allowed;Inability to put out an "A-Frame"/Sandwich board sign;Inability to have banner signs, or other temporary signage;	Have permits for temporary signs	Yes	Retail
15	No	Not sure	Taking down signs that I had in place for my ice cream cooler for the ice cream not to melt in the hot heat, also I'm desperate to have other signs for people to see that I'm open (located in an area where people don't come to my store because of it)	Negatively, as the sign regulations are too cumbersome and strict that it hurts business growth	Requirement to have a public hearing for signs;Cost of obtaining a sign permit;Speed of which to obtain a sign permit;	Need to be given the freedom to make a store unique and visible to tourists as long as it doesn't look trashy, their should be a fine line of doing things as long as it doesn't make Solvang look bad. So people should be able to put a certian amount of signs to be visible to the public, AGAIN WITHOUT LOOKING TRASHY OR WITH FAKE ADVERTISEMENTS.	Yes	Retail
16	Yes	Not sure	The ordinance does not really provide clear guidelines, I feel like A-frame signs should be allowed	Negatively, as the sign regulations are too cumbersome and strict that it hurts business growth	Lack of clear sign regulations;Inability to put out an "A-Frame"/Sandwich board sign;	N/a	No	

17	Only Some	Yes	Being in business for over 20 years, we have had a sign above our door outside offering readings available. As we recently updated the sign due to weathering, we were told we had to get approval, since we've had one up for 20 years we didn't think it needed approval. That was a little shocking. So we have it inside our shop.	As a business owner, I am indifferent about the sign regulations	Cost of obtaining a sign permit;Inability to have an increase amount of temporary signage during special events such as 4th of July, Julefest, Danish Days, etc.;Inability to have an increase amount of temporary signage during specified times of the year such as weekends, or summer/winter, etc.;	Allowing temporary signs during certain time of the year.	Yes	Retail
18	Yes	Yes	Limits our ability to advertise our business and products.	Negatively, as the sign regulations are too cumbersome and strict that it hurts business growth	Inability to put out an "A-Frame"/Sandwich board sign;Inability to have banner signs, or other temporary signage;Inability to have an increase amount of temporary signage during special events such as 4th of July, Julefest, Danish Days, etc.;	Streamline the process for changes to signage and special banners	Yes	Wine tasting / Beer Tasting
19	Yes	Yes	We lose the ability to advertise special events via sandwich boards. There is no way to grab ppl's attention for day of events	Negatively, as the sign regulations are too cumbersome and strict that it hurts business growth	Inability to put out an "A-Frame"/Sandwich board sign;Inability to have banner signs, or other temporary signage;Inability to have an increase amount of temporary signage during special events such as 4th of July, Julefest, Danish Days, etc.;	More temporary day of signage allowed without special request process	Yes	Retail
20	Yes	Yes	Huge events like classic car shows, parades and any large attractions that gather huge crowds. We are still not allowed to have any signage posted.	Negatively, as the sign regulations are too cumbersome and strict that it hurts business growth	Inability to put out an "A-Frame"/Sandwich board sign;Inability to have an increase amount of temporary signage during special events such as 4th of July, Julefest, Danish Days, etc.;Inability to have an increase amount of temporary signage during specified times of the year such as weekends, or summer/winter, etc.;	As stated previously, letting businesses have extra signage on days during large events.	Yes	Restaurant

21	Yes	Yes	When we opened we wanted to have a cute wooden carved bench with our name on it but we're not allowed to have it even though it was tasteful and attractive. We love the signs we are allowed to have though.	Positively, as signs help to maintain the community character	Not enough permanent signage allowed;Inability to have an increase amount of temporary signage during special events such as 4th of July, Julefest, Danish Days, etc.;Requirement to have a public hearing for signs;	Allowing some attractive temporary signage	Yes	Bakery/to-go treats
22	Yes	Yes	None. My business sign was approved without any problems.	As a business owner, I am indifferent about the sign regulations	Inability to put out an "A-Frame"/Sandwich board sign;Inability to have banner signs, or other temporary signage;Inability to have an increase amount of temporary signage during special events such as 4th of July, Julefest, Danish Days, etc.;	I'm a less regulation is better kind of guy. I'm not sure we need a bunch of restrictions just some common sense rules.	Yes	Restaurant
23	Yes	Yes	They are not current and vague.	Negatively, as the sign regulations are too cumbersome and strict that it hurts business growth	Cost of obtaining a sign permit;Speed of which to obtain a sign permit;Lack of clear sign regulations;	That they are the same for every business	Yes	Retail
24	Yes	Yes	Not sure what is a violation or not. What is considered private display or public display. Are courtyards private property?	Positively, as signs help to maintain the community character	Inability to put out an "A-Frame"/Sandwich board sign;	Let A frame signs allowed, as long as they are not seen from the street.	Yes	Wine tasting / Beer Tasting
25	Yes	Yes	No street signage to bring in customers prohibits awareness of new and upcoming businesses	Negatively, as the sign regulations are too cumbersome and strict that it hurts business growth	Cost of obtaining a sign permit;Speed of which to obtain a sign permit;Inability to put out an "A-Frame"/Sandwich board sign;	Less oversight, more help for small businesses to drive business	No	
26	Yes	Not sure	The signs that we'd put up on our patio would bring in business. We've had customers ask where our signs have gone because they enjoy the humor and take photos. The City is too restrictive on Aframes even when they are on our property(not sidewalk). This hurts our income and tax revenue.	Negatively, as the sign regulations are too cumbersome and strict that it hurts business growth	Inability to put out an "A-Frame"/Sandwich board sign;Inability to have an increase amount of temporary signage during specified times of the year such as weekends, or summer/winter, etc.;Cost of obtaining a sign permit;	If temporary signs/Aframes are on our property, the City should consider not being Nazis.	No	

27	Yes	Yes	None	Positively, as signs help to maintain the community character	Keeping signs appropriate to town character.;	Continue to stress the old world Danish theme. 2) Maintain standards of size and obstruction of public sidewalk.	Yes	Retail
28	Yes	Yes	None	Positively, as signs help to maintain the community character	None;	None, keep them they have worked for 50+ years. People don't look that much at signs as most are walking by and see the shop that's there.	Yes	Retail
29	Yes	Yes	Street signs not properly placed	Positively, as signs help to maintain the community character	Lack of clear sign regulations;	Have the sidewalk signs placed properly	Yes	Retail
30	Yes	Yes	Size	Negatively, as the sign regulations are too cumbersome and strict that it hurts business growth	Speed of which to obtain a sign permit;Inability to put out an "A-Frame"/Sandwich board sign;Requirement to have a public hearing for signs;	For our location at the end of the west end, a-frame signs on weekends would help attract foot traffic. That would probably be the most impactful change for us	Yes	Tourist Related Business
31	Yes	Yes	None	Positively, as signs help to maintain the community character	Inability to have banner signs, or other temporary signage;Speed of which to obtain a sign permit;Inability to have an increase amount of temporary signage during specified times of the year such as weekends, or summer/winter, etc.;	Door are alot better than they used tobe-thanks	Yes	Retail
32	Yes	Yes	Takes a long time. Lots of restrictions.	Negatively, as the sign regulations are too cumbersome and strict that it hurts business growth	Inability to put out an "A-Frame"/Sandwich board sign;Inability to have banner signs, or other temporary signage;Inability to have an increase amount of temporary signage during specified times of the year such as weekends, or summer/winter, etc.;	Allow more signage and temporary signage.	Yes	Wine tasting / Beer Tasing
33	Yes	No	Inconsistency with what other businesses violate and what I must follow	Positively, as signs help to maintain the community character	Lack of clear sign regulations;	Insure we Regulate all businesses equally with the present sign ordinanceDoesn't need to change just plain enforcement with all	Yes	Restaurant
34	Yes	Yes	None	Positively, as signs help to maintain the community character	Inability to have banner signs, or other temporary signage;Requirement to have a public hearing for signs;	None that I know of	Yes	Retail
35	Yes	Yes	can't think of any challenges	Positively, as signs help to maintain the community character	Inability to put out an "A-Frame"/Sandwich board sign;Inability to have banner signs, or other temporary signage;Inability to have an increase amount of temporary signage during special events such as 4th of July, Julefest, Danish Days, etc.;	i would like to be able to use a sandwich board style sign on days when i host a special event in the gallery	Yes	Retail
36	Yes	Yes	If we could have better signage I believe we could do more sales.	Negatively, as the sign regulations are too cumbersome and strict that it hurts business growth	Cost of obtaining a sign permit;Speed of which to obtain a sign permit;Inability to put out an "A-Frame"/Sandwich board sign;	Allow where safe A frame signs	No	

37	Yes	No	The biggest issue is that in order to get a sign that meets requirements, the cost is the most expensive aspect of my business. With existing quotes, unless we are able to change the nature of the sign, we simply won't have one, which is disappointing.	Negatively, as the sign regulations are too cumbersome and strict that it hurts business growth	Inability to put out an "A-Frame"/Sandwich board sign;Inability to have banner signs, or other temporary signage;The wooden engraved signs are prohibitively expensive, with quotes in the thousands of dollars. One quote was more expensive than the bar in our wine tasting room.;	Some flexibility in the materials and requirements that keep a level of consistency, for example wooden or wooden like signs that have the appearance of being burnt in, could still look appropriate and would be significantly less expensive.	Yes	Wine tasting / Beer Tasting
38	Yes	Yes	The regulations that apply to "A" frame, sandwich board type signs are harmful to local businesses.	Negatively, as the sign regulations are too cumbersome and strict that it hurts business growth	Inability to put out an "A-Frame"/Sandwich board sign;Lack of clear sign regulations;	Businesses that can display A frame signs on their own property without impeding normal foot traffic or interfering with ADA pathways should be allowed to do so. Especially if they are neat and professionally done. They are a VERY effective tool for driving traffic into our business.	Yes	Wine tasting / Beer Tasting
39	Only Some	Yes	None	As a business owner, I am indifferent about the sign regulations	None;	None	Yes	Hotel/Motel/Lodging
40	No	No	I can't even hang a simple sign with the name of my business without approval? There should be a default sign and font, super easy to make, so ppl can sign a temporary sign without approval	Negatively, as the sign regulations are too cumbersome and strict that it hurts business growth	Speed of which to obtain a sign permit;Lack of clear sign regulations;Cost of obtaining a sign permit;	I would check every box above / this is an archaic and detrimental system with unnecessary costs and regulations	Yes	Wine and retail
41	Yes	Yes	Permit cost for what reason? 400\$ to pay on my own building is ridiculous	Negatively, as the sign regulations are too cumbersome and strict that it hurts business growth	Cost of obtaining a sign permit;Inability to put out an "A-Frame"/Sandwich board sign;Inability to have banner signs, or other temporary signage;	Remove so many restriction. Let businesses be businesses without so much regulation	No	
42	Yes	Yes	We would really like to use an Aframe sign to show we are open when the AC is on. Our windows are too dark to show we are open.	Negatively, as the sign regulations are too cumbersome and strict that it hurts business growth	Inability to put out an "A-Frame"/Sandwich board sign;	Allow us to use Aframe signs	No	
43	Yes	Yes	Being able to market our business with a sign out front	Negatively, as the sign regulations are too cumbersome and strict that it hurts business growth	Inability to put out an "A-Frame"/Sandwich board sign;	We would benefit a lot from being able to market our business with a frame signs	No	

44 Only Some	Yes	Lost revenue because people don't know we are open on hot days when our doors are closed. That affects our tax dollars and direct revenue.	Negatively, as the sign regulations are too cumbersome and strict that it hurts business growth	Inability to put out an "A-Frame"/Sandwich board sign;Inability to have banner signs, or other temporary signage;Requirement to have a public hearing for signs;	Make it essiet and shorter to obtain sign permits.	Yes	Wine tasting / Beer Tasing
45 Yes	Yes	When is hot outside we close our doors to keep it cool with AC. Without a sign on the street people assume we are closed for business.	Negatively, as the sign regulations are too cumbersome and strict that it hurts business growth	Not enough permanent signage allowed;Inability to put out an "A-Frame"/Sandwich board sign;	Let us put signage out front of the business	Yes	Bar/Tavern
46 Yes	Yes	We need signage out front. It's difficult to draw customers in without proper information on display.	Negatively, as the sign regulations are too cumbersome and strict that it hurts business growth	Not enough permanent signage allowed;Inability to put out an "A-Frame"/Sandwich board sign;Inability to have banner signs, or other temporary signage;	Allow A-frames with clearly drafted rules approved by the City so everyone is happy.	Yes	Bar/Tavern
47 Yes	Not sure	Too restrictive	Negatively, as the sign regulations are too cumbersome and strict that it hurts business growth	Cost of obtaining a sign permit;Inability to put out an "A-Frame"/Sandwich board sign;Lack of clear sign regulations;	Please allow us to put out sandwich board signs near the sidewalk during summer. It would really help people know that we are open for business (even when our doors are closed to preserve air conditioning).	Yes	Wine tasting / Beer Tasing
48 Yes	Yes	Having to reapply due to minor changes needed to correct sign for weather and product changes.	Negatively, as the sign regulations are too cumbersome and strict that it hurts business growth	Speed of which to obtain a sign permit;Lack of clear sign regulations;	Make process easier	Yes	Retail
49 Only Some	Yes	Confused and no one seems to know what is allowed or has been approved in the past.	Negatively, as the sign regulations are too cumbersome and strict that it hurts business growth	Inability to put out an "A-Frame"/Sandwich board sign;Not enough permanent signage allowed;Lack of clear sign regulations;	First and foremost have the same rules for all businesses and not allowing some to do things that we/ others cannot? Customers need to know where businesses are and when they are open and maybe we need to update our rules . Denmark has more simple rules and regulations and we are the sister city to Aalborg and we should make our city more customer friendly. Directing people towards the bathrooms etc is one simple thing	Yes	Restaurant
50 Yes	Yes	None	Positively, as signs help to maintain the community character	None;	Have less restrictions.	Yes	Restaurant
51 Yes	Yes	None for now	Signs do not have any impact on business operations	None;	None for now	Yes	Chocolate store
52 Yes	No	A-Frame with our menu and special events is not allowed. It is on our patio and not on a public pathway and not blocking the doorway, but it is still not allowed.	Negatively, as the sign regulations are too cumbersome and strict that it hurts business growth	Inability to put out an "A-Frame"/Sandwich board sign;Inability to have banner signs, or other temporary signage;	Allow for A-frame signs and temporary signs that draw attention to our businesses, especially during special events and the holiday season.	Yes	Restaurant

Attachment B – Section 11-10A

Article A Design District Overlay

§11-10A-1. Design District Overlay Zones.

This article sets forth procedures and standards for the establishment of Design Overlay Districts throughout the City. The purpose of the Design Overlay districts includes the following:

- A. Ensure that development within the overlay is in accordance with adopted Community Design Element goals, policies, and objectives within the adopted General Plan.
Specifically this article implements the following:
 1. Maintain and promote the “Old World Danish” design aesthetic and enhancing a high quality of life for residents, enabling the creation of business opportunities, and maintaining the design aesthetic as viewed from the public realm within the designated village area.
 2. Recognize distinctive sites that exemplify the Spanish Colonial Revival structures such as Mission Santa Ines and the landmark Veterans Memorial Building on the north side of Mission Drive (Highway 246) by creating a cohesive design scheme that integrates the existing Spanish Colonial Revival style and architectural features already present within the plan area.
- B. Maintain the existing character, and visual quality of existing building by ensuring new and redeveloped properties adhere to the design aesthetics established in the adopted General Plan.
- C. Assist in ensuring the visual attractiveness of residential development that meets the needs of all social and economic groups consistent with the City’s adopted Housing Element while maintaining the established design aesthetic that makes Solvang and unique and inviting place to live.
- D. Prevent the development of structures or uses which are not of acceptable exterior design or appearance of the established design district overlay.
- E. Protect the integrity of previously attained entitlements.
- F. Provide for decision maker involvement in project design and evolution of these objective standards to ensure conformity to the established design aesthetic, while adhering to new mandates
- G. Facilitate the development or redevelopment of underutilized properties, reduce barriers, and accelerate housing production through the clear communication of design objectives and an efficient review process.

§11-10A-2 Establishment or Amendment of Design Districts.

- A. The City Council may establish new Design Overlay districts, or change boundaries and standards of Design Overlay districts, upon recommendation of the planning commission and for the Village Design District (DD-1) and Mission Design District (DD-2) upon recommendation of the design review committee pursuant to the procedures set forth in Section 11-17-1 of this Zoning Code.

- B. Design Overlay district boundaries shall be shown on the Zoning Map consistent with Section 11-1-2.
- C. Design District Overlays Established.
 - 1. Solvang Village Design District (DD-1), established by Ordinance 24-0378.
 - 2. Mission Design District (DD-2), established by Ordinance 24-0378.

§11-10A-3. Permit Requirements.

Permits shall be required consistent with Chapter 16 of this Zoning Code for uses as set forth in Chapters 6 through 9.

§11-10A-4. Site Planning Requirements.

Chapters 6 through 9 establish requirements for heights, setback, and lot requirements, unless specified in this Chapter.

§11-10A-5. Mixed-Use Projects In Design Districts.

A mixed-use project may combine residential uses with any other uses allowed in the applicable zone where allowed by the underlying zoning district. The residential component of mixed-use development is allowed at ground level where not facing the street frontage (horizontal mixed-use) and on upper stories (vertical mixed use) as specified by this Article.

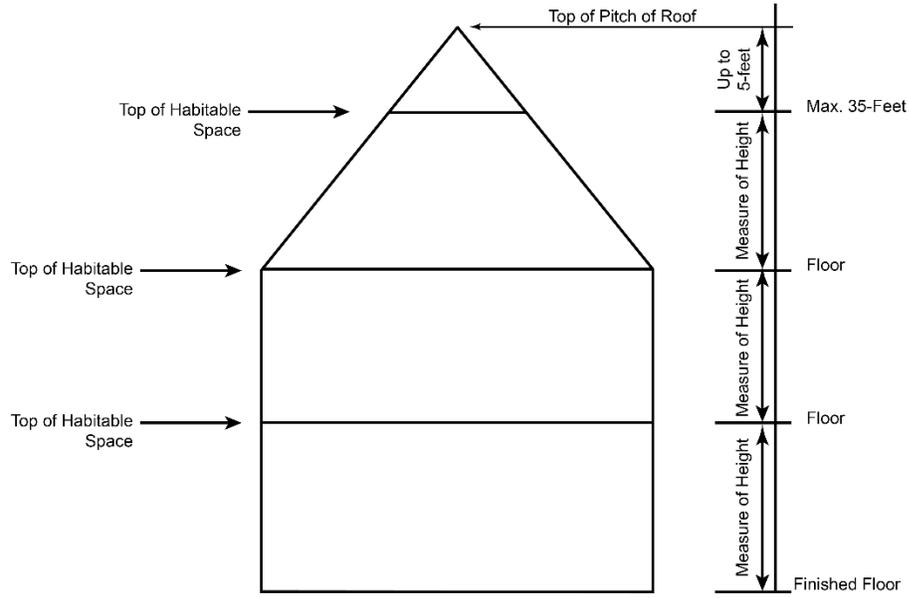
§11-10A-6. Village Area Design District (DD-1) Standards.

- A. When Required. This Section provides standards for development projects within the established Solvang Village Design District, including the following:
 - 1. All new structures/buildings within the established district boundary, with the exception of ADUs in conjunction with existing single-unit dwellings and properties zoned Public/Institutional;
 - 2. Redevelopment projects that propose façade improvements greater than 500 square feet that require a building permit;
 - 3. Additions greater than 500 square feet with the exception of existing single-unit dwellings;
 - 4. Projects that propose an additional story or stories, with the exception of additions to single-unit dwellings;
 - 5. All proposed re-painting of existing structures within the district, with the exception of existing single unit residences, and ADUs for single-unit dwellings.
 - 6. All proposed re-roofs of existing structures.
- B. Building Form and Design.
 - 1. Façade.
 - a. All sides of new structures shall include the following façade materials. These materials may be utilized as a stand-alone, or in combination.
 - i. Wood
 - ii. Faux wood material that mimics wood grain texture and colors including but not limited to trex, panels, siding, and other similar architectural grade materials.
 - iii. Stucco with smooth finish.
 - b. Unarticulated or blank walls adjacent to public right-of-way shall not run in a continuous plane of more than fifteen (15) feet without incorporating at one or more of the following:

- i. An opening with transparent glazing providing views into work areas, display areas, patios, outdoor spaces, sales areas, lobbies, or similar spaces.
 - ii. A working door for ingress/egress.
 - iii. Public art.
 - 2. Architectural Materials. The following architectural details are required on all new structures. These may be utilized as a standalone, or in combination.
 - a. Bricks.
 - i. Red or yellow hue bricks comprised of either clay or faux veneer that mimics red/yellow hue clay bricks.
 - ii. Bricks shall be uniform in size.
 - iii. Bricks may be utilized as an accent band on a wall or series of walls.
 - iv. Bricks utilized as accent band shall be a minimum of four (4) feet in height from finished floor elevation or to the base of required ingress/egress window, whichever is less.
 - b. Half-timbering.
 - i. All beams shall consist of wood or synthetic composite wood like materials, and concrete. Composite material shall mimic the finish grain of wood.
 - ii. Main beams (Balker) shall be Horizontal with a minimum width of six (6)-inches with a maximum width of eighteen (18) inches.
 - iii. Vertical Posts (Stolper). Shall be spaced evenly and align with the main beams (Balker). Minimum spaces shall be two (2) feet apart from each horizontal post, not to exceed eight (8) feet.
 - iv. Diagonal Braces (Skråbånd) shall be utilized to add visual interest.
 - v. Timber Colors. Shall be dark colors to give the appearance of finished wood, such as including dark brown, charcoal grey, or other darker tones.
 - vi. Pattern. Timbers may be placed in a vertical, horizontal, or diagonal pattern to create a grid or crisscross appearance.
 - c. Stone or cobbles.
 - i. Stones such as limestone, fieldstone may be utilized. Faux stone shall be permitted if the material mimics appearance of natural stone.
 - ii. Cobble stone may be utilized on walkways or other synthetic materials. Cobble stone shall range in shapes with diameter minimum of four (4) inches to a maximum of four (4) inches, as approved by the City Engineer, and meets ADA requirements.
 - iii. Stone or cobble stone utilized for accent bands shall consist of no more than 30 percent of surface of wall plane facing a public right of way or alleyway.
 - iv. Mortar utilized in stone or cobble application shall be in a color that complements the stone.
- 3. Building Mass and Height.
 - a. Measure of Height for structures. Measurement of floors and structure height shall consist of the following within the Design District:
 - i. Building height shall be measured from finished floor area to the top of plate for habitable spaces, and shall not exceed thirty-five (35) feet in height.

- ii. Architectural appendages and roofing may extended up to five (5) feet beyond the maximum height.
- iii. Architectural features of structures such as windmills, bell towers, steeples, and other similar features, shall not exceed fifty (50) feet consistent with Section 11-7-4.
- iv. Minimum first floor height shall be twelve (12) feet, as measured from finished floor, with a maximum of fifteen (15) feet for multi-story buildings for mixed-use projects.
- v. Minimum floor height for residential projects shall be ten (10) feet.
- vi. Elevator shaft or stairway. An elevator or stairway to a rooftop deck/upper story open space that is no more than 100 square feet in area and set back from any building edge by at least five feet may exceed the maximum height limit by up to eight (8) feet.

Example of Measurement of Heights



- b. Overhangs. Structures that are two stories and above that extend beyond the lower floors (jettying) shall adhere to the following:
 - i. Extend a minimum of twelve (12) inches from the first floor, not to exceed twenty-four (24) inches as measured from the edge of the first-floor façade.
 - ii. Decorative brackets. The use of decorative brackets shall be spaced at a minimum of twenty-four (24) inch intervals.
4. Roofing
- a. Decorative Brackets. Use of decorative brackets to support eaves is encouraged. Materials shall consist of decorative wood consistent with this chapter.
 - b. Eaves. Eaves shall extend a minimum of twelve (12) inches to a maximum of eighteen (18) inches.

- c. Ridge caps. The use of decorative ridge caps to enhance the roofline is encouraged.
 - d. Roof Form and Structure. Roofs shall have a minimum pitch of 30 degrees with a maximum pitch of 60 degrees.
 - e. Roofing Materials. Roofing materials shall consist of the following.
 - i. Clay Tiles, either red or orange hues.
 - ii. Slate Tiles, either red, orange hues, or natural stone color.
 - iii. Architectural grade asphalt composition that mimics the appearance of traditional roofing materials that contain dimensionality and color variation.
 - iv. Variation and dimensionality. Layering may also be utilized to create dimensionality and color variation.
 - v. Metal. Shall be constructed of panels that include Standing Seams, matte color either red, orange hues, or natural stone color.
 - vi. Synthetic Thatched Roof.
 - f. Rooflines shall be vertically articulated at a maximum of fifty (50) foot intervals along the street frontages through the use of the following:
 - i. A change in roof height.
 - ii. A change in roof pitch
 - iii. Use of a dormer, gables, parapet, or chimney.
5. Windows.
- a. Decorative elements. Decorative elements are encouraged including but not limited to mullion patterns such as diamond or grid layouts. The use of bars/dividers are also encouraged. If bars/dividers are utilized, the following standards shall be applicable.
 - i. Divider/Bars shall be proportionally spaced, dividing windows into smaller panes in either six over six (6:6) or eight over eight (8:8) design schemes.
 - ii. Minimum divides/bars shall have a minimum depth of six (6) inches.
 - b. Placement. Windows shall be placed symmetrically on the façade and adhere to the following spacing standards:
 - i. Spaced a minimum of twelve (12) inches.
 - ii. Windows shall be located a minimum of twenty-four (24) inches from corners of buildings.
 - iii. Vertical distance between the tops of the windows on one floor and the bottoms of the windows on the floor above should be at least twelve (12) inches.
 - c. Proportions. Windows shall have a height-to-width ratio of 2:1 to 3:2, reflecting traditional proportions.
 - d. Trim. Use of Trim shall consist of wood or molding that compliments and contrasts from the selected building color. Trim shall be a minimum depth of six (6) inches.
6. Ornamental Details.
- a. Balconies. Balconies may be utilized on second stories and above with the following standards:
 - i. Width of balcony shall be a minimum of three (3) feet, with a maximum width of six (6) feet.
 - ii. Railing height shall have a maximum height of forty-two (42) inches if balcony is utilized as outdoor space. A minimum

height of thirty (30) inches for railings not utilized as outdoor space.

- iii. Balconies shall have a minimum twelve (12) inch projection from the façade.
- iv. Railing design shall consist of wrought iron, or powder coated steel/aluminum that mimic the appearance of wrought iron.
- v. Baluster spacing shall be no greater than four (4) inches apart.
- vi. Placement of balcony(ies) shall be centered on the facade, aligning with other architectural elements including windows and doors.

b. Chimneys. Chimneys may be utilized with the following standards:

- i. Shall extend a minimum of three (3) feet above the roof line.
- ii. Minimum width of a chimney shall be two (2) feet for residential structures and four (4) feet for commercial/mixed-use structures.
- iii. Minimum depth shall be eighteen (18) inches.
- iv. Position chimneys shall either be at the center of a roof line or at the gable ends of the building.
- v. Stone or brick materials shall be utilized for the façade of the chimney.
- vi. Decorative caps shall be utilized. Metal caps shall be permitted.

C. Lighting. Exterior structure lighting shall adhere to the following standards.

- 1. Design. Lighting fixtures shall complement building design.
- 2. Shielded fixtures. Fully shielded fixtures shall be utilized that direct light downward and prevent light from escaping upward.
- 3. Fixtures on buildings. Light fixtures shall be limited to a maximum height of fifteen (15) feet or the height of the building, whichever is less.
- 4. Lighting Type. Outdoor lighting shall utilize energy-efficient fixtures/lamps such as light-emitting diodes (LED), compact fluorescent lamp (CFL) lights, or other energy-efficient fixtures.
- 5. Height. Outdoor lighting affixed to poles shall not exceed fifteen (15) feet in height, or meet minimum height for consistency with the Building Code, whichever is less.
- 6. Pathway and Walkway lighting. Bollards with downward-facing lights to illuminate paths without causing glare or skyglow shall be utilized.

D. Landscaping and Open Spaces. Developments are required to meet minimum landscaping and open space standards set forth in Section 11-7-4. The following shall also be applicable.

- 1. Developments greater than 15,000 square feet in gross floor area shall be required to incorporate publicly accessible outdoor spaces which include a minimum of two (2) of the following:
 - a. Shaded seating areas;
 - b. Public art;
 - c. Dining areas oriented towards the public right-of-way;
 - d. Other public amenities in courtyards consistent with proposed building design.

2. Private Residential open spaces. Development projects with proposed residential development shall include a minimum of 60 square feet of private open space. Minimum dimension, width or depth, of any private residential open space shall be five (5) feet. The private open space shall be accessible from within the unit and may include patio areas, balconies, and decks, but not stairs, entrance decks, stoops, and/or landings.
 - a. Conversion of Existing Commercial Space to Residential. Conversion of existing commercial spaces (either commercial or storage occupancies) that is converted to residential units within the DD-1 overlay, does not require private open space.
 3. Common Residential Open Space. Common residential open space may be utilized to meet private residential open space requirements. The following standards shall be applicable:
 - b. Minimum dimension, width or depth, of any common residential open space area shall be fifteen (15) feet.
- E. Parking and Vehicle Access.
1. Vehicle access shall be located on alleys and side streets where available.
 2. Except for driveway access, off-street parking, off-street vehicle loading, and vehicular circulation areas is prohibited between the building and the primary street frontage.
 3. In the drive aisle, decorative materials such as pavers or scored or colored concrete shall be required from the back of sidewalk for a minimum of five feet in depth.
 4. Driveway Curb Cuts. Curb cuts shall not exceed one curb cut for every 50 feet of street frontage.
- F. Pedestrian Access and Circulation.
1. Primary Pedestrian Entrance. For all residential and nonresidential uses, at least one primary entrance to a ground-floor use shall face the primary street frontage. Individual residential entries may face a secondary/side street or be accessed through the interior of the building. On corner parcels, the primary entrance may face the street corner of the primary street and a secondary street.
 2. Required Pedestrian Connections. An internal system of pedestrian walkways shall be designed to provide direct access connections to and between the following:
 - a. Entrances to each primary structure;
 - b. Off-street parking areas or parking structures;
 - c. All site amenities or public gathering spaces; and
 - d. The public sidewalk system along the perimeter streets abutting the development.
 3. Minimum Walkway Width. Internal walkways shall be a minimum of six (6) feet wide where located adjacent to any common open space areas. Internal walkways elsewhere on the property shall be a minimum of four feet wide.
 4. Walkways through Vehicle Areas. At each point that the on-site pedestrian walkway system crosses a parking lot, internal street, or driveway, the walkway or crosswalk shall be clearly marked by a change in paving materials distinguished by color, texture, or height.
- G. Trash Enclosures and Screening. Solid waste and recycling enclosures shall be articulated consistent with the structure design and are screened from the public-right-of-way.

- H. Colors. Façade colors shall utilized approved color palettes contained in the adopted Design Handbook. Alternative colors may be approved by the planning commission with recommendation by the design review committee.
- I. Alternative Compliance. Design standards are not intended to limit creative solutions. Requests for alternative compliance through Section 11-10A-8 Modification to Standards process may be accepted for any application to which these standards apply.

Attachment C – Chapter 13 Sign Ordinance

Chapter 13 Sign regulations

§ 11-13-1 Title.

The regulations contained in this chapter shall be known and referred to as the "Sign Regulations" or "Solvang Sign Ordinance" and the provisions of this chapter shall prevail over any conflicting provisions of this title or of this code. The procedures set forth in this chapter shall prevail over any procedures set forth in other chapters of this title, except where state law requires otherwise.

§ 11-13-2 Purpose and intent.

The city has a national and international reputation as a unique and distinctive Danish/Northern European village in a California setting of natural beauty and historic tradition. Solvang possesses a special small town character that draws residents and visitors to the area. The suitability and appropriateness of signage helps to maintain and perpetuate this unique community identity. As a prominent part of the scenery, signage will attract or repel the viewing public and affect the safety of vehicular and pedestrian traffic. Because the city relies on its physical beauty and village design theme to attract tourism and commerce, aesthetic considerations are essential to the economic welfare and future economic significance of the community. Therefore, it is the intent of the city, through this chapter, to protect and enhance the city's character and its economic base through the provision of appropriate and aesthetically attractive signage. It is also the intent to minimize their distracting effect on vehicle drivers by limiting the size, type and location of signs and therefore improve traffic safety.

It is the expressed policy of the city that signs are to be tastefully designed, understated and are to create a harmonious relationship in terms of color, size, materials and appearance with the buildings and the surroundings on which they are placed. It is also the intent to help perpetuate the old world Danish/Northern European design theme in the village area through appropriate and authentically designed signage. Additionally, such signs must serve primarily to identify the legal name of the establishment, organization or business on which they are placed without excessive competition for visual attention (see definition of "sign verbiage").

The city has two distinctly different commercial areas: the village and the Alamo Pintado commercial areas. The village, as shown as the Village Mixed-Use (VMU) Zone on the city's zoning map, is of a distinct Danish/Northern European theme primarily oriented to the tourist trade with special architectural standards which reflect this theme. Signage in this area must be designed in character with the old world vernacular. The Alamo Pintado commercial area is distinctively different. This area functions primarily for the needs of the local Solvang and Santa Ynez Valley community. The architectural style is not characterized by any particular theme except to be well landscaped, set back and well integrated architecturally. Since these areas function differently and maintain their own architectural character, the style of signage shall reflect the individual design character of these areas.

These sign regulations are also based upon the city's responsibility to protect the general public's health, safety and welfare. The city finds that it is in the interest of aesthetics, economic development, traffic safety, and pedestrian safety to enact these sign regulations. These sign regulations will:

- A. Maintain and improve the aesthetic environment and overall community appearance to foster the city's ability to attract sources of economic development and growth;
- B. Encourage the effective use of signs as a means of communication in the city and reduce possible traffic and safety hazards from confusing or distracting signs;
- C. Implement quality sign design standards that are consistent with the city's general plan, zoning ordinance and appearance review guidelines;
- D. Enable fair and consistent enforcement of these sign regulations;

- E. Minimize possible adverse impacts of signs on private and public property in order to maintain property values and to maintain a positive city image;
- F. Enhance traffic safety by ensuring that signage does not distract, obstruct or otherwise impede traffic circulation and to safeguard and preserve the health, property, and public welfare of Solvang residents through prohibiting, regulating, and controlling the density, location, and maintenance of signs;
- G. Permit noncommercial signage wherever other signage is permitted within this chapter subject to the same standards and total maximum allowances for a site of each sign type specified in this chapter.

§ 11-13-3 Applicability.

This chapter shall apply to all property and land within the jurisdiction of the city of Solvang. It is unlawful for any person, firm, or corporation that owns, occupies, or controls property in the city of Solvang to construct, maintain, display, alter, or allow to exist, a sign within the city, except in conformance with this chapter.

§ 11-13-4 Exempt signs and devices.

The following signs and devices are exempt from the provisions of this chapter. The following signs may be installed without a sign permit provided they meet the requirements listed below:

- A. Civic Event Signs. Any civic event sign. Signs may be erected not more than 30 days prior to the event and shall be removed within 24 hours after the time of the event and shall not exceed 24 square feet in size. Only one such sign shall be erected per lot.
- B. Construction Signs. One temporary construction sign, provided the sign does not exceed six square feet in a One-Family Residence District or 24 square feet in all other districts, is used only to indicate the name of the construction project and the names and locations of the contractors, architects, engineers, landscape designers, project or leasing agents and the financing company, is displayed during construction only, and does not exceed six feet in height at the edge of the public right-of-way when freestanding.
- C. Governmental Signs. Signs required to be maintained or posted by law or governmental order, rule or regulation. Signs specifically required by federal, state or city law, of the minimum size required.
- D. Hazard Warning Signs. Any temporary sign warning of construction excavation or similar hazards as long as the hazard exists.
- E. Noncommercial Signs. A noncommercial sign, not exceeding six square feet total for each lot in residential districts and 24 square feet total for each lot in nonresidential districts. Such a sign shall be erected only with the permission of the property owner or tenant. In each instance and under the same conditions to which this chapter permits any sign, a sign containing an ideological, political or other noncommercial message and constructed to the same physical dimensions and character shall be permitted.
- F. No Trespassing Signs. Any “no trespassing” sign, prohibiting or restricting access to property, provided it is not more than one square foot in size, is placed at each corner and each entrance to the property and at intervals of not less than 50 feet or in compliance with requirements of law.
- G. Official Signs. Official federal, state and local sign and notice issued by any court, person or officer in performance of a public duty.
- H. Open House Signs. Any temporary “open house” sign. Only one sign is allowed on each street frontage of the property. Such a sign may be single or double faced and is limited to three

square feet or less. Its supporting structure shall not exceed four feet in height. A maximum of three off-site signs shall be allowed. Such signs shall be erected and removed on the day of the open house, and shall not be fastened or attached in any way to any building façade or architectural element.

- I. Parking Lot/Directional Sign. Any parking lot and other traffic directional sign not to exceed two square feet in area limited to guidance of pedestrian or vehicular traffic within the premises upon which they are located. There shall be erected no more than three such signs in each parking lot or more than one per entrance.
- J. Product/Operating Information Signs. Any gasoline pump, telephone booth, and newsrack sign, provided any sign on such a device identifies only the product contained therein, or displays operating instructions, and the lettering does not exceed two inches in height.
- K. Real Estate Signs. A sign on a building or in the ground which indicates that the property is for sale, rent or lease. Only one such sign is allowed on each street frontage of the property. Such a sign may be single or double faced and is limited to six square feet or less, including any portions of the sign that hang off the bottom (e.g., price reduced, do not disturb occupant, in escrow, etc.) on property in all zone districts and shall not exceed six feet in height as measured from the edge of the public right-of-way when freestanding. If affixed to the building, such signs shall be secured using semipermanent fasteners such as screws or nails. Use of tape or string, or draping on the outside of the building is not permitted.
- L. Residential Identification Signs. One identification sign of not more than one square foot for a residence.
- M. Street Identification Signs. Any street name and/or address stamped or painted on a curb.
- N. Temporary Festival Decorations. Any temporary festival decoration or display, except one requiring a building, electrical or other permit (see definition of "temporary festival decoration").
- O. Temporary Signs.
 - 1. One temporary sign placed in a window advertising or announcing a civic event or function, a community service or an activity of a charitable or nonprofit organization. Such sign shall not exceed six square feet.
 - 2. One temporary fundraising event sign placed in a window or a planter, not to exceed six square feet.
- P. Traffic Safety Signs. Traffic control and directional signs or devices erected by local, county or state government.
- Q. Utility Signs. Signs erected by a public utility or common carrier to warn of dangers, such as the location of underground facilities.
- R. Window Signs. Signs within 18 inches of the window and not affixed to the window, which do not exceed one square foot.

§ 11-13-5 Prohibited signs.

The following signs are prohibited and subject to immediate abatement by the city of Solvang's code enforcement officer:

- A. Attention Getting Devices.
 - 1. Signs which rotate, move, glare, flash, change, reflect, blink, or appear to do any of the foregoing, except signs as designed in the old world style in the village area as

determined by the design review committee.

2. Animated signs except as designed in the old world style in the village area as determined by the design review committee.
 3. Outdoor decorations, embellishments, ornaments or merchandise used as an attention getting device, including, but not limited to: fabric, plastic, wood, balloons, paper, metal or merchandise attached or placed outside of a single commercial business, a shopping center or complex, except as approved by the design review committee in accordance with section 11-13-14 "Exceptions to Sign Standards," of this chapter. Outdoor planters and temporary festival decorations shall not be considered as outdoor decorations.
 4. Any temporary sign outside of a building or attached to the exterior of a building, including banners, placards, streamers, balloons or similar devices, except as provided in section 11-13-4 of this chapter.
 5. Signs visible from the public street, parking lot, or exterior areas attached or placed on merchandise or material stored outdoors.
 6. Signs which cover or interrupt architectural features, with the exception of approved temporary signs.
 7. Commercial mascot signs, within the village area.
- B. Awning or Canopy Signs. Signs on awnings or canopies, except on the valance and approved by the design review committee.
- C. Banners. Banners, except by special permit issued by the city manager.
- D. Billboards. Billboards or billboard type signs.
- E. Changeable Copy Signs. Signs containing changeable copy, except theater marquee signs, business directories, church, museum signs, gas price signs, restaurant menu display cases, and chalkboards, as approved by the design review committee. Changeable copy signs may be integrated into the ground or pole sign up to 15 square feet as additional signage to the maximum allowed upon design review committee approval.
- F. Hazardous Signs. Signs that create a hazard by obstructing clear views of pedestrian and vehicular traffic.
- G. Inflatable signs.
- H. Internally Illuminated Signs. Signs with internal illumination, except as permitted in subsection 11-13-7(A)(14) of this chapter.
- I. Mobile Commercial Signs. No person shall park any vehicle on a public right-of-way or in a location on private property which is visible from a public right-of-way which has attached thereto or suspended therefrom any sign, except a sign painted directly upon, magnetically affixed to or permanently affixed to the body or other integral part of the vehicle. The primary use of such vehicles shall be in operation of the business and not in advertising or identifying the business premises. The vehicle shall not be parked for the sole purpose of advertising.
- J. Neon and LED Signs. Neon and LED signs within the village area, visible from the exterior of the building, with the exception of one of the following for a hotel/motel: "No," "Sorry No" or "Vacancy" sign. Neon and LED signs outside the village area greater than two square feet in size.

- K. Obscene Signs. Any sign displaying obscene, indecent or immoral matter.
- L. Off-Premises Signs. Off-site commercial signs, except real estate signs, governed by California Civil Code section 713.
- M. Pole Signs. Pole signs, with the exception of designs approved by the design review committee for single businesses having an appropriate setback and building frontage which exceeds 100 linear feet.
- N. Portable commercial signs.
- O. Roof Signs. Signs and any other graphics which extend, wholly or in part, above the eave line of a structure to which it is attached.
- P. Second Floor Signs. Signs on second floors for businesses on the first floor, except as permitted in subsection 11-13-7(A)(10) of this chapter.
- Q. Signs Which Block Ingress or Egress. Any sign, except as may be required by other code or ordinance, placed or maintained so as to interfere with free ingress or egress from any door, window or fire escape.
- R. Signs Without Permission of Owner. Signs erected without the permission of the owner, or his or her agent, of the property on which such sign is located.
- S. Signs on Public Property. Any sign, other than a sign installed by a public agency or as approved by the city council, located in or on any public property, including sidewalks and parkways.
- T. Simulated Traffic Sign. Any sign which by color, shape, wording or location, resembles or conflicts with any traffic control sign or device. Any sign containing red, yellow or green lights, within 30 feet of a public right-of-way that could be confused with traffic signal lights.
- U. Signs on Trees, Poles, Etc. Any sign, generally of a temporary nature, posted or attached to trees, poles, stakes, fences or the exterior of a building or structures.
- V. Signs on Utility Poles or Traffic Control Devices. Signs attached or placed adjacent to any utility pole, parking meter, traffic signpost, traffic signal, historical marker or any traffic control device.
- W. Window Signs. Signs in the window, adhered to the glass, except for open, closed and hours, help wanted and temporary window signs approved by the planning manager pursuant to section 11-13-11 of this chapter. Except decorative window painting and lettering pursuant to subsection 11-13-10(E) of this chapter.

§ 11-13-6 Plans for shopping, office and industrial complexes.

- A. An overall sign plan shall be required for shopping centers, office complexes, industrial centers and shopping complexes in accordance with section 11-13-18 of this chapter. The owner of the real property shall apply for approval of an overall sign plan for a particular center or complex. Overall sign plans are subject to review and approval by the design review committee. If no overall sign plan is on file, individual shops will be required to be reviewed on an individual basis.
- B. All signs shall be in substantial compliance as determined by the planning manager with the approved overall sign plan for the particular center.

§ 11-13-7 Sign standards.

- A. Standard Regulations.

1. Signs are to primarily serve to identify the name of the business. Additional business specific information may be included (see definition of "business specific information").
2. Business specific information is limited to six words per sign. If multiple signs are proposed, the same six words are to be used. (For example, if three signs are proposed, the signs may not have a total of 18 different descriptors.) Websites and telephone numbers will count as one word each.
3. If a website is proposed as part of the business specific information, it may not include "www" or "http.//" (i.e., cityofsolvang.com).
4. Within the village area, letter height shall be limited to a maximum of eight inches, except where it can be found that a larger letter height is consistent with building size, architecture or setback from public right-of-way as determined by the design review committee.
5. Outside the village area, letter height shall be limited to a maximum of 10 inches, except where it can be found that a larger letter height is consistent with building size, architecture or setback from public right-of-way as determined by the design review committee.
6. A relocated sign shall be considered a new sign and shall require review and approval by the design review committee for the new location.
7. Sign color must be consistent with the eighteenth century Danish/Northern European design theme as illustrated in the design review committee guidelines and is subject to approval by the design review committee. Day-Glo and neon colors are not permitted.
8. Architectural projections or sign structures shall not increase the number or area of permitted signs, nor shall they be used as a device which is, in itself, a sign, unless such a sign is permitted under this chapter.
9. Sign structures shall be free of unsightly electrical or supporting features, such as bracing, angle iron, guywires and cables.
10. Individual businesses located on the second or third floor of a building will have the same criteria as those located on the ground floor. The total sign area for all signs shall be computed as specified in subsection (C)(1) of this section. All signs must be located on the building level of business location (i.e., signs for a second/third floor business may not be hung on the first floor of the building).
11. A projecting, hanging or under canopy sign must clear the nearest sidewalk by a minimum of seven feet. Projecting signs may project no more than four feet into the public right-of-way.
12. A kiosk is permitted on private property in all nonresidential districts, subject to approval of the design review committee. Kiosks on public property must be approved by the city council.
13. Externally illuminated signs shall use top mounted light fixtures which shine light downward and are fully shielded. Low lumen output lights are encouraged. Such lighting shall be approved by the design review committee. Landscape lighting shall not illuminate signage.
14. Signs may be internally illuminated, with light directed through the letters set in an opaque background. Internally illuminated signs in the village area are restricted to one "Vacancy/No Vacancy" sign per hotel/motel and one "Open" or "Serving" sign per primary food/beverage establishment only. (See definition of "lighted sign.")
15. Churches, schools, and other public or semipublic facilities may have one site sign not exceeding 18 square feet in area, provided that, except for the name of the premises, the lettering shall not exceed three inches in height, and such signs in residential districts shall not be internally illuminated.
16. Display cases are permitted with design review committee approval. Such display cases shall not exceed 20 square feet. Any signage (i.e., name of business) within or on the display case, shall be calculated into total sign square footage allowed pursuant to sections 11-13-8 and 11-13-9 of this chapter.
17. A flat silhouette cutout sign may be permitted within the village area in addition to allowable square footage, provided that the following criteria are met:
 - a. Silhouette cutout sign shall be in conformance with the definition of a symbol

- sign.
 - b. Silhouette cutout sign shall require design review committee and approval.
 - c. Silhouette cutout sign must be constructed of wood or metal only.
 - d. The design review committee must determine that the size of the silhouette cutout sign is proportionate to the building or suite that the sign is proposed to enhance.
 - e. Lettering shall not be allowed, except as a creative way to display verbiage which may be required by law.
 - f. Silhouette cutout sign may not consist of photographic images.
18. Murals are permitted in addition, if they conform to the design guidelines and are reviewed and approved by the design review committee.
19. Painted window borders are permitted for each building frontage in accordance with the provisions outlined below:
- a. Window painting is limited to around the outermost border only. No interior borders may be painted (i.e., interior borders on French-paned windows).
 - b. Border may be one inch wide for every foot of linear width of window. Design widths may vary, however no design shall exceed the allowable border width (for example, a six foot-wide window may have a six inch painted border). Border shall be measured from the edge of the window. No designs shall be allowed within the center of the window. Maximum border width for windows wider than 10 feet shall be 10 inches.
 - c. Designs must be consistent with the design review committee design guidelines and sign criteria.
 - d. Design review committee approved is required prior to any window painting.
 - e. If painting is done on the outside of the window, a sealer shall be applied.
 - f. Regular maintenance program required to maintain quality.
20. Signs on benches are allowed in addition, provided that the following criteria are met:
- a. Bench style and sign design shall require design review committee and approval.
 - b. If proposed bench sign is identical to a previously approved sign on the building, such sign will not require separate design review committee approval.
 - c. Business specific information is prohibited on bench signs.
 - d. Lettering is limited to one inch in height.
 - e. Signage on benches is limited to businesses within Solvang, donors (i.e., "In Memory of"), and nonprofit organizations under IRS 501(c)(3) status.
 - f. Benches bearing the name of a business must be located on or immediately contiguous to the property on which the business is located.
 - g. An encroachment permit shall be obtained from the city of Solvang (if within public right-of-way), and written permission from the contiguous property owner, and the business owner whose frontage will be affected.
 - h. Signage is limited to either the front or rear of the bench backing. Only one side is to be used for signage purposes.
 - i. A maximum of two benches is allowed per entity.
 - j. The bench must be of sturdy design and safe for the intended purpose of providing seating for the general public. The person or entity installing the bench shall be responsible for its maintenance and repair and shall indemnify the city for any damages from injuries caused to any person using the bench.
- B. Construction, Maintenance and Display Procedures—Proper Sign Maintenance Required. Any sign, awning or umbrella erected and/or installed on any parcel of land within the city shall be properly maintained at all times. The business owner shall have the duty to keep all signs, awnings or umbrellas associated with such business in a state of good repair, and to see that the sign(s), awning(s) or umbrella(s) is not permitted to deteriorate or fall into disrepair to such an extent that it becomes dangerous or unsightly. Visible rot, mold or rust, falling or broken parts, peeling or faded paint, faded or torn fabric, missing letters, broken sign brackets or hangers, burnt out lamps, and unmaintained plantings in ground sign planters shall be prima facie evidence that a sign, awning or umbrella is not in a state of good repair. No sign permit is required for repainting, cleaning and other normal maintenance and repair of a sign, awning,

lamp, or umbrella unless the structure, design, color or character is altered.

1. Notice to Repair. When the code enforcement officer determines that such a sign, awning or umbrella exists in a state of disrepair, he or she shall issue to the owner of the sign and/or business, a notice of such disrepair and the need for corrective action.
2. Issuance of Citation. If the sign and/or business owner takes no action within 30 days, the code enforcement office shall issue a citation to correct the violation.
3. Removal of Sign. If the business owner still takes no action within 10 days after issuance of the citation, the sign, awning or umbrella shall be considered abandoned, and shall be removed by the property owner, after written notification from the city.
4. Abandoned Signs. Abandoned signs, awnings or umbrellas shall be removed by the property owner within five days of notification by the city.
5. Removal of Sign at Owner's Expense. If the property owner fails to remove the sign, awning or umbrella as directed in subsection (B)(4) of this section, an additional citation may be written and city code enforcement will remove the sign, awning or umbrella at the owner's expense.

C. Measurement Calculations.

1. Measuring Sign Area. In order to calculate the size of a sign, the following provisions shall apply:
 - a. If the sign is enclosed by a box or outline, the area of the sign includes that portion of the sign comprised of said box or outline.
 - b. If the sign consists of individual letters attached directly to the building, wall or valance of an awning, the size is calculated by drawing a rectangle around each line of copy.
 - c. In the case of wall signs not enclosed by a box or outline, the background area shall be included in the sign area measurements.
 - d. The identical faces of a double sided projecting, hanging, pole or ground sign shall be counted only once for the purposes of calculating sign area.
 - e. If the sign is irregularly shaped, a box shall be drawn around the sign and used to calculate the square footage of the proposed sign.
2. Measuring Street Frontage. In computing street frontage for the purposes of determining whether the center is entitled to a ground or pole sign. If the property abuts two or more such streets, only one such street shall be used in computing the footage. In choosing between two or more such streets, the street carrying the greater traffic shall be used in computing the footage, but if the traffic is equal on two or more streets, the longer street frontage shall be used in computing the footage.

§ 11-13-8 Sign standards within the VMU (Village Area).

The following standards shall be applied to signs in the VMU Zone, notwithstanding the standards established by sections 11-13-7 and 11-13-10 of this chapter:

Standards for Exterior Commercial Signs in the Village Area

Maximum square footage of signage allowed 1 square foot per linear foot of dominant building frontage and 1/2 of a square foot per linear foot of subordinate building frontage. Not less than 12 square feet.

Sign colors Consistent with eighteenth century Danish/Northern European design theme. Day-Glo and neon colors are not permitted.

Types of Signs Allowed	Maximum Size Per Sign	Maximum Letter Height	Included in Overall Maximum Square	Design Review Committee Information Review

Standards for Exterior Commercial Signs in the Village Area

		Footage Required			
Wall sign	7 sq. ft.	8"	Yes	Yes	A wall sign placed in the space between windows shall not exceed more than 2/3 the height of the window, or major architectural details related thereto.
Projecting sign	7 sq. ft.	8"	Yes	Yes	Must have 7' of clearance from the sidewalk and project no more than 4' beyond building façade.
Hanging or under canopy sign	7 sq. ft.	8"	Yes	Yes	Must have 7' of clearance from the sidewalk.
Awning signs	None	5"	No	Yes	Letter height for 2 descriptive words = 3".
Window lettering	n/a	6"	Yes	Yes	Shall not exceed 25% of window area. Limited to a single pane. Limited to business name and logo.
Accessory sign	1 sq. ft.	n/a	No	No	A separate unit displaying information. Must not be attached to

Standards for Exterior Commercial Signs in the Village Area

					another sign.
Symbol sign (projecting)	3 sq. ft.	n/a	No	Yes	Lower edge of sign must be at least 7' from finished grade and project no more than 3' beyond building façade.
Chalkboard changeable menu	6 sq. ft.	n/a	No	Yes	Primary food/beverage businesses only.
Menu display case	18" x 24"	n/a	No	Yes	Primary food/beverage businesses only.
Umbrellas and umbrella sign	n/a	5"	Yes (50%)	Yes	Up to 50% of umbrellas may include logo/lettering with BAR approval.
Ground sign	30 sq. ft. 6'6" maximum height	8"	Yes	Yes	For businesses with dominant frontage of 50' or more only.
Pole sign	50 sq. ft. 13'0" maximum height	8"	Yes	Yes	For businesses with dominant frontage of 100' or more only.
Directory sign	If proposed as a ground sign, 6'6" maximum	8"	No	Yes, except individual business signs.	For multiple occupancy buildings/shopping complexes

Standards for Exterior Commercial Signs in the Village Area

	height				only.
Flat silhouette cutout sign	As determined by the BAR	8"	No	Yes	See section 11-13-7(A)(17) of this chapter for specific regulations.

§ 11-13-9 Sign standards outside the VMU Zone.

The following standards shall be applied to signs in all commercial and industrial zones, except the VMU, notwithstanding the standards established by sections 11-13-7 and 11-13-10 of this chapter.

Standards for Exterior Commercial Signs Outside the Village Area

Maximum square footage of signage allowed 1 square foot per linear foot of dominant building frontage and 1/2 of a square foot per linear foot of subordinate building frontage. Not less than 12 square feet.

Types of Signs Allowed	Maximum Size Per Sign	Maximum Letter Height	Included in Overall Maximum Square Footage	Design Review Committee Required	Information
Wall sign	12 sq. ft.	10"	Yes	Yes	A wall sign placed in the space between windows shall not exceed more than 2/3 the height of the window.
Projecting sign	12 sq. ft.	10"	Yes	Yes	Must have 7' of clearance from the sidewalk and project no more than 4' beyond building façade.
Hanging or under canopy sign	12 sq. ft.	10"	Yes	Yes	Must have 7' of clearance from the sidewalk.

Standards for Exterior Commercial Signs Outside the Village Area

Awning signs	None	5"	No	Yes	Letter height for 2 descriptive words = 3".
Window lettering	n/a	6"	Yes	Yes	Shall not exceed 25% of window area. Limited to a single pane. Limited to business name and logo.
Accessory sign	1 sq. ft.	n/a	No	No	A separate unit displaying information. Must not be attached to another sign.
Symbol sign (projecting)	3 sq. ft.	n/a	No	Yes	Lower edge of sign must be at least 7' from finished grade and project no more than 3' beyond building façade.
Chalkboard changeable menu	6 sq. ft.	n/a	No	Yes	Primary food/beverage businesses only.
Menu display case	18" x 24"	n/a	No	Yes	Primary food/beverage businesses only.
Umbrella sign	n/a	5"	Yes (50%)	Yes	Up to 50% of umbrellas may include logo/lettering with BAR approval.
Ground sign	50 sq. ft. 6'6"	10"	Yes	Yes	For businesses

Standards for Exterior Commercial Signs Outside the Village Area

	maximum height				with dominant frontage of 50' or more only.
Pole sign	50 sq. ft. 13'0" maximum height	10"	Yes	Yes	For businesses with dominant frontage of 100' or more only.
Directory sign	If proposed as a ground sign, 6'6" maximum height	10"	No	Yes, except individual business signs.	For multiple occupancy buildings/shopping complexes only.

§ 11-13-10 Sign standards by type.

This section is intended to be used in conjunction with other standards contained in these sign regulations. In no case may the maximum square footage of total signage, size of signs, or their illumination levels, exceed the standards provided by sections 11-13-8 and 11-13-9 of this chapter, except in accordance with section 11-13-13, "Modifications," of this chapter.

A. Wall Signs—Signage Guidelines.

WALL SIGN. A sign affixed in any manner to any exterior wall of a building or structure and which is parallel to and projects not more than six inches at all points from the building on which it is located.

Within the village area, signs shall be designed to enhance the special character of the village and the buildings on which they are placed. Individual lettering in the traditional "old world" style is preferred.

A wall sign may be attached flat against or pinned away from the wall. A wall sign placed in the space between windows on the same story shall not exceed more than 2/3 the height of the window, or major architectural details related thereto. A wall sign placed between windows on adjacent stories as part of an approved overall sign plan for a shopping complex shall not exceed 2/3 the height between said windows.

1. Location and Number Permitted. As allowed in accordance with square footage limits.
2. Size Limit.
 - a. Within the Village Area. Maximum seven square feet. Background area shall be included in the sign area measurements.
 - b. Outside the Village Area. Maximum 12 square feet. Background area shall be included in the sign area measurements.

3. Illumination. Wall signs may be illuminated in accordance with section 11-13-7(A)(13) of this chapter.

B. Projecting Signs—Signage Guidelines.

PROJECTING SIGN. Any sign which projects from and is supported by a wall of a building with the display surface of the sign perpendicular to the building wall.

Within the village area, signs shall be designed to enhance the special character of the village and the buildings on which they are placed. Individual lettering in the traditional "old world" style is preferred. Wrought iron brackets are to be specifically designed and in compliance with historic building designs.

A projecting sign must clear the nearest sidewalk by a minimum of seven feet. Projecting signs may project no more than four feet beyond the building façade.

1. Location and Number Permitted. One projecting sign per building frontage, as allowed in accordance with square footage limits.
2. Size Limit.
 - a. Within the Village Area. Maximum seven square feet.
 - b. Outside the Village Area. Maximum 12 square feet.

The identical faces of a double-sided projecting or hanging sign shall be counted only once for the purposes of calculating sign area. If the sign is enclosed by a box or outline, the area of the sign includes that portion of the sign comprised of said box or outline. The support bracket is not included in the area of the sign.

3. Illumination. Projecting signs may be illuminated in accordance with section 11-13-7(A)(13) of this chapter.
4. Symbol Sign. One additional projecting sign may be permitted for each business as follows, and does not count toward total square footage of signage allowed:
 - a. Consisting of only a symbol relating to the activity on the premises.
 - b. Projecting no more than three feet beyond the building façade.
 - c. Not exceeding three square feet in sign area.
 - d. Not internally illuminated.

C. Under Canopy/Arcade Signs—Signage Guidelines.

UNDER CANOPY/ARCADE SIGN. A hanging sign attached to and located below any eave, roof, canopy, awning or arcade.

Within the village area, signs shall be designed to enhance the special character of the village and the buildings on which they are placed. Individual lettering in the traditional "old world" style is preferred.

A hanging under canopy/arcade sign must clear the nearest sidewalk by a minimum of seven feet.

1. Location and Number Permitted. One under canopy/arcade sign per building frontage, as allowed in accordance with square footage limits.

2. Size Limit.

- a. Within the Village Area. Maximum seven square feet.
- b. Outside the Village Area. Maximum 12 square feet.

The identical faces of a double sided projecting or hanging sign shall be counted only once for the purposes of calculating sign area. If the sign is enclosed by a box or outline, the area of the sign includes that portion of the sign comprised of said box or outline.

3. Illumination. Wall signs may be illuminated in accordance with section 11-13-7(A)(13) of this chapter.

D. Awning Signs—Signage Guidelines.

AWNING SIGN. Any sign or graphic attached to, painted on, or applied to the valance of a canvas awning.

Awning signs shall include the name of the business on the front valance, not to exceed five inches in height. Two additional words of business specific information may be used per awning side (front, left, right, etc.) for a maximum of six descriptive words total. Descriptions shall not exceed three inches in height. Websites and phone numbers are prohibited on awnings. Such signage shall not be included into overall maximum square footage.

The use of awnings over doors and windows is encouraged where appropriate. Awnings shall have a minimum four to twelve (4:12) pitch with a straight or slightly scalloped valance. Valances shall not exceed eight and one-half (8-1/2) inches in depth. Any alteration or deviation from this standard will be considered if found to be traditionally appropriate to the architecture of the building. Individual lettering in the traditional "old world" style is preferred.

If lettering on the valance of an awning needs to be changed, replacement of the valance or the use of a snap-on valance with the new lettering is encouraged.

1. Location and Number Permitted. See guidelines above. Awning signs are permitted in addition to allowable sign square footage with design review committee approval.
2. Size Limit. See guidelines above.
3. Illumination. Awning signs may not be illuminated.

E. Window Lettering—Signage Guidelines.

WINDOW LETTERING. The name of the business or establishment painted directly on the inside or outside surface of a glass window. Only the name of the business and/or logo is permitted, and is calculated into the allowable square footage maximums.

Within the village area, individual lettering in the traditional "old world" style is preferred.

Must meet specific regulations (see below).

Each business may have window lettering for each building frontage in accordance with the provisions outlined below.

1. Only the name of the business and/or logo is permissible. No other wording or lettering is allowed.

2. The name of the business and/or logo shall be used only once per window.
3. If the window is paned (i.e., French windows), lettering is limited to a single pane (for example, a word may not be spelled out with one letter in each pane extending across the window).
4. Maximum letter height is six inches.
5. Lettering square footage shall be calculated within the allowable overall signage per building frontage.
6. Lettering shall not exceed 25% of the window area.
7. Designs must be consistent with the design review committee design guidelines and criteria.
8. Design review committee approval required prior to any window lettering.
9. If lettering is done on the outside of the window, a sealer must be applied.
10. Regular maintenance program required to maintain quality.

F. Accessory Signs—Signage Guidelines.

ACCESSORY SIGN. A separate unit displaying information (e.g., customer parking, upstairs, caution, open, shops, etc.) which is not attached to or supported from any other sign and not made a part thereof.

Accessory signs larger than the sizes specified in this section will be considered only if they are designed in conjunction with or made an integral part of the signage existing on the subject building or project and are approved by the design review committee as to size, location, and design.

1. Location and Number Permitted. One per building façade. Accessory signs are permitted in addition to allowable sign square footage.
2. Size Limit. One square foot.
3. Illumination. Accessory signs may not be illuminated.

G. Chalkboard or Changeable Menu Signs—Signage Guidelines.

CHALKBOARD SIGN. A changeable copy sign made up of a smooth, hard panel for writing on with chalk. Usually green or black. Does not include dry erase boards.

A chalkboard/changeable menu sign is permitted for restaurants, winetasting rooms, and other businesses whose primary business is food/beverage (see definition of "primary food/beverage business") pursuant to the following regulations:

For the advertisement of food and beverage, and entertainment items only. The chalkboard may not exceed 24 inches by 36 inches in size.

The board must either be attached to a wall, or on a pole in the ground or in a planter, or affixed to the building with hooks or other brackets to facilitate temporary use. The board shall not be leaned against a wall, fence, or otherwise portable and may not be located in the public right-of-way.

Copy may be changed without design review committee approval.

1. Location and Number Permitted. One sign per primary food/beverage business. Chalkboard/changeable menu signs are permitted in addition to allowable sign square footage with design review committee approval.
2. Size Limit. Maximum six square feet, 24 inches by 36 inches.
3. Illumination. Chalkboard/changeable menu signs may be illuminated in accordance with section 11-13-7(A)(13) of this chapter.

H. Menu Display Case—Signage Guidelines.

MENU DISPLAY CASE. A permanently affixed structure or case that displays the menu for primary food/beverage businesses, behind glass or plastic.

Within the village area, signs shall be designed to enhance the special character of the village and the buildings on which they are placed. Individual lettering in the traditional "old world" style is preferred. A restaurant menu may be displayed in the restaurant window but may not be affixed to the window pursuant to section 11-13-5(W) of this chapter. Menu display cases must be approved by the design review committee as to appearance and location.

1. Location and Number Permitted. See guidelines above. Menu display case(s) are permitted in addition to allowable sign square footage with design review committee approval.
2. Size Limit. Maximum 18 inches by 24 inches.
3. Illumination. Menu display cases may be illuminated in accordance with section 11-13-7(A)(13) of this chapter.

I. Umbrella Signs—Signage Guidelines.

UMBRELLA SIGN. Any sign or graphic attached to, painted on, or applied to, the fabric of an umbrella. Letter or logo height shall not exceed five inches.

Umbrellas are permitted for restaurants and other businesses whose primary business is food/beverage (see definition of "primary food/beverage business") pursuant to the following regulations.

Umbrellas must be approved by the design review committee as to quality, color and location.

If umbrellas are to be located within the public right-of-way, an encroachment permit is required from the public works department.

Fifty percent of all lettering or logos proposed on umbrellas must be included in overall square footage of signage.

Umbrellas shall be maintained in good condition and shall not be torn or faded.

If approved by the design review committee, up to 50% of proposed umbrellas may contain matching lettering or logos.

1. Location and Number Permitted. As allowed by design review committee.
2. Size Limit. None.
3. Illumination. Umbrella signs may not be illuminated.

J. Ground Signs—Signage Guidelines.

GROUND SIGN. Any sign advertising goods manufactured, produced or sold or services rendered on the premises upon which the sign is placed, or identifying in any fashion the premises of any owner or occupant, which is an integral part of a landscaped planter, and which is supported by one or two posts offset to one side from the center of a solid base, the total height of which does not exceed six feet six inches above grade, measured at the edge of the public right-of-way, or six feet six inches above the base of the sign structure when the grade of the public right-of-way is at least three and one-half (3-1/2) feet lower than the natural grade at the base of the sign, whichever is higher. In no case shall an artificial grade be established for the sole purpose of placing a sign at more than six feet six inches above the grade at the edge of the public right-of-way.

1. Location and Number Permitted. One low freestanding sign to identify a shopping center or office building complex is allowed on each street frontage. Freestanding signs for individual businesses within a complex are not considered appropriate and will not be permitted.
 - a. Within the Village Area. Each individual business or each shopping complex that has a sufficient setback from the right-of-way and at least 50 feet of dominant building frontage, consistent with ordinance requirements, may have one ground sign not to exceed six feet six inches above grade and is to be an integral part of a landscaped planter. Supporting posts must be architecturally treated or screened by landscaping. A ground sign which exceeds six square feet in area shall not be located within 75 feet of any other ground sign. Prior to the issuance of a sign permit, ground signs on corner street intersections shall be approved by the city engineer to ensure the placement of the sign will not adversely affect traffic or pedestrian safety. Such signage shall be included into the overall allowed square footage.
 - b. Outside the Village Area. Each entrance or shopping center that has a sufficient setback from the right-of-way and at least 50 feet of dominant building frontage, may have one ground sign not to exceed 50 square feet in total sign area. A ground sign which exceeds six square feet in area shall not be located within 75 feet of any other ground sign. Prior to the issuance of a sign permit, ground signs on corner street intersections shall be approved by the city engineer to ensure the placement of the sign will not adversely affect traffic or pedestrian safety. Such signage shall be included into overall allowed square footage.
2. Size Limit.
 - a. Within Village Area. Thirty square feet in total sign area.
 - b. Outside Village Area. Fifty square feet in total sign area.
3. Illumination. Lighting sources should be carefully considered so as not to cause a problem with excessive light and glare.

Signs may be internally illuminated with light directed through the letters set in an opaque background (see definition of "lighted sign").

Externally illuminated signs shall use top mounted light fixtures which shine light downward and are fully shielded. Low lumen output lights are encouraged. Such lighting shall be approved by the design review committee. Landscape lighting shall not illuminate signage.

- a. Within Village Area. Internally illuminated signs in the village area are restricted to hotels/motels and primary food/beverage businesses only.

K. Pole Signs—Signage Guidelines.

POLE SIGN. Any sign, other than a ground sign, which is supported by a raised planter at least 18 inches in height, erected on one or more upright(s) supported from the ground, the height of which is greater than six feet six inches and no higher than 13 feet above grade at the edge of the public right-of-way, and which is not part of any building or structure other than a structure erected solely for the purpose of supporting a sign.

Within the village area, signs shall be designed to enhance the special character of the village and the buildings on which they are placed. Individual lettering in the traditional "old world" style is preferred.

A pole sign is allowed for a single business with dominant building frontage of 100 feet or more. However, it may not exceed 13 feet above the grade and 50 square feet of total sign area. The pole shall not be used in the sign area calculations, but shall be included to determine the overall height. Such signage shall be included into the overall allowable square footage.

1. Location and Number Permitted. One pole sign per business, as allowed in accordance with square footage limits.
2. Size Limit. Maximum 50 square feet.
3. Illumination. Pole signs may be illuminated in accordance with section 11-13-7(A)(13) and (14) of this chapter.

L. Directory Signs—Signage Guidelines.

DIRECTORY SIGN. A group of signs clustered together in a single structure or compositional unit which directs attention to a business, industry, profession or service conducted on the premises where the sign is displayed. This sign is used to direct attention to several occupants of the same building, or shopping center, or complex.

Within the village area, signs shall be designed to enhance the special character of the village and the buildings on which they are placed. Individual lettering in the traditional "old world" style is preferred.

Signs for multiple occupancy buildings/shopping complexes may be on a directory, each sign on the directory shall not exceed two square feet for each business. One directory sign is allowed for each entrance into a complex. A maximum of two descriptive words and a directional arrow is permitted.

Outside the village area, signs for multiple occupancy buildings and shopping centers may be on a directory. Each sign on the directory shall not exceed two square feet for each business. One directory sign is allowed for each entrance into a center.

1. Location and Number Permitted. One directory sign per entrance into a complex or center.
2. Size Limit. None, except when directory sign is proposed as a ground sign, then regulations for square footage and height shall be in conformance with that allowed under ground signs. Individual business signs on directory shall not exceed two square feet.

3. Illumination. Directory signs may be illuminated in accordance with section 11-13-7(A)(13) of this chapter.

§ 11-13-11 Standards for temporary signs.

- A. Temporary Signs Requiring a Sign Permit. The following signage requires a temporary sign permit from the planning division to ensure size and time restrictions, as noted. Sale and noncivic event sign permits may be issued annually.

Type	Time Limit
VMU Zone (Village Area)	
Grand Opening Signs. Signs announcing the opening of a new business, which in the aggregate do not exceed 10 sq. ft. in size or 25% of the window area, whichever is greater. Such signs shall be erected for no more than 30 days prior to the scheduled opening of the business and shall be removed no later than 30 days after the opening of the business.	60 days.
Sale or Other Temporary Window Signs. A temporary window sign such as a "Sale" sign not exceeding 6 sq. ft., or 50% of the window area of each façade, whichever is greater, is permitted. Professional design of the sign is encouraged. The decision of the planning manager may be appealed to the design review committee. The planning division shall be notified at least 24 hours in advance of each display date.	7 consecutive days and not more than 28 total days per year.
Noncivic Event Sign. One (1) temporary noncivic event sign announcing a special event may be permitted. The decision of the planning manager may be appealed to the design review committee. The planning division shall be notified at least 24 hours in advance of each display date. The following size limitations shall apply.	3 consecutive days per event and not more than 36 total days per year.
A. Businesses with up to 50 linear feet of dominant building frontage shall be allowed a sign of 6 sq. ft.,	
B. Businesses with between 50 to 100 linear feet of dominant building frontage shall be allowed a sign of 12 sq. ft., and	
C. Businesses with over 100 linear feet of dominant building frontage shall be allowed a sign of 18 sq. ft.	
Commercial Zones (Outside Village Area)	
Grand Opening Signs. Signs announcing the opening of a new business, which in the aggregate do not exceed 10 sq. ft. in size or 25% of the window area, whichever is greater. Such signs shall be erected for no more than 30 days prior to the scheduled opening of the business and shall be removed no later than 30 days after the opening of the business.	60 days.
Sale or Other Temporary Window Signs. A temporary window sign not exceeding 4 sq. ft., or 25% of the window area of each façade, whichever is greater, is permitted. The planning division shall be notified at least 24 hours in advance of each display date.	30 consecutive days and not more than 60 total days per year.
Noncivic Event Sign. 1 temporary noncivic event sign announcing a special event may be permitted. The decision of the planning manager may be	3 consecutive days per event and not more than

Type	Time Limit
<p>appealed to the design review committee. The planning division shall be notified at least 24 hours in advance of each display date. The following size limitations shall apply.</p> <p>A. Businesses with up to 50 linear feet of dominant building frontage shall be allowed a sign of 6 sq. ft.,</p> <p>B. Businesses with between 50 to 100 linear feet of dominant building frontage shall be allowed a sign of 12 sq. ft., and</p> <p>C. Businesses with over 100 linear feet of dominant building frontage shall be allowed a sign of 18 sq. ft.</p> <p>B. Temporary Signs Not Requiring a Sign Permit (Exempt). The following temporary signs are exempt and may be displayed without a sign permit provided they meet the specified requirements. Also see section 11-13-4 "Exempt Signs," of this chapter.</p>	36 total days per year.

Type	Time Limit	Size Limit	Location and Number
Civic Event Sign. Any civic event sign. Signs may be erected not more than 30 days prior to the event and shall be removed within 24 hours after the time of the event.	30 days	24 sq. ft.	1 such sign per lot.
Community or Charitable Event Sign. 1 temporary sign placed in a window advertising or announcing a civic event or function, a community service or an activity of a charitable or nonprofit organization.	None	6 sq. ft.	1 sign per event or function.
Fundraising Event Sign. 1 temporary sign announcing a fundraising event.	None	6 sq. ft.	1 sign per event, placed in a window or a planter.

§ 11-13-12 Sign permits—Application and processing procedures.

A. Application and Fee.

1. Any person desiring to construct, maintain or display a sign for which a land use clearance is required shall submit an application, the necessary submittal fee and submittal requirements to the planning division. An application form and a list of submittal requirements shall be provided by the planning division. The fee shall be set by resolution of the city council.
2. Except for the signs stated in section 11-13-4 of this chapter, on any parcel of land within the city, no sign shall be erected, applied, installed, affixed, altered, relocated or projected as an image and no copy shall be changed, except on approved changeable copy signs, without a land use clearance first issued by planning manager.
3. Certain signs requiring a land use clearance may be approved by the planning manager without any further discretionary review by the design review committee. Any such signs that may be approved by the planning manager shall be determined by the design review committee in their guidelines as approved by the city council and as stated in section 11-13-11 of this chapter. The planning manager may refer any such signs to the design review committee.

B. Processing Applications.

1. The planning division staff shall review the application and materials and determine

- completeness within five working days from the date of filing. For signs allowed to be approved by the planning manager, action to approve, conditionally approve or deny the application shall be within 10 working days from the acceptance date of the application.
2. No sign application will be accepted if any of the following provisions apply:
 - a. The sign has been installed in violation of the provisions of this chapter and the application does not include an affidavit signed by the property owner providing that the signs will be brought into conformance regardless of the consequences of the submitted application.
 - b. The sign permit application is substantially the same as an application previously denied by the planning manager, or the design review committee, or on appeal by the city council, unless:
 - i. Twelve months have elapsed from the date of the decision on the application, or
 - ii. New evidence of proof of changed conditions is furnished in the new application.
- C. Review by Design Review Committee. All applications for a sign approval except as permitted in subsection (A)(3) of this section shall be reviewed by the design review committee prior to the issuance of a land use clearance. The design review committee shall take action to approve, conditionally approve or deny the application at the next available design review committee meeting.
- D. Sign Review Criteria/Findings.
1. In reviewing a sign permit application the following criteria shall be considered:
 - a. The sign is in proportion to and visually consistent with the architectural character of the building.
 - b. There is no needless repetition, redundancy or proliferation of signage.
 - c. The sign does not obscure from view or unduly detract from existing signage.
 - d. The size, shape, color and placement of the sign and any lighting is compatible to and harmonious with the building which it identifies and with the area in which it will be located.
 2. If the sign permit application satisfies the above criteria and complies with the other provisions of this chapter, it shall be approved.
- E. Fees. A fee, as set by a resolution of the city council, shall be paid at the time of application to cover the cost of processing.
- F. Appeals. The applicant or any interested person may appeal decisions concerning sign applications as follows:
1. Appeals to the Design Review Committee. Any action regarding signs by the planning manager may be appealed by the applicant or any interested party to the design review committee. Said appeal shall be in writing, shall state the reasons for the appeal and shall be filed with the planning division within 10 calendar days of the decision. A hearing shall be held by the design review committee within 30 days of the date of the filing of the appeal.
 2. Appeals to the City Council. Any action of the design review committee may be appealed by the applicant or any interested party to the city council, pursuant to title 1, chapter 6 of this code.
 3. Judicial Review. An action of the city council is subject to judicial review under California Code of Civil Procedure section 1094.8. Any such action must be commenced no later than 90 days after notice of a city council decision.
- G. Expiration. An application which has been approved by for which no land use clearance has been issued, shall expire after six months from the date of approval. A six month extension may be granted by the planning manager if the application is in substantial compliance with the approved application.

§ 11-13-13 Modifications.

- A. Modification of Sign Sizes, Heights or Numbers. Signs that exceed the sizes, heights or numbers permitted in this chapter may be permitted when the design review committee finds that the proposed sign is harmonious in relation to the size and location of the building on which

it will be placed and the size and location of the area on which the building is constructed. Ground signs or pole signs, as allowed, that exceed sizes, heights and numbers permitted may be permitted when the design review committee finds that the proposed size, height or number is architecturally harmonious in relation to the size and location of the business, shopping center, or complex so long as the totals do not exceed 13 feet high and 50 square feet in sign area.

- B. Applications. Applications for modifications shall be made to the planning division on forms provided thereof. A list of necessary application materials shall be provided by the planning division. All applications shall contain the information as required by the planning manager. Applications shall be signed by the owner of the property on which the sign is to be placed or by the tenant of said property with a statement of consent to the approved modification signed by the owner of the property.
- C. Fee. A fee, as set by resolution of the city council, shall be paid with the application to cover the cost of processing.
- D. Hearing. The design review committee shall consider the application at a hearing. Notice of the time and place of the hearing shall be given by mail prior to the hearing to the applicant and the owner of the property, if not the applicant.
- E. Appeals. Any decision of the design review committee on a modification may be appealed by the applicant or any interested party to the city council, pursuant to title 1, chapter 6 of this code.

§ 11-13-14 Exceptions to sign standards.

- A. Exceptions to Sign Standards. Unusual site conditions or other design factors may warrant signs not otherwise permitted by these regulations.
- B. Applications. Applications for exceptions shall be made to the planning division on forms provided thereof. A sign permit application which includes a request for exceptions to standards established by these regulations is subject to design review committee and shall include the reasons for the request. All applications shall contain the information as required by the planning manager.
- C. Owner's Signature. Applications shall be signed by the owner of the property on which the sign is to be placed or by the tenant of said property with a statement of consent to the approved exception signed by the owner of the property.
- D. Fee. A fee, as set by resolution of the city council, shall be paid with the application to cover the cost of processing.
- E. Hearing. The design review committee shall consider the application at a hearing. Notice of the time and place of the hearing shall be given by mail prior to the hearing to the applicant and the owner of the property, if not the applicant.
- F. Findings for Approval of an Exception. Granting an exception to the sign regulations must be based on at least one of the following findings:
 - 1. There are exceptional or unusual circumstances applying to the property involved which do not apply generally to properties in the vicinity with the same zoning, such as, but not limited to:
 - a. The presence of a legal, nonconforming use;
 - b. Visual obstructions;
 - c. Unusual building location or setback;
 - d. Unusual building design, architectural style, or historic significance.
 - 2. The sign for which an exception is requested is a nonconforming sign that acts as a neighborhood landmark or focal point while not disrupting views of prominent community landscape features. When granting an exception, the design review committee shall require that as many nonconforming elements of the sign as possible be eliminated while allowing its basic form and character to remain.
 - 3. The exception is consistent with the intent and purpose of the sign regulations (see section 11-13-2 of this chapter) and will not constitute a grant of special privilege or entitlement inconsistent with limitations applied to other properties in the vicinity with the same zoning.
 - 4. The sign exception is for superior design and will not result in visual clutter and is

consistent with the intent and purpose of these sign regulations.

- G. Appeals. Any decision of the design review committee on an exception may be appealed by the applicant or any interested party to the city council, pursuant to title 1, chapter 6 of this code.

§ 11-13-15 Nonconforming signs.

A. Definitions.

Legally in Existence. Any sign which has a valid land use clearance or building permit on file with the city or county of Santa Barbara building department on or before the effective date of this chapter.

Nonconforming Sign. Every sign legally in existence on the effective date of: (1) the ordinance adopting this chapter; or (2) any ordinance amending this chapter which violates or does not conform to the provisions of such ordinance or any such amendment.

B. General Provisions. A nonconforming sign may not be:

1. Changed to another nonconforming sign, except for face changes.
2. Structurally altered. The removal of menu boards, neon signs and ancillary signs shall not be deemed a structural alteration.
3. Expanded.

C. Removal.

1. Any sign installed after the effective date of: (a) the ordinance adopting this chapter; or (b) an ordinance amending this chapter which does not comply or does not have the required land use clearance or building permit, is an illegal sign. Such signs shall be removed or made to conform within 10 days of written notice from the planning division.
2. Any sign erected on or before the effective date hereof which does not have a valid land use clearance or building permit on file with the city or the county of Santa Barbara building department, is an illegally erected sign. Such signs shall be removed or made to conform to the provisions of this chapter within one year of the date of written notice from the planning division or immediately upon change of use, owner or lessee of the premises.
3. A sign which does not conform to the provisions of this chapter, but which was legally erected and was maintained on or before June 12, 1980, and which did not conform to the regulations in effect at that time, shall be removed or made to conform within one year after written notice from the planning division, or immediately upon change of use, owner or lessee of the premises.
4. Exceptions to the provisions of this section shall be granted by the design review committee upon the application of any owner of an on site sign who presents substantial evidence showing the following:
 - a. There are exceptional circumstances applicable to the property on which the nonconforming sign is located, including size, shape, topography, location or surroundings, which make it practically impossible to effectively identify the property to the public if strict application of all the provisions of this chapter is required; or
 - b. The sign possesses unique features which make it a significant part of the historical heritage of the area in which it is located.
5. Denial of a request for an exception may be appealed pursuant to the provisions of title 1, chapter 6 of this code.
6. A relocated sign shall be considered a new sign.

§ 11-13-16 Noncurrent, abandoned or unsafe signs.

A. Noncurrent and Unsafe Signs.

1. Noncurrent. Any sign, including its supporting structure, which no longer identifies the current occupant or which otherwise fails to serve its original purpose after a lapse of three months shall be deemed to be a public nuisance and shall be removed by the owner of the property on which it is located upon 10 days' written notice by the planning division.
2. Unsafe. Any sign that, in the opinion of the city building official, is unsafe or insecure, shall be deemed a public nuisance and shall be corrected or removed, together with any

supporting structure, by the owner of the property on which the sign is located, within 10 days' written notice by the city building official or planning division.

3. Failure to Abate. In the event the property owner has not begun removal of the sign and its supporting structure within the time limits set forth in subsections (A)(1) and (A)(2) of this section the planning manager shall cause to be filed for recordation with the county recorder, a notice of intention to record a notice of order to abate describing the real property, naming the property owner thereof, describing the violation and giving notice of a city council hearing. The building official shall give written notice by personal delivery or mail to the property owner that the city intends to carry out the removal of the sign and supporting structure and have the cost of said removal be made a charge against the property owner and lien against the property, unless the sign is removed, repaired or reconstructed so as to eliminate the condition that is in violation of this chapter. The building official shall also advise the property owner that he or she has a right to a scheduled hearing before the city council for the purpose of final determination that the sign is "noncurrent" or "unsafe" as defined under this section. Said hearing shall begin no later than 30 days after the date of personal delivery or mailing of the notice and may be continued by the city council.
- B. Findings. Upon completion of the hearing, the city council shall find as to the fact that the sign is a noncurrent or unsafe sign and upon such fact being found shall determine that the sign shall be removed, repaired or reconstructed by the property owner within a prescribed time or the city shall cause the sign and supporting structure to be removed. Said determination shall be made based upon the evidence presented and a report from the planning manager regarding the existing condition of the sign, the estimated costs of repair, reconstruction and/or removal. If the city council makes such determination, written findings and an order shall be approved. After said hearing, the city clerk shall cause to be filed for record a notice of order to abate with the county recorder and shall give all parties who have a recorded interest in the property notice of such recordation by mail.
- C. Duties of Public Works Director. The public works director shall, after completion of the hearing and approval of the findings by the city council that the sign is noncurrent or unsafe and after the failure of property owner to remove, repair or reconstruct the sign within the prescribed time set forth in the necessary services by contract, dispatch city forces to carry out the removal of the sign and its supporting structures as directed by the city council. A record shall be kept of all costs incurred by the city, including time spent for the preparation of plans and the supervision of the work to carry out the removal of the sign and supporting structure. Upon completion of said efforts, the public works director shall file a report with the city council as to the costs incurred. The property owner shall be provided a copy of said report, notice of a hearing before the city council, and an opportunity to appear before the city council to be heard regarding the reasonableness of the costs incurred by the city.
- D. Costs Borne by Property Owner. Upon completion of the hearing before the city council as to the reasonableness of the costs, the city council shall determine the reasonable costs incurred by the city to remove the noncurrent sign and the property owner shall be advised of said amount which shall be due and payable to the city. Upon request of the property owner, the city may agree to a mutually acceptable payment schedule.
- E. Lien. In the event the amount to be due and payable to the city is not paid within 30 days after the determination by the city council or as otherwise agreed, said amount shall become a charge against the property involved. The public works director shall thereafter cause the amount of said charge to be recorded on the assessment roll as an assessment and lien against and upon the property. Any portion of said assessment remaining unpaid after the due date for payment thereof shall be subject to the penalties and proceedings then in effect for property taxes due within the city.
- F. Interest Charges. The city shall be entitled to interest at the rate applicable for unpaid taxes on all costs incurred by the city as determined pursuant to subsection D of this section.

§ 11-13-17 Enforcement and penalties.

- A. Planning Manager to Enforce. It shall be the duty of the planning manager to enforce this chapter with respect to all signs existing on the effective date of this chapter, and to all signs

constructed, maintained, displayed or altered after the effective date of this chapter, and for any signs installed contrary to the approved plans or to any conditions imposed by the design review committee.

1. Every sign erected in the city shall be subject to inspection by the planning manager to ensure compliance with all provisions of this chapter or city building official to ensure compliance with all applicable building codes.
 2. The planning manager shall conduct an inventory of all signs in the city for the purpose of identifying signs that are illegal or unlawfully installed and signs that are noncurrent, abandoned or unsafe.
 3. The planning manager shall have the right to enter upon any premises upon which any sign has been erected to enforce compliance with the provisions of this chapter and to cause the removal of any sign maintained in violation of this chapter.
- B. Penalties. Any person who violates the provisions of this chapter shall be subject to the penalties described in title 1, chapter 3 of this code or an administrative citation as described in title 6, chapter 5, article A of this code.

§ 11-13-18 Overall sign plans.

- A. Overall Sign Plans Outside Village Area. Overall sign plans outside the village area for shopping centers, office complexes and industrial centers shall be as follows:
1. For each business, one wall sign shall be permitted on each frontage.
 - a. For a dominant building frontage (see definition of "building frontage") the sign shall not exceed one-eighth (1/8) of the square footage of the building façade of that portion of the first floor occupied by the business and upon which the wall sign is to be located, or 24 square feet of sign area.
 - b. For a subordinate building frontage (see definition of "building frontage") the sign shall not exceed one-sixteenth (1/16) of the square footage of the building façade of that portion of the first floor occupied by the business and upon which façade the wall sign is to be located or 12 square feet of sign area.
 2. For places of public entertainment where the public attraction is constantly changing, e.g., theaters and auditoriums, changeable copy may be used on wall signs and wall signs may exceed the permitted size if so determined by the design review committee.
 3. One under canopy sign or façade sign for each business having an entrance under or offering service under the canopy or arcade shall be permitted. If there is no canopy or arcade, a projecting sign for each business may be permitted.
 - a. Under canopy, arcade or projecting signs shall not exceed six square feet in sign area. The design review committee may approve a larger or smaller sign if it is determined that such signs are architecturally harmonious in relation to the size and location of the building area occupied by the business and the center for which the overall sign plan is proposed.
 - b. The lower edge of the sign must be at least seven feet above finished ground level.
 4. One ground sign for each center shall be permitted as follows:
 - a. The center shall have a street frontage of at least 75 feet.
 - b. The ground sign shall only identify the center and may not advertise or identify any business or service conducted or merchandise sold within the center.
 - c. No changeable copy may be used.
 - d. The ground sign shall not exceed 50 square feet of sign area.
 - e. The height of the ground sign shall not exceed six feet six inches. Height shall be measured from the top of curb of the improved portion of the public right-of-way to which the property has access and more specifically, from that point which is closest to the sign.
 - f. No part of the sign or sign structure shall project over the street right-of-way.
 - g. The base of the supporting structure shall be at least two feet from the street right-of-way line and shall be included into sign area calculations. Locations at corners must be approved by the city engineer for site visibility and safety.
 - h. Prior to the issuance of a sign permit, ground signs on corner street intersections

shall be approved by the city engineer to ensure the placement of the sign will not adversely affect traffic or pedestrian safety.

- i. More than one ground sign, a larger sign, or a higher sign, may be permitted if approved by the design review committee as a modification, pursuant to section 11-13-13 of this chapter.
 5. Directory signs may be provided for each entrance to the center. Each sign on the directory may be up to two square feet. A maximum of two descriptive words and a directional arrow is permitted.
 6. Awning signs may be permitted in accordance with section 11-13-10(D) of this chapter.
- B. Overall Sign Plans Within Village Area. Overall sign plans are required for shopping complexes inside the village area. Such signs shall conform with section 11-13-8 of this chapter.

§ 11-13-19 Definitions.

For the purpose of this chapter, the following words and phrases shall have the meanings respectively

Accessory Sign. A separate unit displaying information (e.g., customer parking, upstairs, caution, open, shops, etc.) which is not attached to or supported from any other sign and not made a part thereof.

Animated Sign. A sign with action or motion, whether by flashing lights, color changes, wind, rotation, movement of any parts of the sign or letters or parts of the sign structure, or other motion.

Arcade. A permanent roofed structure, attached to the building, projecting over public and/or private property, and partially enclosed and supported by supports located on public property.

Arcade Sign. See definition of Under Canopy Sign.

Architectural Feature. Any reveal, window frame, recessed area, door, detail, surround or other feature that is part of any building, or is a specific element of a recognized historical style of architecture.

Architectural Projection. A projection not intended for occupancy and which extends beyond the face of an exterior wall or roof of a building, but not including signs.

Awning Sign. Any sign or graphics attached to, painted on, or applied to the valance of a canvas awning.

Banner. A bunting or other flexible sign characteristically supported at two or more points and hung on a building or otherwise suspended down or along its face, or across any public streets of the city. The banner may or may not include copy or other graphic symbols.

Bench Sign. Any Sign Painted Or Engraved On Or Otherwise Attached To A Bench. **Billboard.** A freestanding off-premises sign.

Building Façade. That portion of any exterior elevation of a building extending from grade to the eaves or the top of the parapet wall and the entire width of the building elevation.

Building Frontage. The width of any face of a building.

1. **Dominant Building Frontage.** The principal frontage of a building where its main entrance is located or which faces the street on which its address is located.
2. **Subordinate Building Frontage.** Any frontage other than the dominant frontage. **BUSINESS SIGN.** An on-premises sign.

Business Specific Information. Information that describes either the goods or services that are provided, or how one may contact that business (i.e., street addresses, websites, and/or phone numbers).

Canopy. A permanent roof structure which may be supported in whole or in part by a building.

Canopy Sign. See definition of Under Canopy Sign.

Chalkboard Sign. A changeable copy sign made up of a smooth, hard panel for writing on with chalk. Usually green or black. Does not include dry erase boards.

Changeable Copy Sign. A sign so constructed that the copy can be readily changed by use of movable or erasable letters or symbols.

Civic Event. A citywide event or public gathering sponsored by a governmental, community, or special interest group for the direct benefit or temporal good of the community and/or city of Solvang. Designated civic events include Julefest, Danish Days, Fall Fest, Third Wednesday, Oktoberfest, Fourth of July, or any other event designated a civic event by the city manager.

Civic Event Sign. A sign, other than a commercial sign, posted to advertise a noncommercial, not for profit organization or event that directly benefits the community and/or city of Solvang, as determined by the planning manager (see section 11-13-4(A) of this chapter).

Commercial Sign. Any physical form of visual communication, including any object with or without any lettering, a symbol, logo or banner, other than a mural, which is intended to attract attention to a commercial activity, business, commodity, service, entertainment or attraction sold or offered, and which is to be viewed from public streets, public parking areas or private exterior areas. It shall include all parts, portions, units and material composing same, together with illumination, frame, background, structure and support and anchorage thereof.

Commercial Mascot. A person or animal attired or decorated with commercial insignia, images, costumes, masks or symbols, and/or holding signs displaying commercial messages, when a principal purpose is to advertise a commercial enterprise. This definition includes sign twirlers, sign clowns, sign spinners, and human sandwich board signs. Also known as living signs.

Construction Sign. A temporary sign placed in advance of occupancy of a building or structure indicating the name of the building or structure, the architects, the contractors and other information regarding the building or structure.

Courtyard. A building designed in such a manner as to have an interior court surrounded by three or more sides.

Danish Art. A generic Danish symbol such as a flag, shields or similar art incorporated into the design of a sign, which does not identify the type of business, product sold or copyright symbol and contributes to the village theme.

Design Review Committee. A committee appointed by the city council whose function is to review and approve, conditionally approve or deny all sign applications.

Directional and Informational Sign. A sign designed to guide or direct pedestrians or vehicles.

Directory Sign. A group of signs clustered together in a single structure or compositional unit which directs attention to a business, industry, profession or service conducted on the premises where the sign is displayed. This sign is used to direct attention to several occupants of the same building, shopping center, or complex.

Display Case. A case, cabinet or other device having a window of glass or other transparent material, or opening, access to which is made from other than within a structure or building, and is attached to a wall or structure. Such case shall not be portable.

District. An area designated by a zoning ordinance of the city to be subject to certain land use regulations (a.k.a. zone district).

Double Face Sign. A sign limited to two display surfaces containing the same copy, backed against, parallel to, and not more than 18 inches between each other, one face of which is designed to be viewed from one direction and the other face from the opposite direction. Both identical sides shall be counted only once for the purposes of determining sign area.

Eave. That portion of the roofline extending beyond the building wall, a canopy attachment on the wall having the simulated appearance of an eave, or the lowest horizontal line of any roof.

Erect. To build, construct, attach, hang, place, suspend, affix or fabricate, which shall also include painting of wall signs and window signs or other graphics.

Exterior Lighting. Artificial illuminating devices, outdoor fixtures, lamps and other similar devices, permanently installed or portable, used for flood lighting, general illumination or advertisement.

Face Change. Alteration of wording and/or advertising information, including logos, on an existing sign structure, where no change to size, height, and structural content of support of sign is made.

Farm Organization Sign. A sign used only for the purposes of indicating membership in a farm organization, such as Cattlemen's Association, 4-H Club, Farm Bureau.

Feather Flag. Portable, vertical commercial flags typically made of lightweight cloth and attached to tall flexible poles. Also known as bow feather flags, feather banners, flutter flags, or teardrop flags.

Flag. A piece of fabric of distinctive design that has characters, letters, illustrations or ornamentation, including logos, applied to cloth, paper, fabric, or other lightweight material, with only such material for backing and is usually, though not required to be, displayed hanging from a pole, staff or halyard to which it is attached by one edge or by certain points along one edge and suspended so as to be actuated by wind currents. Flags include pennants and feather flags.

Flat Silhouette Cutout Sign. A flat sign constructed of wood or metal depicting a figure, shape or character which symbolizes the spirit of the business which it represents and displays necessary or legal information (see section 11-13-7(A)(17) of this chapter).

Freestanding Sign. See definition of Ground Sign.

Fully Shielded. Outdoor light fixtures with a solid barrier that emit no light rays above the horizontal plane and effectively obscure the visibility of the lamp.

Fundraising Event. An event sponsored by a business to generate publicity or raise money for a nonprofit or charitable organization, or an event sponsored by a nonprofit or charitable organization.

Fundraising Event Sign. A commercial sign advertising a fundraising event (see section 11-13-11(B) of this chapter).

Gate or Entrance Sign. A sign attached to an entrance gate or entrance structure to a residential building site or residential subdivision, or commercial complex, which identifies the site, subdivision or complex.

Governmental Sign. A sign required to be maintained or posted by law or governmental order, rule or regulation.

Ground Sign. Any sign advertising goods manufactured, produced or sold or services rendered on the

premises upon which the sign is placed, or identifying in any fashion the premises of any owner or occupant, which is an integral part of a landscaped planter, and which is supported by one or two posts offset to one side from the center of a solid base, the total height of which does not exceed six feet six inches above grade, measured at the edge of the public right-of-way, or six feet six inches above the base of the sign structure when the grade of the public right-of-way is at least three and one-half (3-1/2) feet lower than the natural grade at the base of the sign, whichever is higher. In no case shall an artificial grade be established for the sole purpose of placing a sign at more than six feet six inches above the grade at the edge of the public right-of-way.

Hanging Sign. A sign attached to and located below any eave, roof, canopy, awning or arcade. (Also see definition of Under Canopy Sign.)

Hazard Warning Sign. A sign warning of construction excavation or similar hazards as long as the hazard exists.

Interior Courtyard Sign. Any sign within a courtyard wall or cluster of shops, which is open to the sky and is open to the public, but not necessarily visible from the public right-of-way.

Kiosk. A small, freestanding structure permanently affixed to the ground, requiring a building permit, which may have one or more surfaces used to display temporary advertising signs.

Letter Height. The height of a letter from its bottom to its top including any applied shadow line.

Lighted Sign.

1. A sign which illuminates each sign face from a lighting source outside the sign itself.
2. An interior lighted sign where the background is opaque (nonglare matte finish), the lighting source is not directly visible and light is emitted through the letters only. The thickness of the sign shall not exceed 18 inches.
3. Pinned off letter with lighting source emitted from behind the letter and reflected from the wall surface. The lighting source shall not be visible.

Logo Sign. Prefabricated or custom made signs bearing a brand name, registered trademark or logo. Logos are restricted to 40% of the total area for each sign.

Lumens. Amount of light emitted by a lamp (light bulb).

Marquee. A permanent roof structure attached to and entirely supported by a wall of a building, having no connection or relationship with the roof of the building to which it is attached.

Marquee Sign. Any sign that is an integral part of a marquee.

Menu Display Case. A permanently affixed structure or case that displays the menu for primary food/beverage businesses, behind glass or plastic (see section 11-13-10(H) of this chapter).

Mobile Sign. A sign on a vehicle advertising goods, service or entity other than that for which the vehicle is principally used.

Monument Sign. See definition of Ground Sign.

Mural. A painting or picture applied to and made part of a wall which may be pictorial or abstract, and is characteristically visually set off or separated from the background by color or architectural

environment.

No Trespassing Sign. A sign prohibiting or restricting access to property.

Noncivic Event. A for profit special event sponsored by a business.

Noncivic Event Sign. A commercial sign advertising a for profit special event directly benefiting the business at which the sign is located (see section 11-13-11(A) of this chapter).

Noncommercial Sign. Any physical form of visual communication, including any object with or without any lettering, a symbol, logo or banner, which is intended to convey a noncommercial message of social, educational, agricultural, religious or charitable commentary.

Off-Premises Sign. A commercial sign not located within the shopping complex or center occupied by the business or entity indicated or advertised by said sign.

Office Complex. A group of contiguous businesses, which employ a homogeneous design theme as a common perimeter treatment.

Official Sign. An official federal, state, and/or local sign and notice issued by any court, person or officer in performance of a public duty.

On-Premises Sign. A sign containing copy relating only to the business, product, service or activity conducted or sold within the shopping complex or center as that on which the sign is located.

Open House Sign. A temporary sign identifying an open house location.

Outdoor Decoration. Any decoration, embellishment or ornament used as an attention getting device, including, but not limited to: fabric, plastic, wood, balloons, paper, metal or merchandise.

Parapet. A low wall or railing used to protect the edge of a roof, also called a parapet wall.

Parapet Sign. Any sign or other graphic attached to a parapet, ramada, or other similar structure.

Parking Lot/Directional Sign. A sign meant to direct traffic or provide directional information within a parking lot.

Pennant. A small, usually triangular or rectangular flag, or multiples thereof, individually supported or attached to each other by means of a string, rope or other material and meant to be stretched across or fastened to buildings, or between poles and/or structures.

Pergola. A structure usually consisting of parallel colonnades supporting an open roof of girders and cross rafters, also known as an arbor or trellis.

Pergola Sign. A Sign Attached To The Cross Rafters Of An Arbor, Trellis, Or Pergola.

Permanent Sign. A sign not specifically designated as being temporary.

Planning Manager. The planning manager as defined in section 2-1-3 of this code.

Pole Sign. Any sign, other than a ground sign, which is supported by a raised planter at least 18 inches in height, erected on one or more upright(s) supported from the ground, the height of which is greater than six feet six inches and no higher than 13 feet above grade at the edge of the public right-of-way, and which is not part of any building or structure other than a structure erected solely for the purpose of

supporting a sign (see section 11-13-10(K) of this chapter).

Political Sign. A sign promoting, advertising, or identifying a political party, candidate or issue.

Portable Sign. Any sign designed or constructed in such a manner that it can be moved or relocated without involving any structural or support changes and not affixed to the ground or to a building or structure affixed to the ground, for example, a sandwich board.

Primary Food/Beverage Business. The primary business is such that at least 51% of the establishment's square footage is dedicated to the serving of a food or beverage, such as: wine tasting rooms, coffee shops, restaurants, and other uses as is found to be of similar character as determined by the planning manager.

Product/Operating Information Sign. A sign which identifies only the product contained therein, or displays operating instructions (e.g., gasoline pumps, newsracks).

Projecting Sign. Any sign which projects from and is supported by a wall of a building with the display surface of the sign perpendicular to the building wall.

Raised Planter. A structure which is used as the base for a ground sign and contains fresh flowers and other plants. Such planter shall be a minimum of 18 inches in height, and shall not be included in the square footage calculations for the sign.

Real Estate Sign. A sign which indicates that the property is for sale, rent, or lease.

Residential Identification Sign. A sign identifying the location of a residence.

Roof. The cover of any building, including the eaves and similar projections. Eyebrows, false roofs on store-fronts, coverings on or over oriels, bay windows, canopies and horizontally projecting surfaces other than marquees shall be considered roofs.

Roof Sign. Any sign any part of which is on or over any portion of any roof, eave or parapet of a building or structure.

Safety Sign. A sign used only for the purpose of identifying and warning of dangers such as slow, blind exit, turn off your motor, no smoking, sound horn, children playing and beware of dog.

Shopping Center. A retail commercial center outside the village area.

Shopping Complex. A group of retail commercial businesses within the village area, planned, developed, managed and maintained as a unit; with or without common off-street parking provided to serve all uses on the property.

Sign. Any device, except flags, and all parts thereof, including all supporting structures, and any applied or projected image, which is used: (1) to advertise businesses, products, goods, services, or otherwise promote the sale of objects or identify objects for sale; (2) to identify, to direct or to inform persons concerning businesses, areas, entities, services or dangers; or (3) to attract attention to the premises or other signs of a particular business or entity, including, but not limited to, flares, flashing lights, color changes, bunting, or other moving objects.

Sign Area. The area of the entire sign in square feet (see section 11-13-7(C)(1) of this chapter).

Sign Structure. Any structure which supports any sign. Sign support structures shall not be included in the calculations for sign area.

Sign Verbiage. Language on signs shall serve primarily to identify the legal name of the establishment, organization, or business on which they are placed. Websites, telephone numbers, and other business specific information and/or descriptions of services/goods provided may be included, provided they comply with section 11-13-7(A)(1) of this chapter.

Street Frontage. The footage of the property that abuts an improved street or streets open to public use to which the property has access (see section 11-13-7(C)(2) of this chapter).

Street Identification Sign. A street name and/or address stamped or painted on a curb.

Symbol Sign. A symbol displaying a representation of the business, activity or type of merchandise sold within the building. Also known as a guild sign.

Temporary. A period of time not exceeding seven consecutive days in one month unless otherwise specified.

Temporary Festival. A short-term citywide festival or celebration that recurs at regular intervals (e.g., Danish Days, Julefest, etc.).

Temporary Festival Decoration. The temporary outdoor display or decoration to celebrate a recognized citywide festival or celebration. Such decorations shall not be erected prior to 30 days before the event, or remain longer than seven days after the date of the event. Such decorations shall not be located in, or project into, the public right-of-way.

Temporary Sign. A sign intended to advertise community or civic projects, construction projects, real estate for sale or lease, the opening of a new business or other special events.

Time of Day and/or Temperature Sign. A changeable copy sign which indicates only the current temperature and/or time.

Traffic Safety Signs. A traffic control and directional sign or device erected by local, county or state government.

Umbrella Sign. Any sign or graphic attached to, painted on, or applied to, the fabric of an umbrella (see section 11-13-10(I) of this chapter).

Under Canopy Sign. A sign attached to the underside of a canopy or arcade.

Utility Sign. A sign erected by a public utility or common carrier to warn of dangers.

Village Area. As defined in the design review committee guidelines as approved by the city council and with the zoning designation of VMU.

Wall Sign. A sign affixed in any manner to any exterior wall of a building or structure and which is parallel to and projects not more than six inches at all points from the building on which it is located.

Window Lettering. The name of the business or establishment painted directly on the inside or outside surface of a glass window pursuant to section 11-13-10(E) of this chapter. Only the name of the business and/or logo is permitted, and is calculated into the allowable square footage maximums.

Window Painting. A border type design painted directly on the inside or outside surface of a glass window, pursuant to section 11-13-7(A)(19) of this chapter. Requires design review committee review and approval. Shall not be included into the allowable square footage maximums.

Window Sign. Any sign printed, attached, glued or otherwise affixed to or behind a window within the display area or within four feet, whichever is greater, and designed to be viewed from adjoining streets, walkways, malls or parking lots available for public use.

§ 11-13-20 Flag regulations.

- A. Purpose. Without adequate regulation, flags may endanger the public, distract drivers, create confusion, and foster a negative image of the city on the part of the public. An excessive number of flags can damage view corridors, diminish property values, and detrimentally effect the quality of life of city residents and visitors. The city also relies on the old-world Danish design theme to attract tourism and commerce. These regulations are intended to provide flag standards that advance the city's interests in traffic safety, community aesthetics, and economic development.
- B. Applicability.
 - 1. This section includes the standards applicable for all flags in the city;
 - 2. Sections 11-13-1 through 11-13-15, and 11-13-18 of the Solvang Municipal Code shall not apply to flags, as that term is defined in section 11-13-19;
 - 3. This section shall apply to all property and land within the jurisdiction of the city of Solvang.
- C. Permit Required. Except for flags stated in subsection D of this section, it is unlawful for any person, firm, or corporation to construct, erect, install, affix, alter, modify, relocate, display or allow a flag to exist on any property or land within the jurisdiction of the city of Solvang, without obtaining a permit for such flag in conformance with this section.
- D. Exemption. Flags meeting the following requirements are exempt from this chapter and do not require a flag permit:
 - 1. Flags that meet the requirements of this chapter in residential zones;
 - 2. Flags approved as part of a special event;
 - 3. Temporary flags approved as part of civic events for the duration of the civic event.
- E. Prohibited Flags.
 - 1. All pennant and feather flags.
 - 2. Any flag with a structural shape that has an interior volume when articulated by the wind, including a device commonly known as a windsock and all similar such structural flags.
- F. Application Requirements. Any person, firm or corporation desiring to construct, erect, install, affix, alter, modify, relocate, display, or allow to exist, a flag, other than flags exempt under subsection D, shall submit a flag permit application, supporting information, and submittal fee to the planning division.
 - 1. The application form and list of required supporting information shall be provided by the planning division.
 - 2. The application fee shall be set by resolution of the city council.
 - 3. If an exception pursuant to subsection K to the flag standards is requested, the application shall include the reasons the exception is requested and, if a tenant of a

property is the applicant, include a signed statement of consent to the exception by the owner of the property.

G. Application Processing.

1. The planning division staff shall review the flag permit application supporting information and determine completeness. Applications for flags may be submitted as part of an application for signs.
2. No flag application will be accepted if any of the following provisions apply:
 - a. The flag has been installed in violation of the provisions of this chapter and the application does not include an affidavit signed by the property owner providing that the flags will be brought into conformance regardless of the consequences of the submitted application.
 - b. The flag permit application is substantially the same as an application previously denied by the planning manager, or the design review committee, or on appeal by the city council, unless: (i) 12 months have elapsed from the date of the decision on the application; or (ii) new evidence of proof of changed conditions is furnished in the new application.

H. Planning Manager Review. The planning manager shall take action to approve, conditionally approve or deny all applications for a flag permit. Notwithstanding the foregoing, the planning manager shall refer any flag application requesting an exception pursuant to subsection K to the design review committee. In lieu of denial of an application, the planning manager, in their discretion, may refer a sign application to the design review committee.

I. Design Review Committee Review.

1. The design review committee shall review and take action to approve, conditionally approve or deny all flag permit applications requesting an exception pursuant to subsection K.
2. The design review committee shall consider flag permit applications requesting an exception to the flag standards at a public meeting and provide notice of the time and place of the meeting to the applicant and the owner of the property, if not the applicant.

J. Standards for Flags and Required Findings. The planning manager shall approve a flag application if the planning manager finds the requested flags meet the following standards:

1. Number of Flags. When mounted with separate brackets affixed to a building, or directly affixed to a building with some other mounting device acceptable to the planning manager, no more than two flags of any mounting method shall be allowed per building. No more than two in-ground flag poles may be erected per lot.
2. Maximum Size of Flags. The flag, or two flags collectively, permitted per building shall not exceed 40 square feet in size or the maximum square footage in size the planning manager determines is proportional to the size of the in-ground pole, building mounted bracket, or other mounting device proposed by the applicant such that the flag(s) will be safely affixed, whichever is smaller.
3. Mounting. Subject to the limitations in subsection (J)(1), flags may be mounted on in-ground flag poles, separate brackets affixed to a building, or directly affixed to a building with some other mounting device acceptable to the planning manager.

4. Maximum Height.
 - a. In-ground flag poles shall not exceed 39 feet from the natural grade.
 - b. Brackets affixed to a building shall not protrude more than four feet laterally from building and shall be affixed to the building at a height such that no portion of the flag or mounting device shall extend higher than the roofline of the building.
 - c. Flags affixed to a building with some other mounting device acceptable to the planning manager shall be affixed at a height such that no portion of the flag or the mounting device extends higher than the building roofline.
 5. Avoidance of Obstruction.
 - a. No portion of any flag shall block windows, doors or touch the ground.
 - b. Flags shall not obscure the view of existing permitted signs or flags.
 - c. Flags shall be mounted on buildings, either directly or on brackets, so as to provide a minimum of seven feet of clearance between the bottom of the flag and any walkway or passageway.
 6. Included in Maximum Sign Square Footage. Flags shall be included in and count toward the maximum square footage of signs allowed in sections 11-13-8 and 11-13-9.
 7. Lettering. Any lettering shall not exceed eight inches height.
 8. Illumination. Flags may be illuminated in compliance with section 11-12-18 of this code.
- K. Exceptions to Flag Standards. Flags that do not meet the standards of this section may be permitted if the design review committee makes both of the following findings:
1. The specific standard(s) of this section for which an exception is requested, cannot be met due to exceptional or unusual circumstances applying to the property involved which do not apply generally to properties in the vicinity with the same zoning, such as, but not limited to, the presence of a legal, nonconforming use; visual obstructions; unusual building location or setback; or unusual building design, architectural style, or historic significance and all other applicable standards of this section are met.
 2. The exception is content-neutral, based on objective criteria, consistent with the intent and purpose of the flag regulations and will not constitute a special privilege or entitlement inconsistent with the limitations applied to other properties in the vicinity with the same zoning.
- L. Appeals. Appeals shall be in writing and filed with the planning division within 10 calendar days of the decision being appealed. The applicant or any interested person may appeal decisions concerning flag applications as follows:
1. Appeals to the Design Review Committee. A decision by the planning manager on a flag application may be appealed to the design review committee. A hearing shall be held by the design review committee within 30 days of the date the appeal was filed.
 2. Appeals to the City Council. Any decision on a flag application, whether an initial decision or on appeal from the planning manager, may be appealed to the city council pursuant to title 1, chapter 6 of this code.

3. Judicial Review. An action of the city council is subject to judicial review under California Code of Civil Procedure section 1094.8. Any such action must be commenced no later than 90 days after notice of a city council decision.
- M. Expiration. An approved flag application associated with a land use application shall expire after six months from the date of approval if no land use approval has been issued. The planning manager may grant a six-month extension if the applicant is in substantial compliance with the approved application.
 - N. Noncurrent, Abandoned or Unsafe Flags. Section 11-13-16 shall apply to all noncurrent, abandoned or unsafe flags.
 - O. Enforcement and Penalties. Section 11-13-17 shall apply to all flags in the city. Any person, firm or corporation with existing flags erected, installed, affixed, displayed or otherwise existing on property shall come into compliance with this Section 90 days from the effective date of the ordinance codified in this section.