



AGENDA

SOLVANG DESIGN REVIEW COMMITTEE THURSDAY OCTOBER 16, 2025 5:00 PM REGULAR MEETING

Committee Members:

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

1644 Oak Street, Solvang, CA 93463
Virtual & in Council Chamber

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 distributed to a majority of the City Council after the posting of the agenda will be made available at City Hall and on the City’s website.

AGENDA POSTING NOTIFICATION - Subscribe to receive email or text message notifications when agendas are posted online through “Notify Me” at: <https://www.cityofsolvang.com/List.aspx>

PUBLIC COMMENT - The public is encouraged to address the City Council in-person, virtually, or in-writing on agenda and non-agenda items. If provided in writing, comments must be submitted to the City Clerk at cityclerk@cityofsolvang.com by 5:00 p.m. on the Friday before the meeting to be considered. Your comment will be recorded and distributed appropriately. Comments on agenda items will be heard at the time each item is considered, including non-agenda items. In-person speakers will be invited to make public comments first. Virtual speakers will follow.

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 City Clerk at either (805) 688-5575 x206 or cityclerk@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 to participate by phone or text only.

PARTICIPATING IN THE MEETING – Design Review Committee meetings will be in person and conducted by video/teleconferencing through Zoom. The meeting 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 the meeting.

5:00 PM REGULAR MEETING

1. PRELIMINARY MATTERS

CALL TO ORDER

ROLL CALL

PLEDGE OF ALLEGIANCE

APPROVE THE ORDER OF THE AGENDA

2. CONSENT ITEMS

Items on Consent are typically routine and will be approved in one motion. The Chair will call on anyone wishing to address the Committee on any Consent item on the agenda, which has not been pulled by the Committee for discussion. Each speaker will be permitted to speak only once and comments will be limited to a total of three minutes.

- a. Approve Minutes of August 21, 2025 Design Review Committee Meeting.
- b. Receive and file Community Development Department Major Projects List October 2025
- c. Approve a sign permit located at 1693 Mission Dr. Unit 1 (APN 139-143-025) for one (1) wall sign 6.5 square feet in size and one (1) projecting sign .75 square feet in size. The proposed project is categorically exempt from CEQA. (PA 25-045)
- d. Approve a sign permit located at 435 Alisal Rd. (APN 139-193-010) for one (1) projecting sign 3 square feet in size and one (1) wall sign 2.875 square feet in size. The proposed project is categorically exempt from CEQA. (PA 25-046)
- e. Approve a sign permit located at 608 Alamo Pintado Rd. (APN 139-530-008) for two (2) Wall signs, each 12 square feet in size. The proposed project is categorically exempt from CEQA. (PA 25-046)
- f. Approve a sign permit located at 595 Alamo Pintado Rd. (APN 139-540-015) for one (1) wall sign 4 square feet in size. The proposed project is categorically exempt from CEQA. (PA 25-045)

3. PUBLIC COMMUNICATIONS - NON - AGENDA

This section is intended to provide members of the public with the opportunity to address the Committee on items not on the agenda. This section is limited to 30 minutes. Each speaker will be afforded three minutes and may speak only once. State law does not allow the Committee to discuss or act on issues not on the agenda, except to briefly respond or to ask Staff to follow up on such items.

4. DISCUSSION

- a. Discussion and direction on proposed Sign Ordinance revisions (Title 11, Chapter 13)

5. COMMITTEE MEMBER COMMENTS

6. CITY STAFF COMMENTS

7. 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 October 10, 2025.



DESIGN REVIEW COMMITTEE STAFF REPORT

AGENDA ITEM: 2.a

MEETING DATE: October 16, 2025

SUBJECT: Approve Minutes of August 21, 2025 Design Review Committee Meeting.

PREPARED BY: Lisa Scherman, Assistant Planner

DISCUSSION:

Attachment A contains the minutes from the Design Review Committee's August 21, 2025 meeting for review and approval.

ALTERNATIVES:

The Design Review Committee can direct city staff to provide substantive corrections such as votes or absences.

FISCAL IMPACT:

None.

ATTACHMENTS:

A. Minutes of August 21, 2025 Design Review Committee Meeting.



**MINUTES
SOLVANG DESIGN REVIEW COMMITTEE
REGULAR MEETING**

August 21, 2025
Thursday
Regular Meeting – 5:00 p.m.

5:00 PM – REGULAR MEETING

1. PRELIMINARY MATTERS

CALL TO ORDER

Chair Jacobsen Bates called the meeting to order at 5:02 p.m. in the City Hall Council Chamber, 1644 Oak Street, Solvang, California.

ROLL CALL

Present: Committee Members: Melissa Bates, Charlene Goetz, Jennifer Johnson, Vice Chair Richard Boyd, Chair Esther Jacobsen Bates

Staff: Community Development Director Rafael Castillo, Assistant Planner Lisa Scherman, Assistant City Attorney David Fleishman (via Zoom)

PLEDGE OF ALLEGIANCE

Member Johnson led in the Salute to the Flag.

APPROVE ORDER OF AGENDA AS PRESENTED

Motion by Member Boyd, to approve the order of the agenda, as presented, seconded by Member Goetz, and carried 5-0.

2. CONSENT ITEMS

- a. **Approve Minutes of July 17, 2025 Design Review Committee Meeting**
- b. **Receive and file Community Development Major Projects List August 2025**
- c. **Approve a sign permit located at 1697 Copenhagen Dr. (APN 139-182-021) for one (1) wall sign. The proposed project is categorically exempt from CEQA (PA 25-038)**
- d. **Approve a sign permit located at 1693 Mission Drive, Building C Suite 4 (APN 139-143-025) for one (1) hanging sign. The proposed project is categorically exempt from CEQA. (PA 25-039)**
- e. **Approve a sign permit located at 1693 Mission Dr. Building C Suite 2 (APN 139-143-025) for two (2) hanging signs. The proposed project is categorically exempt from CEQA. (PA 25-037)**

There were no public comments on Consent Items.

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Motion by Member Boyd, to approve Consent Items as presented, seconded by Member Bates, and carried 5-0.

3. PUBLIC COMMUNICATIONS – NON-AGENDA

Chair Jacobsen Bates opened the public communications portion of the meeting.

There were no public comments and Chair Jacobsen Bates closed this portion of the meeting.

4. DISCUSSION

a. Discussion and direction on Color Palette for Design Handbook for the Village Design District (DD-1)

Assistant Planner Scherman narrated a PowerPoint presentation of the color palette for the Design Handbook for the Village Design District.

The DRC reviewed and voted for each of the colors presented and it was noted these are proposed colors for facades and trim will include another palette which the DRC will review.

Community Development Director Castillo reviewed next steps.

Chair Jacobsen Bates invited public comments.

There were no public comments on this item.

b. Discussion and Direction on Potential Sign Ordinance Amendments

Community Development Director Castillo narrated a PowerPoint presentation with details of potential Sign Ordinance amendments and reported that suggested comments will be reflected in future reports to the Planning Commission and City Council.

Discussion followed regarding permanent signs, clarification of acronyms for the various zones, deviation/alignment with current standards for each type of sign, allowing logos on awnings and linear foot versus square foot.

Chair Jacobsen Bates opened public comments.

Susan Bott, via Zoom, Save our Stars, We Watch

There were no other public comments.

Discussion followed regarding signage.

Chair Jacobsen Bates opened public comments.

Brian, 805 Signs

Susan Bogg, via Zoom, Save our Stars, We Watch

There were no other public comments.

Discussion continued regarding the sign ordinance.

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Chair Jacobsen Bates opened public comments.

Brian, 805 Signs
Susan Bott, via Zoom, Save our Stars, We Watch

There were no other public comments on this item.

Discussion regarding the sign ordinance continued.

Chair Jacobsen Bates opened public comments.

Susan Bott, via Zoom, Save our Stars, We Watch

There were no other public comments.

Community Development Director Castillo reviewed permanent window lettering.

Discussion followed regarding opening up the maximum height to not above the first story, unless there is a tenant-occupied space above the first story in which case window lettering will be allowed.

Chair Jacobsen Bates opened public comments.

Brian, 805 Signs
Susan Bott, via Zoom, Save our Stars, We Watch

Community Development Director Castillo reviewed the discussion and talked about projecting signs and changes made to the code.

Susan Bott, via Zoom, Save our Stars, We Watch

There were no other public comments.

Discussion continued regarding the sign ordinance.

Vice Chair Boyd left the meeting at 7:27 p.m.

5. COMMITTEE MEMBER COMMENTS

Member Bates asked for information regarding existing birdhouses in front of the old Rasmussen Building.

Chair Jacobsen Bates provided a brief history of the birdhouses throughout town and noted the majority have been removed.

Community Development Director Castillo reported there is nothing in the code that prohibits them.

6. CITY STAFF COMMENTS

Community Development Director Castillo reported topics that will be discussed during the DRC's meeting next month; provided an update on 1704 Mission and Site C and referenced upcoming project permit applications.

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Chair Jacobsen Bates requested a future discussion on a major projects review list and approval of consent items.

7. ADJOURNMENT

The meeting was adjourned at 7:47 p.m.

Respectfully submitted:

Rafael Castillo, Community Development Director



DESIGN REVIEW COMMITTEE STAFF REPORT

AGENDA ITEM: 2.b

MEETING DATE: October 16, 2025

SUBJECT: Receive and file Community Development Department Major Projects List
October 2025

PREPARED BY: Rafael Castillo, Community Development Director

DISCUSSION:

Attachment A contains the major projects under the jurisdiction of of the Community Development Department that is currently approved, in process, or under construction.

ALTERNATIVES:

None.

FISCAL IMPACT:

None.

ATTACHMENTS:

A. Community Development Department Major Projects



**CITY OF SOLVANG
COMMUNITY DEVELOPMENT – MAJOR PROJECT LIST
October 2025**

Project #	Applicant	Project Name	Address	APN	Zoning	Project Description	Project Status	Expiration Date
PROJECTS UNDER CONSTRUCTION – Building Division								
New Residential Units / Commercial Construction greater than 1,000 square feet								
LUP 22-266	Jensen Family Trust	New multi-family Development	420 Fifth Street	139-174-045	R-3	5 Unit multi-family development with 1 ADU	Building Permit Issued	12/21/2025
LUP 22-282	Solvang Senior Center	Solvang Senior Center	1745 Mission Dr	139-150-024	PI	Demolish existing structures and replace with a new 2 story, 5,640 sf commercial / office space	Building Permit Issued / Permit Revisions	01/27/2026
LUP 210223/ 210224/210221	Bella Vista SYV, LLC	Bella Vista	1875,1879,1883 Laurel	139-100-049,048,047	R-2	3 new SFR from an existing subdivision	Building Permit Issued	04/10/2026
BP 24-042	On Design LLC	1704 Mission Drive hotel	1704 Mission Drive	139-240-033	VMU	New 9 Unit hotel cottages and meeting space	Stop work Issued	01/20/2026
LUP 23-215	Romain	New ADU/ SFR addition	1618 Birch	139-233-002	R-2	1,031 SF detached ADU with a 691 SF addition to existing SFR with ancillary structures	Building Permit Issued	03/08/2026
BP 24-198	On Design LLC	Parking Lot re-configuration, re-striping, flat work	1693 Mission Drive	139-143-025	VMU	Re-configuration of parking lot, re-striping, and repair of existing flatwork, removal of existing landscaping and replacement of landscaping new trees.	Building Permit Issued	02/04/2026
LUP 23-284**	Gutierrez	New ADU	516 Fifth Street	139-132-016	VMU	New ADU and garage demo	Building Permit Issued	03/10/2026
BP 24-215	Schafer Family Trust	Minor Commercial TI	435 Alisal Road	139-193-010	VMU	Minor Commercial TI for new Thai Restaurant	Building Permit Issued	07/14/2026
BP 25-026**	Choi	JADU Garage Conversion	240 Third Street	139-222-006	R-2	Conversion of garage into JADU (deed restriction recorded)	Building Permit Issued	08/08/2026
BP 25-044**	Solvang Brewing Company	Minor Tenant Improvement: Kitchen Remodel	1547 Mission Drive	139-132-010	VMU	Commercial kitchen remodel due to fire damage	Building Permit Issued	10/19/2026
BP 25-054	Solvang Hospitality Management	Marlo Hotel Landscaping/Site Revisions	293 Alisal Rd	139-234-002	VMU	Exterior Site Revisions including landscaping, parking lot, trash enclosure, ADA accessibility	Building Permit Issued	11/15/2025



**CITY OF SOLVANG
COMMUNITY DEVELOPMENT – MAJOR PROJECT LIST
October 2025**

Project #	Applicant	Project Name	Address	APN	Zoning	Project Description	Project Status	Expiration Date
PROJECTS UNDER BUILDING PERMIT REVIEW – Development Review Team (Planning, PW, Utilities, SBC FD, Building) **denotes permits not requiring discretionary review per California Government Code and/or Solvang Municipal Code New Residential Units / Commercial Construction greater than 1,000 square feet								
BP 24-182**	Whitey	New SFR plus JADU	2002 High Meadow Road	139-520-019	R-1	New SFR plus JADU (deed restriction required)	Ready to Issue	01/11/2026
BP 25-085**	Arris Studios Architects	423 2 nd Adaptive Re-use/Mixed-Use	423 Second Street	139-191-007	VMU	Adaptive re-use conversion of commercial space to 2 new residential units and 500 sf of remodeled commercial	Out for Corrections	01/03/2026
BP 25-092**	On Design LLC	Minor Tenant Improvement: Dining, manufacturing, bathrooms	1693 Mission Drive	139-143-025	VMU	Interior tenant improvement for A 1,960 SF ice cream parlor including an ice cream production and ADA bathrooms	Out for Corrections	01/26/2026
BP 25-097**	Bates	Residential Conversion to ADU	727 Rosklide Rd	137-480-003	R-1	The conversion of the lower floor reducing illegally converted units from 2 to 1 unit.	Out for Corrections	01/31/2026
APPROVED ENTITLEMENTS – Planning Division								
LUP 180114	1420 Mission Drive LLC	New Hotel	1420 Mission Drive	137-590-010	VMU	New 11 Unit Hotel	Approved	11/06/2025
LUP 210183	Darkstar Development, LLC	670 Alamo Pintado Condos	670 Alamo Pintado	139-530-005	R-3	Condo Map 32 Unit Development	Approved	12/04/2025
LUP 22-011	Cearnal Collective	Sansum Clinic	1925 Windmill Ln	139-540-013,014	PO	New 30,000 sf medical/office building	Approved	2/06/2026
LUP 23-302	Lonnie Roy	LUCCA Market & Deli Amendment	1714 Mission Drive	139-240-034	VMU	Proposed additions to the existing structure along the existing drive thru.	Approved	04/07/2027
PA 24-003	Valeueven Fam / Power Trust	Valeueven Fam / Power Trust	700 Mesa Dr	137-750-014/137-120-083	PR	3 Parcel Lot Line Adjustment	Approved – PA 24-043	04/18/2027
PLANNING APPLICATIONS IN PROCESS – Planning Division								
LUP 23-242	Lots on Alamo Pintado LLC	Wildwood-SB 330 Application	N/A	139-530-001,002	R-3/R-1	Proposed 100 multi-family units with 20 affordable housing units with proposed State Density Bonus. Utilizing SB 330 application via CGC Section 65941.1	Applicant request project to be on hold	extended by applicant/city 3



CITY OF SOLVANG
COMMUNITY DEVELOPMENT – MAJOR PROJECT LIST
October 2025

Project #	Applicant	Project Name	Address	APN	Zoning	Project Description	Project Status	Expiration Date
PA 25-010	SBID, LLC	Denmarket Square Adaptive Re-Use	1693, 1697 Mission Drive	139-143-021,25	VMU	Lot Merger and Conversion of office/retail upstairs to 30 multi-family residential units	Incomplete. Awaiting Re-submittal	02/24/2026
PA 25-013	Alvarez	Alisal Cellars Night Club-CUP	448 Alisal Road	139-240-063	VMU	Conditional Use Permit (CUP) for proposed night club with indoor amplified music, no new construction.	Incomplete. Awaiting Re-submittal	03/14/2026
PA 25-019	Cottage Hospital	CUP Amendment	2050 Virborg Road	139-310-051	OP	CUP amendment for an addition to the existing hospital – MRI room	Incomplete. Awaiting Re-submittal	04/22/2026
PA 25-020	SIMA Corp	1621 FIR TPM	1621 Fir Street	139-141-004	R-3	Condo Conversion/Tentative Parcel Map to subdivide into 3 air space parcels	Incomplete. Awaiting Re-submittal	04/22/2026
PA 25-035	On Design Architects	1704 Mission Hotel – Director Determination	1704 Mission Drive	139-240-030	VMU	Director determination for proposed façade revisions and consistency with previously approved plans	Appealed – CC 10/13/25	
PA 25-042	On Design Architects	1697 Copenhagen Drive Adaptive Re-Use	1697 Copenhagen Drive	139-182-021	VMU	Conversion of 2nd. floor office spaces to four one bedroom/ bath residential units. One unit is proposed as an ADU. Replace 1st. floor windows of tenant spaces D & E and fill with walls.	Incomplete. Awaiting Re-submittal	08/18/2026
PA 25-043	Valeueven Fam / Power Trust	Final Map for Lot Line Adjustment	700 Mesa Drive	137-750-014/137-120-083	PR	3 Parcel Final Map in connection to PA 24-003	Project Review	08/27/2026



DESIGN REVIEW COMMITTEE STAFF REPORT

AGENDA ITEM: 2.c

MEETING DATE: October 16, 2025

SUBJECT: Approve a sign permit located at 1693 Mission Dr. Unit 1 (APN 139-143-025) for one (1) wall sign 6.5 square feet in size and one (1) projecting sign .75 square feet in size. The proposed project is categorically exempt from CEQA. (PA 25-045)

PREPARED BY: Lisa Scherman, Assistant Planner

DISCUSSION:

The applicant will be opening a retail store located at 1693 Mission Dr. Unit 1 (APN 139-143-025) in the Village Mixed Use (VMU) Zoning District. The applicant proposes a total of 7.25 square feet of signage. The proposed signage is consistent with Solvang Municipal Code section 11-13-8.

Project Information

Property Owner	SBID, LLC	
Applicant:	Natalie Groves Illustration	
APN:	139-143-025	
General Plan Designation:	Tourist Related/Village Commercial	
Zoning:	Village Mixed Use (VMU)/ Design District- Village District (DD-1)	

Project Description

The Applicant requests approval for the following:

- One (1) wall sign, approximately 6.5 square feet in size. The sign will be affixed with two mounting bolts and placed above the primary entrance facing the interior courtyard. The sign is CNC carved HDU.
- One (1) projecting sign, approximately .75 square feet in size. The sign will be affixed with an extended arm bracket and placed near the primary entrance facing the interior courtyard. The sign is CNC carved HDU.

Zoning Ordinance

The proposed signage is consistent with the purpose and intent of the City's Zoning Ordinance based on the table.

Solvang Municipal Code (SMC) Sign Regulations 11-13			
VMU (Village Area) Zoning District Standards	Requirement	Proposed	Meets Standard
Wall sign max. size per sign	7 sf.	6.5 sf. max	Yes
Max. letter height	8 in.	4 in. max	Yes
Projecting sign max. size per sign	7 sf.	.75 sf. Max	Yes
Max letter height	8 in.	3 in. max	Yes
Sidewalk clearance	7 ft.	7 ft.	Yes
Projection beyond façade	4 ft.	2 ft. max	Yes
Total Site Signage	Maximum 245 sf.	7.25 sf.	Yes

Proposed Wall Sign

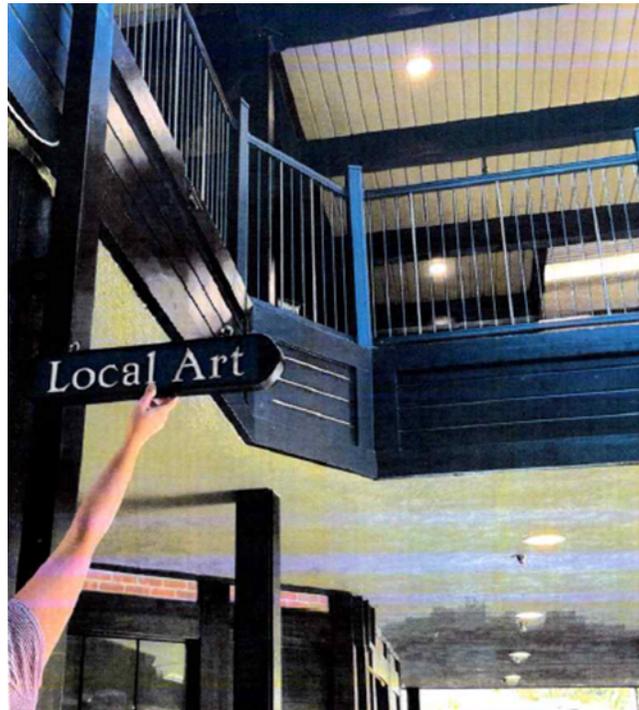
A Wall Sign is defined as, "A sign affixed in any manner to any exterior wall of a building or structure and which is parallel to and projects not more than six inches at all points from the building on which it is located." (11-13-10(A)).

Proposed Wall Sign



Proposed Projecting Sign A Projecting Sign is defined as, “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.” (11-13-10(B)).

Proposed Wall Sign



CEQA Determination

The proposed project is Categorically Exempt (Class 1) from the provisions of the California Environmental Quality Act (California Public Resources Code §§ 21000, et seq., “CEQA”) and CEQA Guidelines (Title 14 California Code of Regulations §§ 15000, et seq.) pursuant to Section 15301, because the proposed signage is considered a minor alteration of an existing structure that features no expansion of the existing or proposed use.

Findings Required for Approval by the Design Review Committee

The following are pertinent standards from the Solvang Municipal Code that the committee must consider when making their decision. Based on the review of the proposed application, city staff recommends the committee make the following facts and findings:

Section 11-13-12(D)(1) Sign Review Criteria

- a. The sign is in proportion to and visually consistent with the architectural character of the building.

FACT: The proposed signage is visually consistent and proportional to the existing building design. The proposed signage conforms to all pertinent sign regulations as established by the Solvang Municipal Code.

- b. There is no needless repetition, redundancy, or proliferation of signage.

FACT: The proposed signage includes one (1) Wall sign which may be utilized to identify the business from the roadway and one (1) Projecting sign which may be utilized to identify the business from a pedestrian level. The signs do not obscure from view or unduly detract from existing signage.

- c. The signs do not obscure from view or unduly detract from existing signage.

FACT: Proposed sign locations do not obscure nor detract from existing signage on the premise.

- 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 areas in which it will be located.

FACT: The size and shape of the signs are compatible with the existing building. The proposed location provides readily identifiable information for the business. No lighting is proposed.

RECOMMENDATION:

Approve a sign permit for 1693 Mission Dr. Unit 1 (APN 139-143-025) for proposed signage: one (1) Wall sign, 6.5 square feet in size and one (1) Projecting sign, .75 square feet in size. The proposed project is categorically exempt from CEQA.

ALTERNATIVES:

1. The Committee could request changes to the proposed signage. Any modifications shall be clearly articulated to the applicant. These modifications may either be reviewed at a staff level prior to installation, or should be directed to the applicant to return to the DRC.
2. The Committee could vote to deny the proposed signage. The Committee should make the required findings for denial. A denial would not allow for installation of the signs requested at this location.

FISCAL IMPACT:

The Applicant paid the Design Review Committee Review fee.

ATTACHMENTS:

A – Applicant package

Natalie Groves Illustration

Address:

Founders Market Unit #1
1693 Mission Drive
Solvang, CA 93463

2 signs

Total sq. ft. 7.55

No existing signs

Wall sign:

2.6' x 2.5' Depth: 0.125'

Tallest letter: 4"

CNC carved sign HDU

Ground clearance: N/A

Projecting sign: N/A

Secured with 2 mounting bolts

No lights

Hanging sign:

2' x .375' Depth: .138'

Tallest letter: 3"

CNC carved sign HDU

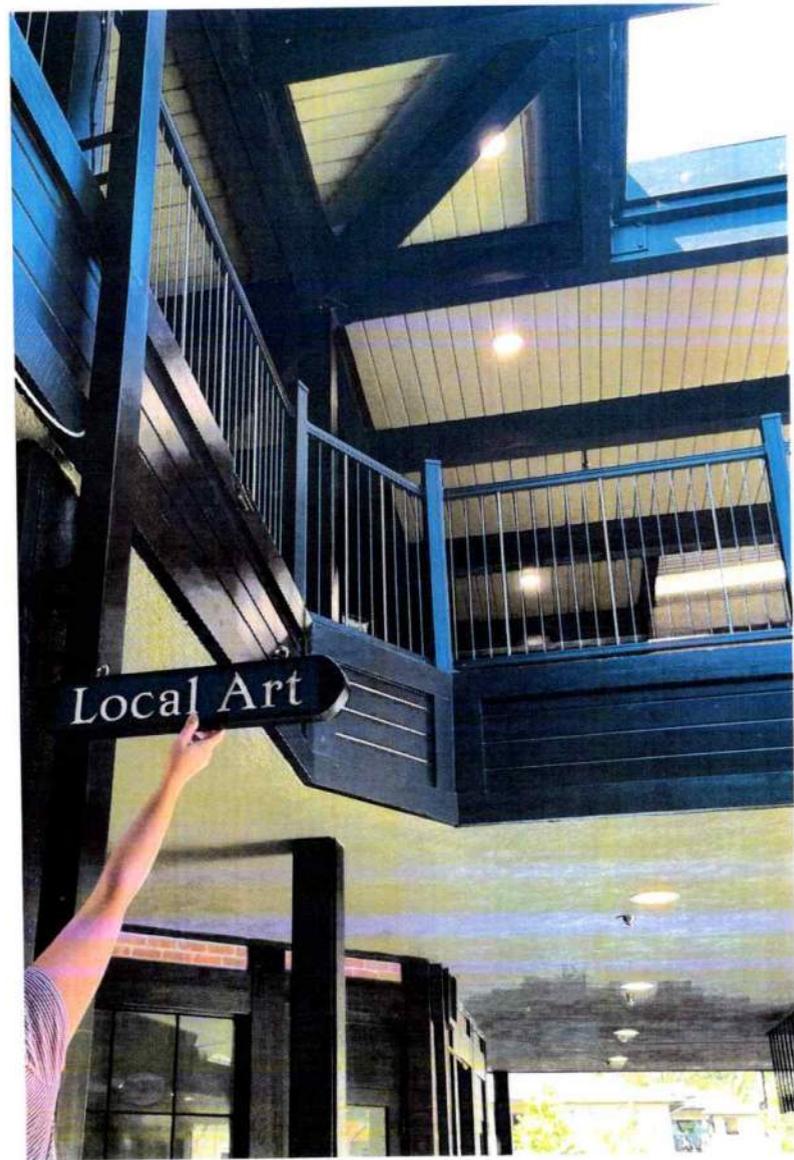
Ground Clearance: 7'

Projecting from building post: 2'

Secured with extended arm bracket.

No lights







DESIGN REVIEW COMMITTEE STAFF REPORT

AGENDA ITEM: 2.d

MEETING DATE: October 16, 2025

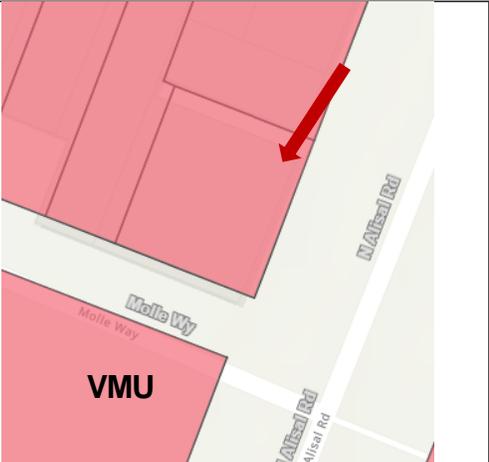
SUBJECT: Approve a sign permit located at 435 Alisal Rd. (APN 139-193-010) for one (1) projecting sign 3 square feet in size and one (1) wall sign 2.875 square feet in size. The proposed project is categorically exempt from CEQA. (PA 25-046)

PREPARED BY: Lisa Scherman, Assistant Planner

DISCUSSION:

The applicant will be opening a restaurant located at 435 Alisal Rd. (APN 139-193-010) in the Village Mixed Use (VMU) Zoning District. The applicant proposes a total of 5.875 square feet of signage. The proposed signage is consistent with Solvang Municipal Code section 11-13-8.

Project Information

Property Owner	Owen Schafer	
Applicant:	Kanok Thai Cuisine	
APN:	139-193-010	
General Plan Designation:	Tourist Related/Village Commercial	
Zoning:	Village Mixed Use (VMU)/ Design District- Village District (DD-1)	

Project Description

The Applicant requests approval for the following:

- One (1) projecting sign, approximately 3 square feet in size. The sign will be affixed with an existing bracket and placed above the primary entrance facing Alisal Rd. The sign is carved High Density Urethane (HDU).
- One (1) wall sign, approximately 2.875 square feet in size. The sign will be affixed to the wall near the primary entrance facing Alisal Rd. The sign is carved HDU.

Zoning Ordinance

The proposed signage is consistent with the purpose and intent of the City's Zoning Ordinance based on the table.

Solvang Municipal Code (SMC) Sign Regulations 11-13			
VMU (Village Area) Zoning District Standards	Requirement	Proposed	Meets Standard
Projecting sign max. size per sign	7 sf.	3 sf. Max	Yes
Max letter height	8 in.	4 in. max	Yes
Sidewalk clearance	7 ft.	8 ft.	Yes
Projection beyond façade	4 ft.	4 ft. max	Yes
Wall sign max. size per sign	7 sf.	2.875 sf. max	Yes
Max. letter height	8 in.	7.25 in. max	Yes
Total Site Signage	Maximum 19 sf.	5.875 sf.	Yes

Proposed Projecting Sign A Projecting Sign is defined as, “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.” (11-13-10(B)).

Proposed Projecting Sign



Proposed Wall Sign

A Wall Sign is defined as, "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." (11-13-10(A)).

Proposed Wall Sign



CEQA Determination

The proposed project is Categorically Exempt (Class 1) from the provisions of the California Environmental Quality Act (California Public Resources Code §§ 21000, et seq., "CEQA") and CEQA Guidelines (Title 14 California Code of Regulations §§ 15000, et seq.) pursuant to Section 15301, because the proposed signage is considered a minor alteration of an existing structure that features no expansion of the existing or proposed use.

Findings Required for Approval by the Design Review Committee

The following are pertinent standards from the Solvang Municipal Code that the committee must consider when making their decision. Based on the review of the proposed application, city staff recommends the committee make the following facts and findings:

Section 11-13-12(D)(1) Sign Review Criteria

- a. The sign is in proportion to and visually consistent with the architectural character of the building.

FACT: The proposed signage is visually consistent and proportional to the existing building design. The proposed signage conforms to all pertinent sign regulations as established by the Solvang Municipal Code.

- b. There is no needless repetition, redundancy, or proliferation of signage.

FACT: The proposed signage includes one (1) Projecting sign which may be utilized to identify the business from a pedestrian level and one (1) Wall sign which may be utilized to identify the business from the roadway. The signs do not obscure from view or unduly detract from existing signage.

- c. The signs do not obscure from view or unduly detract from existing signage.

FACT: Proposed sign locations do not obscure nor detract from existing signage on the premise.

- 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 areas in which it will be located.

FACT: The size and shape of the signs are compatible with the existing building. The proposed location provides readily identifiable information for the business. No lighting is proposed.

RECOMMENDATION:

Approve a sign permit for 1693 Mission Dr. Unit 1 (APN 139-143-025) for proposed signage: one (1) Projecting sign, 3 square feet in size and one (1) Wall sign, 2.875 square feet in size. The proposed project is categorically exempt from CEQA.

ALTERNATIVES:

1. The Committee could request changes to the proposed signage. Any modifications shall be clearly articulated to the applicant. These modifications may either be reviewed at a staff level prior to installation, or should be directed to the applicant to return to the DRC.
2. The Committee could vote to deny the proposed signage. The Committee should make the required findings for denial. A denial would not allow for installation of the signs requested at this location.

FISCAL IMPACT:

The Applicant paid the Design Review Committee Review fee.

ATTACHMENTS:

A – Applicant package

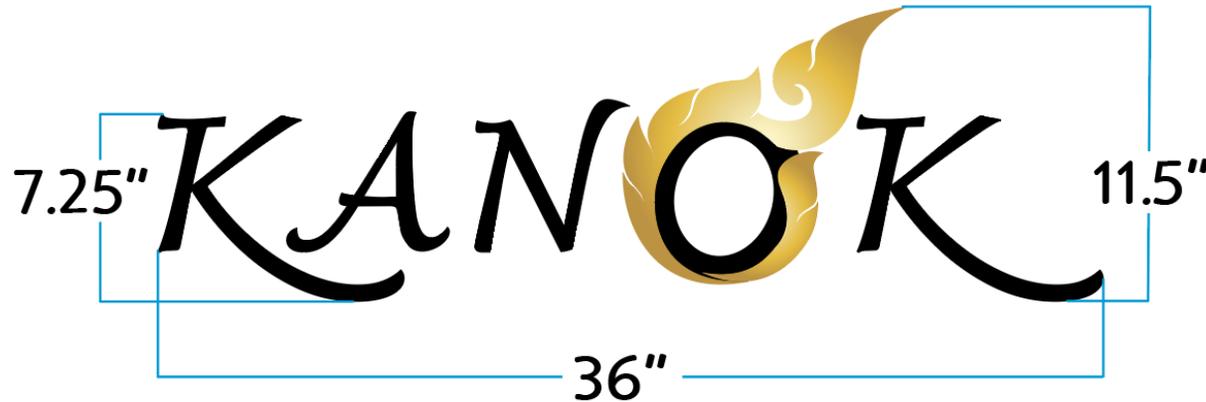
PROJECTING SIGN

- 24" x 18" = 3 sq ft
- 1.5" thick carved HDU
- .25" recess
- 8' ground clearance
- Suspended from existing bracket with eye-hooks and s-hooks
- Projecting 4' to outer edge of sign.



WALL SIGN

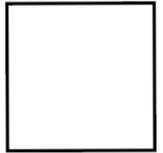
- 36" x 11.5" = 2.875 sq ft
- .75" thick cut HDU letters
- Pin stud mounted to wall.



TOTAL SIGNAGE

- 5.875 sq ft

SIGNAGE COLORS



White



Deep Red



Metallic Gold



Black



GROUND CLEARANCE

8 ft

DOMINANT FRONTAGE

19 ft

805 SIGNS

84 Industrial Way, Unit B, Buellton, CA 93427
805-694-8490 | Lic #1109189

CLIENT: KANOK THAI QUISINE
LOCATION: 435 ALISAL RD., SOLVANG, CA 93463
SIGNAGE: (1) PROJECTING SIGNS (1) WALL SIGN



84 Industrial Way, Unit B, Buellton, CA 93427
805-694-8490 | Lic #1109189

CLIENT: KANOK THAI QUISINE
LOCATION: 435 ALISAL RD., SOLVANG, CA 93463
SIGNAGE: (1) PROJECTING SIGNS (1) WALL SIGN



DESIGN REVIEW COMMITTEE STAFF REPORT

AGENDA ITEM: 2e

MEETING DATE: October 16, 2025

SUBJECT: Approve a sign permit located at 608 Alamo Pintado Rd. (APN 139-530-008) for two (2) Wall signs, each 12 square feet in size. The proposed project is categorically exempt from CEQA. (PA 25-046)

PREPARED BY: Lisa Scherman, Assistant Planner

DISCUSSION:

The applicant is replacing signage on an existing ATM at 608 Alamo Pintado Rd. (APN 139-530-008) in the Retail Commercial (CR) Zoning District. The applicant proposes a total of 24 square feet of signage. The proposed signage is consistent with Solvang Municipal Code section 11-13-8.

Project Information

Property Owner	Nielsen Holdings	
Applicant:	Bank of America	
APN:	139-530-008	
General Plan Designation:	Retail Commercial	
Zoning:	Retail Commercial (CR)/ Design District- Mission (DD-2)	

Project Description

The Applicant requests approval for the following:

- Two (2) wall signs, each are approximately 12 square feet in size. One sign will be affixed on the west side of the ATM, the second will be placed on the rear of the ATM. Both are cabinet signs with internal illumination.

Zoning Ordinance

The proposed signage is consistent with the purpose and intent of the City's Zoning Ordinance based on the table.

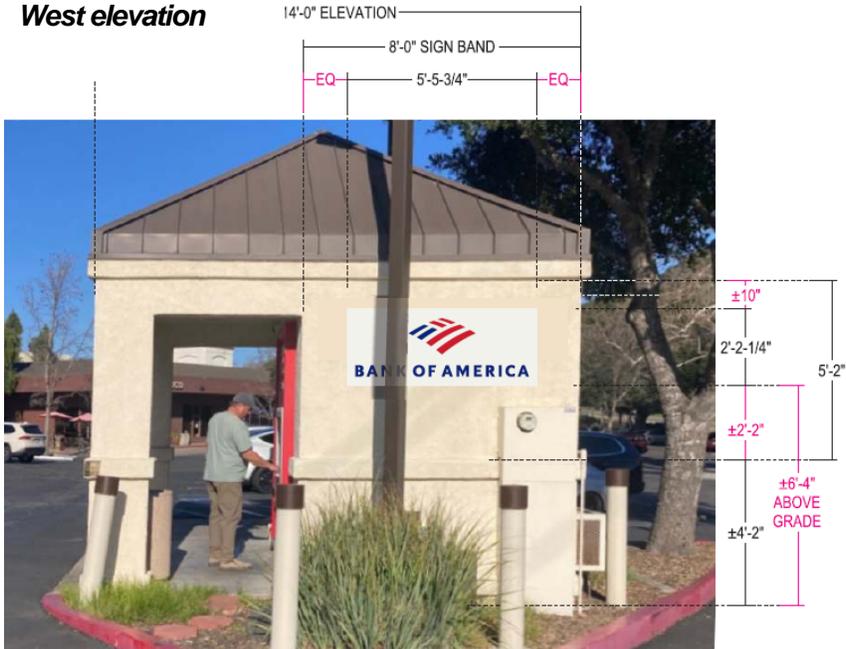
Solvang Municipal Code (SMC) Sign Regulations 11-13			
Outside the VMU (Village Area) Zoning District Standards	Requirement	Proposed	Meets Standard
Wall sign max. size per sign	12 sf.	12 sf. max	Yes
Max. letter height	10 in.	7.25 in. max	Yes 1
Total Site Signage	Maximum 19 sf.	5.875 sf.	Yes

Proposed Wall Sign

A Wall Sign is defined as, "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." (11-13-10(A)).

Proposed Wall Signs

West elevation



Rear elevation



CEQA Determination

The proposed project is Categorically Exempt (Class 1) from the provisions of the California Environmental Quality Act (California Public Resources Code §§ 21000, et seq., "CEQA") and CEQA Guidelines (Title 14 California Code of Regulations §§ 15000, et seq.) pursuant to Section 15301, because the proposed signage is considered a minor alteration of an existing structure that features no expansion of the existing or proposed use.

Findings Required for Approval by the Design Review Committee

The following are pertinent standards from the Solvang Municipal Code that the committee must consider when making their decision. Based on the review of the proposed application, city staff recommends the committee make the following facts and findings:

Section 11-13-12(D)(1) Sign Review Criteria

- a. The sign is in proportion to and visually consistent with the architectural character of the building.

FACT: The proposed signage is visually consistent and proportional to the existing building design. The proposed signage conforms to all pertinent sign regulations as established by the Solvang Municipal Code.

- b. There is no needless repetition, redundancy, or proliferation of signage.

FACT: The proposed signage includes two (2) Wall signs which may be utilized to identify the business from the roadway. The signs do not obscure from view or unduly detract from existing signage.

- c. The signs do not obscure from view or unduly detract from existing signage.

FACT: Proposed sign locations do not obscure nor detract from existing signage on the premise.

- 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 areas in which it will be located.

FACT: The size and shape of the signs are compatible with the existing building. The proposed location provides readily identifiable information for the business. Internal illumination is proposed.

RECOMMENDATION:

Approve a sign permit for at 608 Alamo Pintado Rd. (APN 139-530-008) for proposed signage: two (2) Wall signs, each 12 square feet in size. The proposed project is categorically exempt from CEQA.

ALTERNATIVES:

1. The Committee could request changes to the proposed signage. Any modifications shall be clearly articulated to the applicant. These modifications may either be reviewed at a staff level prior to installation, or should be directed to the applicant to return to the DRC.
2. The Committee could vote to deny the proposed signage. The Committee should make the required findings for denial. A denial would not allow for installation of the signs requested at this location.

FISCAL IMPACT:

The Applicant paid the Design Review Committee Review fee.

ATTACHMENTS:

A – Applicant package



EXT-001

EXT-002



Proposed Sign Schedule			
Item	Description	Qty	Page #
EXT-001	Custom - Push-thru Letters on Backer	1	3,4
EXT-002	Custom - Push-thru Letters on Backer	1	5,6

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onestratus.com
8959 Tyler Boulevard
Mentor, Ohio 44060
888.503.1569

CLIENT:
BANK OF AMERICA

ADDRESS:
608 Alamo Pintado Rd
Solvang, CA
93463

PAGE NO.:
2

ORDER NUMBER:
1217580

SITE NUMBER:
9999026

ELECTRONIC FILE NAME:
K:\ACCOUNTS\BANK OF AMERICA\2025\CA\9999026_Solvang\
4306_9999026_Solvang_R3.cdr

PROJECT NUMBER:
4306

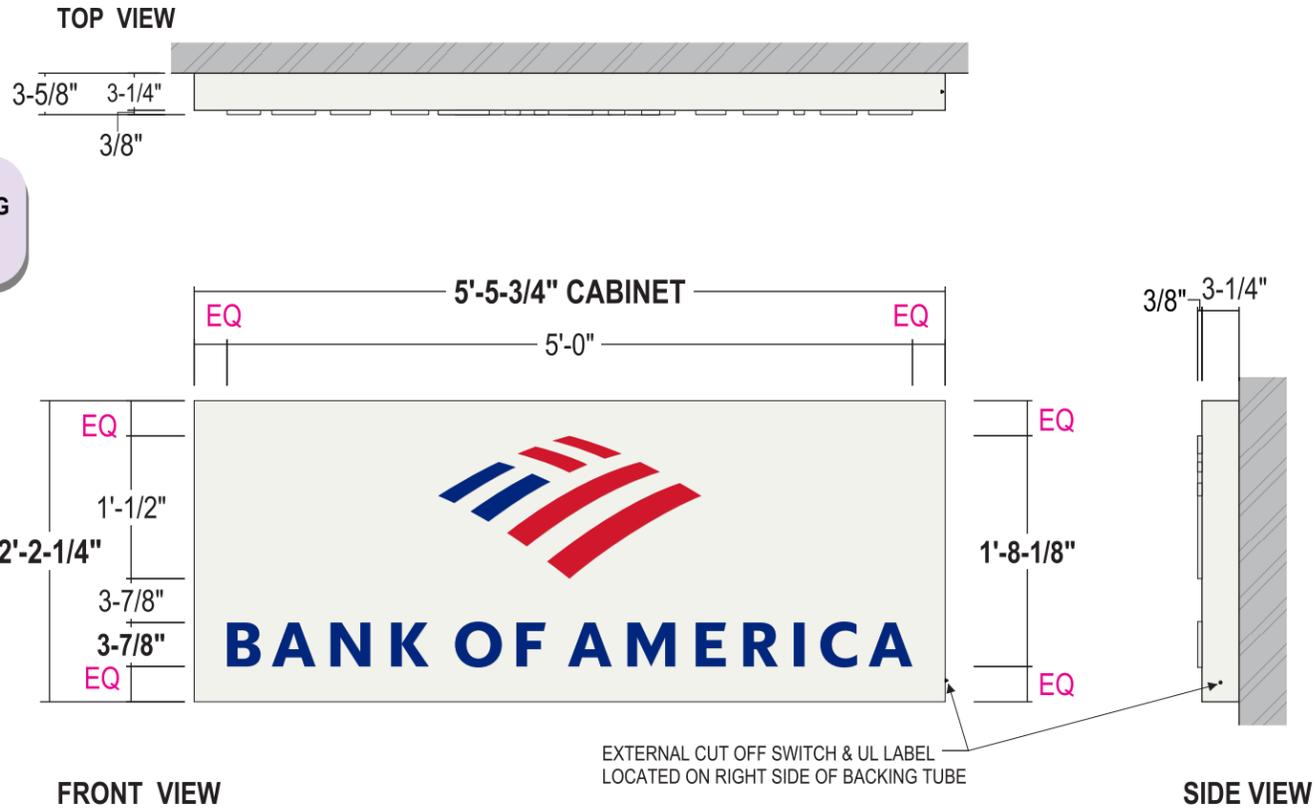
PROJECT MANAGER:
Dawn Young

Rev #	Req #	Date/Artist	Description	Rev #	Req #	Date/Artist	Description
Original	509575	01/15/25 DB					
Rev 1	516053	02/21/25 NPP					
Rev 2	532453	05/20/25 SV					
Rev 3	534231	05/30/25 DB					
							7

PRINTS ARE THE EXCLUSIVE PROPERTY OF STRATUS. THIS MATERIAL SHALL NOT BE USED, DUPLICATED, OR OTHERWISE REPRODUCED WITHOUT THE PRIOR WRITTEN CONSENT OF STRATUS.

Scale: 3/4"=1'-0"

12.0 square feet



SHOP DRAWING NEEDS REVISION or to SECTION SHOP DRAWING # BOA2175A for manufacturing details

EXTERNAL CUT OFF SWITCH & UL LABEL LOCATED ON RIGHT SIDE OF BACKING TUBE

TOLERANCE: ± 1/16" ON ALL DIMENSIONS

USE WHITE SILICONE TO CONCEAL LIGHT LEAKS

THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.

THE LOCATION OF THE DISCONNECT SWITCH AFTER INSTALLATION SHALL COMPLY WITH ARTICLE 600.6(A) (1) OF THE NATIONAL ELECTRIC CODE.

CABINET FACE: 3-1/4" deep Cabinet with Aluminum tube/angle frame construction. 1/8" Thick routed aluminum sign faces. Hydro-jet cut for push-thru letters/symbol. Paint finish face and sides Super White, semi-gloss finish.

PUSH-THRU LETTERS: 1/2" Thick clear pocket routed letters and flagscape. Routed back from face 3/8" to provide a continuous 1/8" "shoulder" to allow second surface retention by 1/8" Clear backing sheet. First surface chem weld .118" Blue and Red acrylic. Second Surface decorated with 3M 3635-30 Diffuser Film. Returns to have mill finish.

ILLUM.: Agilight White LED illumination as required by manufacturer or approved equivalent. Self contained power supplies

WALL MATERIAL: Stucco

INSTALL: Preferred install is to thru bolt w/ a min 3/8" all thread fasteners; blocking as required

QUANTITY: (1) One sign required

SIMULATED NIGHT VIEW



COLOR PALETTE

- Industrial Coating to Match BM OC-152 Super White Semi-gloss Finish
- Red #2793 Translucent Acrylic
- Blue #2050 Translucent Acrylic
- 3M Diffuser Film #3635-30

MOUNTING OPTIONS

WALL TYPE	PREFERRED FOR ALL WALL TYPES WHEN POSSIBLE	EIFS WALL W/ FOAM INSULATION
SECTION		
ANCHOR TYPE	ø3/8" THREADED ROD	ø3/8" THREADED ROD W/ ALUMINUM OR PVC COMPRESSION SLEEVE

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8959 Tyler Boulevard
Mentor, Ohio 44060
888.503.1569

CLIENT:
BANK OF AMERICA

ADDRESS:
608 Alamo Pintado Rd
Solvang, CA 93463

PAGE NO.:
4

ORDER NUMBER:
1217580

SITE NUMBER:
9999026

ELECTRONIC FILE NAME:
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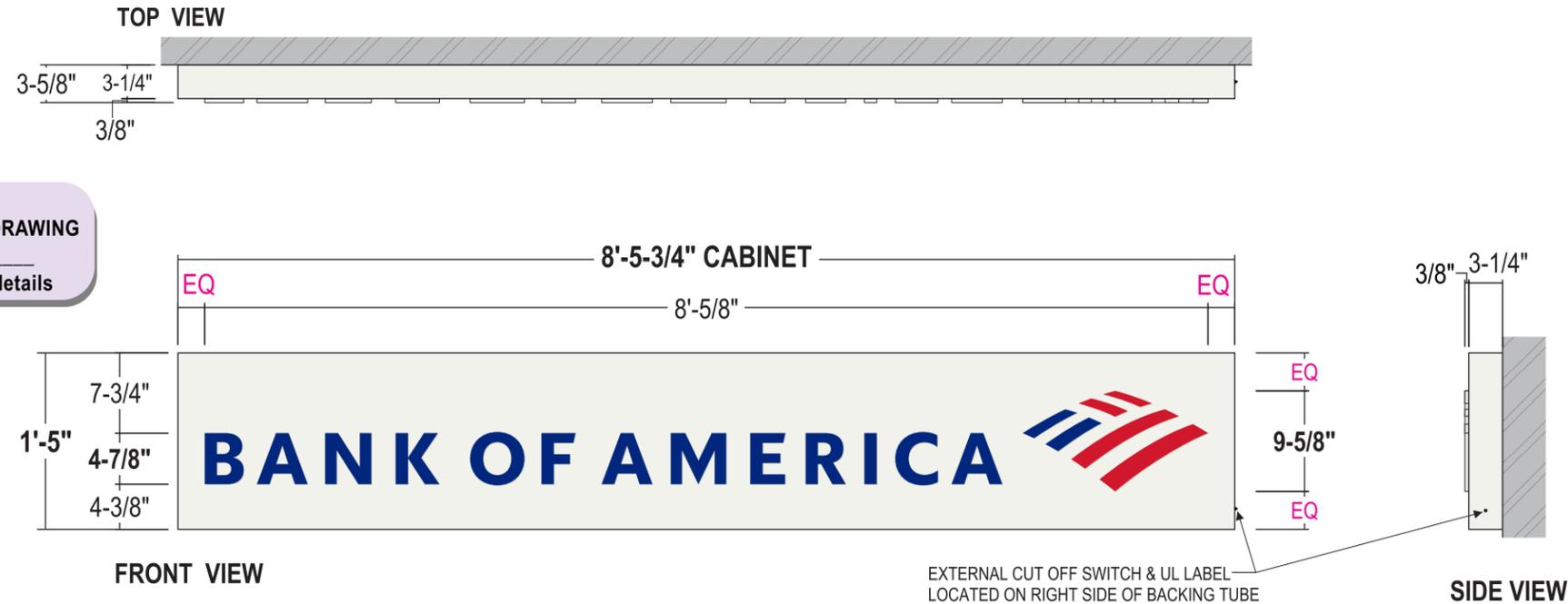
PROJECT NUMBER:
4306

PROJECT MANAGER:
Dawn Young

Rev #	Req #	Date/Artist	Description	Rev #	Req #	Date/Artist	Description
Original	509575	01/15/25 DB					
Rev 1	516053	02/21/25 NPP	Added Stratus Shop Drawing # Tag				
Rev 2	532453	05/20/25 SV	Reduced Sign Size				
Rev 3	534231	05/30/25 DB					

Scale: 3/4"=1'-0"

12.0 square feet



SHOP DRAWING NEEDS REVISION or to SECTION SHOP DRAWING # BOA2176A for manufacturing details

TOLERANCE: ± 1/16" ON ALL DIMENSIONS

USE WHITE SILICONE TO CONCEAL LIGHT LEAKS

THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.

THE LOCATION OF THE DISCONNECT SWITCH AFTER INSTALLATION SHALL COMPLY WITH ARTICLE 600.6(A) (1) OF THE NATIONAL ELECTRIC CODE.

- CABINET FACE:** 3-1/4" deep Cabinet with Aluminum tube/angle frame construction. 1/8" Thick routed aluminum sign faces. Hydro-jet cut for push-thru letters/symbol. Paint finish face and sides Super White, semi-gloss finish.
- PUSH-THRU LETTERS:** 1/2" Thick clear pocket routed letters and flagscape. Routed back from face 3/8" to provide a continuous 1/8" "shoulder" to allow second surface retention by 1/8" Clear backing sheet. First surface chem weld .118" Blue and Red acrylic. Second Surface decorated with 3M 3635-30 Diffuser Film. Returns to have mill finish.
- ILLUM.:** Agilight White LED illumination as required by manufacturer or approved equivalent. Self contained power supplies
- WALL MATERIAL:** Stucco
- INSTALL:** Preferred install is to thru bolt w/ a min 3/8" all thread fasteners; blocking as required
- QUANTITY:** (1) One sign required

SIMULATED NIGHT VIEW



COLOR PALETTE

- Industrial Coating to Match BM OC-152 Super White Semi-gloss Finish
- 3M Diffuser Film #3635-30
- Red #2793 Translucent Acrylic
- Blue #2050 Translucent Acrylic

MOUNTING OPTIONS

WALL TYPE	PREFERRED FOR ALL WALL TYPES WHEN POSSIBLE	EIFS WALL W/ FOAM INSULATION
SECTION		
ANCHOR TYPE	ø3/8" THREADED ROD	ø3/8" THREADED ROD W/ ALUMINUM OR PVC COMPRESSION SLEEVE

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 8959 Tyler Boulevard
 Mentor, Ohio 44060
 888.503.1569

CLIENT: BANK OF AMERICA	ORDER NUMBER: 1217580	PROJECT NUMBER: 4306
ADDRESS: 608 Alamo Pintado Rd Solvang, CA 93463	SITE NUMBER: 9999026	PROJECT MANAGER: Dawn Young
PAGE NO.: 6	ELECTRONIC FILE NAME: K:\ACCOUNTS\BIBANK OF AMERICA\2025\CA\9999026_Solvang\4306_9999026_Solvang_R3.cdr	

Rev #	Req #	Date/Artist	Description	Rev #	Req #	Date/Artist	Description
Original	509575	01/15/25 DB					
Rev 1	516053	02/21/25 NPP	Added Stratus Shop Drawing # Tag				
Rev 2	532453	05/20/25 SV	Reduced Sign Size				
Rev 3	534231	05/30/25 DB					



DESIGN REVIEW COMMITTEE STAFF REPORT

AGENDA ITEM: 2.F

MEETING DATE: October 16, 2025

SUBJECT: Approve a sign permit located at 595 Alamo Pintado Rd. (APN 139-540-015) for one (1) wall sign 4 square feet in size. The proposed project is categorically exempt from CEQA. (PA 25-045)

PREPARED BY: Lisa Scherman, Assistant Planner

DISCUSSION:

The applicant will be opening a business/service office located at 595 Alamo Pintado Rd. (APN 139-540-015) in the Retail Commercial (CR) Zoning District. The applicant proposes a total of 4 square feet of signage. The proposed signage is consistent with Solvang Municipal Code section 11-13-8.

Project Information

Property Owner	Central Holding Group, LLC	
Applicant:	Carlotta Auto Sales	
APN:	139-540-015	
General Plan Designation:	Retail Commercial	
Zoning:	Retail Commercial (CR)/ Design District- Mission (DD-2)	

Project Description

The Applicant requests approval for the following:

- One (1) wall sign, approximately 4 square feet in size. The sign will be affixed with on the west side of the building, facing Mission Dr.

Zoning Ordinance

The proposed signage is consistent with the purpose and intent of the City's Zoning Ordinance based on the table.

Solvang Municipal Code (SMC) Sign Regulations 11-13			
Outside the VMU (Village Area) Zoning District Standards	Requirement	Proposed	Meets Standard
Wall sign max. size per sign	12 sf.	4 sf. max	Yes
Max. letter height	10 in.	10 in. max	Yes
Total Site Signage	Maximum 45 sf.	4 sf.	Yes

Proposed Wall Sign

A Wall Sign is defined as, "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." (11-13-10(A)).

Proposed Wall Sign



CEQA Determination

The proposed project is Categorically Exempt (Class 1) from the provisions of the California Environmental Quality Act (California Public Resources Code §§ 21000, et seq., "CEQA") and CEQA Guidelines (Title 14 California Code of Regulations §§ 15000, et seq.) pursuant to Section 15301, because the proposed signage is considered a minor alteration of an existing structure that features no expansion of the existing or proposed use.

Findings Required for Approval by the Design Review Committee

The following are pertinent standards from the Solvang Municipal Code that the committee must consider when making their decision. Based on the review of the proposed application, city staff recommends the committee make the following facts and findings:

Section 11-13-12(D)(1) Sign Review Criteria

- a. The sign is in proportion to and visually consistent with the architectural character of the building.

FACT: The proposed signage is visually consistent and proportional to the existing building design. The proposed signage conforms to all pertinent sign regulations as established by the Solvang Municipal Code.

- b. There is no needless repetition, redundancy, or proliferation of signage.

FACT: The proposed signage includes one (1) Wall sign which may be utilized to identify the business from the roadway. The sign does not obscure from view or unduly detract from existing signage.

- c. The signs do not obscure from view or unduly detract from existing signage.

FACT: Proposed sign location does not obscure nor detract from existing signage on the premise.

- 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 areas in which it will be located.

FACT: The size and shape of the sign is compatible with the existing building. The proposed location provides readily identifiable information for the business. No lighting is proposed.

RECOMMENDATION:

Approve a sign permit for 595 Alamo Pintado Rd. (APN 139-540-015) for proposed signage: one (1) Wall sign, 4 square feet in size. The proposed project is categorically exempt from CEQA.

ALTERNATIVES:

1. The Committee could request changes to the proposed signage. Any modifications shall be clearly articulated to the applicant. These modifications may either be reviewed at a staff level prior to installation, or should be directed to the applicant to return to the DRC.
2. The Committee could vote to deny the proposed signage. The Committee should make the required findings for denial. A denial would not allow for installation of the sign requested at this location.

FISCAL IMPACT:

The Applicant paid the Design Review Committee Review fee.

ATTACHMENTS:

A – Applicant package

SIGNS CARLOTTA

595 ALAMO PINTADO ROAD SOLVANG, CA 93463

Attachment A



ON DESIGN, LLC
Architecture
Planning
Interior Design

Keith Nolan
C-22451

• ON design LLC •
• P.O. BOX 598 • Santa Barbara • California • 93102 •

WALL SIGN



PHOTOGRAPHIC RENDERING - WEST ELEVATION

SIGN DETAIL

WALL SIGN



NOTES

AREA: 4 SF
LETTER HEIGHT: 10"
LETTER THICKNESS: 1/4"
SPACING FROM BUILDING: 1/4"
MATERIAL: ACRYLIC

COLORS



PROJECT INFORMATION

APN: 139-540-015
PROJECT ADDRESS: 595 ALAMO PINTADO ROAD, SOLVANG, CA 93463
EXISTING ZONING: RETAIL COMMERCIAL (CR)
EXISTING GP LAND USE: RETAIL COMMERCIAL
GROSS LOT SIZE: 0.72 ACRES
CONST TYPE: V-B
HIGH FIRE: NO
OCCUPANCY: B

CONTACT INFORMATION

OWNER: CENTRAL HOLDING GROUP LLC
831 CLIFF DRIVE SUITE 100
SANTA BARBARA, CA 93109
PHONE: 805-456-5910

TENANT: CARLOTTA AUTO SALES
595 ALAMO PINTADO ROAD
SOLVANG, CA 93463
PHONE: (805) 350-2405

PROJECT DESCRIPTION

PROPOSAL FOR ONE 4 SF WALL SIGN FOR A TOTAL OF 4 SF OF SIGN AREA PROPOSED. ONE WALL SIGN ALONG THE WEST ELEVATION IS PROPOSED AS A CUT OUT SIGN THAT WILL BE MOUNTED TO THE BUILDING WITH 1/4" SPACERS.

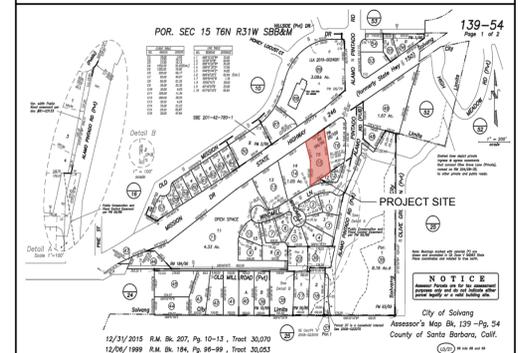
SIGN AREA CALCULATION

PERMITTED SIGN AREA
MISSION DRIVE FRONTAGE: 139.25' = 139.25 SQUARE FEET OF TOTAL PERMITTED SIGN AREA

EXISTING/PROPOSED SIGN AREA
(E) RADIUS SIGN - NORTH ELEVATION: 10.5 SF
(E) LAWVEX SIGN - NORTH ELEVATION: 13.5 SF
(E) LAWVEX SIGN - SOUTH ELEVATION: 13.0 SF
(P) CARLOTTA SIGN - WEST ELEVATION: 4 SF
(P) CARLOTTA SIGN - SOUTH ELEVATION: 4 SF

TOTAL SIGN AREA: 45 SF

VICINITY MAP



SIGNS
595 ALAMO PINTADO
SOLVANG, CA 93463
PROPOSED SIGNS

Revisions

Project Manager
KN
Drawn By
Scale
VARIES
Print Date

T-1.1



DESIGN REVIEW COMMITTEE STAFF REPORT

AGENDA ITEM: 4.a

MEETING DATE: October 16, 2025

SUBJECT: Discussion and direction on proposed Sign Ordinance revisions (Title 11, Chapter 13)

PREPARED BY: Rafael Castillo, Community Development Director

DISCUSSION:

Background

At its special joint meeting with the Planning Commission on March 13, 2025, city staff received direction on proceeding with proposed sign ordinance amendments. City staff has commenced amending the sign ordinance based on comments and feedback received from the workshop and its November meeting with the City Council. City staff will provide the sign ordinance in two parts:

- Part 1: Sections 1 through 8 permit processing and temporary signage (completed at the June DRC meeting);
- Part 2: Sections 9 through 11 permanent signage, special consideration signage (completed at August DRC meeting);
- Part 3: Sections 12-14 plus signage definitions (this meeting)

Summary of Draft Amendments for Part 3

- Reorganization: Consolidates prior sections (§11-13-15 through §11-13-19) into §11-13-11 through §11-13-13. Eliminates sign plan section (moved), and enforcement and penalties (covered in Title 1)
- Clearer standards for nonconforming signs, including explicit repair limits and allowance for non-structural maintenance, while removing the complex multi-tiered removal schedule. Key updates include the 50% damage rule, continued use of lawful nonconforming signs, and modernized definitions of allowed versus prohibited modifications.
- Abandoned and Illegal Signs: Extends abandonment timeframe from three months to 180 days and simplifies enforcement under the Community Development Department.
- City Property Signs: Adds a new section allowing immediate removal of unauthorized signage in the public right-of-way.
- Definitions: Modernizes terminology (digital display, illuminated sign, people sign), removes outdated or subjective language, and ensures content neutrality

DRC Direction

The DRC is requested to review the draft ordinance and provide feedback on:

- The appropriateness and clarity of new dimensional and material standards.
- The proposed approaches to murals
- Any adjustments needed to balance business needs with community aesthetics.

ALTERNATIVES:

None.

FISCAL IMPACT:

None

ATTACHMENTS:

Attachment A- Draft Sign Ordinance Amendments Part 3

**Chapter 13
Sign regulations**

§ 11-13-1 Purpose

§ 11-13-2 Applicability.

§ 11-13-3 Exempt signs

§ 11-13-4 Prohibited signs.

§ 11-13-5 Application Requirements and Permit Procedures.

§ 11-13-6 Requirements and Measurements for Signage.

§ 11-13-7 Limited Duration Signage.

§ 11-13-8 Temporary Signage

§ 11-13-9 Permanent Signs

§ 11-13-10 Special Consideration Signs

§ 11-13-11 Nonconforming Signs

- A. Applicability. This Section applies to any permanent sign, including its physical structure and supporting elements, which was lawfully erected and maintained in compliance with all applicable laws in effect at the time of original installation, but which does not currently comply with the provisions on or before the effective date of this Section.
- B. Allowed modifications to nonconforming signs. The following modifications to nonconforming signs are allowed:
 - 1. The use of a nonconforming sign may continue and shall be maintained in good condition as required by this Section, unless provided otherwise.
 - 2. Sign copy and sign face changes, non-structural modifications, and non-structural maintenance (e.g., painting and rust removal) are allowed if there is no alteration to the physical structure or support elements of the sign.
 - 3. A non-conforming sign may be restored to its original condition if less than 50 percent of the sign is damaged, provided that the restoration is started within 90 days of the damage occurring and diligently completed. A nonconforming sign is deemed to be more than 50 percent damaged, if the estimated cost of re-construction or repair exceeds 50 percent of the replacement cost as determined by the Director based on an appraisal prepared by the owner.
- C. Prohibited modifications to nonconforming signs. The following are prohibited modifications to nonconforming signs.
 - 1. Changed to another nonconforming sign;
 - 2. Structurally altered to extend its useful life;
 - 3. Altered unless required by law or unless the alteration results in the elimination of the nonconformity;
 - 4. Enlarged; or
 - 5. Moved or replaced.

§ 11-13-12 Abandoned, Unsafe Signs, and Illegal Signage.

- A. Abandoned signage. 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 180 days shall be removed by the owner of the property on which it is located upon a 10 day notice by the Community Development Department.
- B. Unsafe signage. All signs shall be properly maintained in a safe and legible condition at all times. Whenever any sign, by virtue of its physical nature and condition, that includes

unpermitted electrical work associated with the installation of the sign, poses an immediate and serious threat to the public safety, the sign shall be removed by the property owner within 10 days written notice by the Community Development Department.

- C. **Illegal Signs.** Any sign, including its supporting structure, which is installed or maintained on private property in violation of this chapter 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 Community Development Department.

§ 11-13-13 Signs on City Property

- A. Any sign placed on property owned by the City, or within the right-of-way of a dedicated public street without the permission of the City may be removed by the City without prior notice.

§ 11-13-4 Definitions for Sign Regulations

Abandoned Sign. Any lawfully erected sign that, for a period of 180 days or more, no longer advertises or identifies an ongoing business, activity, product, service, or other use available on the premise where the sign is located.

A-frame Sign. A freestanding portable sign ordinarily in the shape of an “A” or some variation thereof, which is readily moveable and not permanently attached to the ground or any structure; also referred to as a sandwich board sign.

Alteration. Any change of size, shape, illumination, position, location, construction or supporting structure of an existing sign.

Animated Sign. A sign with action or motion, rotating, flashing or color changes.

Art Mural. A non-commercial message that does not use an image, logo, or trademark to promote a commercial product or service and therefore not subject to sign ordinance regulations.

Awning Sign. A covering attached to the exterior wall of a building. It is typically composed of canvas woven of acrylic, cotton or polyester yarn, or vinyl laminated to polyester fabric that is stretched tightly over a light structure of aluminum, iron or steel, possibly coated or transparent material.

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.

Banner Sign. A temporary sign composed of cloth, canvas, plastic, fabric, or similar lightweight, non-rigid material that can be mounted to a structure with cord, rope, cable, or a similar method.

Base. Constructed of material such as wood, steel, aluminum, concrete block, brick or other types of materials that support a solid freestanding sign structure.

Building Face. Any exterior elevation of a building.

Building Frontage. The width of a building occupied by a single business tenant that fronts on a public street where customer access to the building is available. Width is measured as the widest point on an architectural elevation.

Business Information Sign. Signs that are a part of a business operation that are non-illuminated signs that provide business information including types of purchase methods accepted such as credit card, business hours, menus, and other informational signs that pertain to the business.

Cabinet Sign. Also referred to as “can sign”. A sign that contains all the text and/or logo symbols on the display face of an enclosed cabinet, where text is static and non-digitally displayed. Cabinet signs typically are internally illuminated with sign faces transparent to be visible during evening hours.

Canopy Sign. Any sign that is part of a projecting awning, canopy, or other fabric, plastic, or structural protective cover over a door, entrance or window or outdoor service area, or otherwise attached to a building face.

Changeable Copy Sign. A sign with changeable copy, regardless of the method of attachment or the materials of construction, that is non-digital.

Commercial Message. Any wording, logo or other representation that, directly or indirectly, names, advertises or calls attention to a commercial or industrial business, product, good, service or other commercial or industrial activity.

Commercial Sign. Any sign with wording, logo, or other representation that, directly or indirectly, names, advertises, or calls attention to a business, product, service, or other commercial activity.

Commercial Zones. Commercial zones include the following zones: VMU, CR, CH, PO, LI.

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.

Digital Display. The portion of a sign message made up of internally illuminated components capable of changing a message periodically. Digital displays may include but not limited to LCD, LED, plasma, or high intensity displays (hid).

Directional Sign. Signage that directs pedestrians or drivers to locations such as parking, drop off, or other wayfinding elements.

Directory Sign. A sign less than 8 square feet that directs pedestrians or visitors to tenants within a multi-tenant building.

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.

Event. An occasion, gathering, or activity that is temporary in nature and has a set start time and end time. An example of an event includes but not limited to a sale or rental of a property, an “open-house” for the sale or rental of a property, a religious gathering, a federal/state/local election, garage or yard sale, etc.

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.

Flag. A device, generally made of flexible materials, usually cloth, paper or plastic, usually used as a symbol of a government, school, or religion, corporation, or other lettering or symbols, and may contain either a not containing a commercial message or non-commercial message.

Foot Candle. A unit of illuminance or illumination, equivalent to the illumination produced by a source of one candle at a distance of one foot and equal to one lumen incident per square foot.

Freestanding Sign. Any sign supported by structures or supports that are placed on, or anchored in, the ground which are independent from any building or other structure. These signs are also known as monument signs, and pylon signs.

Feather Flag. Also known as a blade sign, teardrop sign, or similar type of temporary signage that is constructed of cloth, canvas, plastic fabric, or similar lightweight, non-rigid material and that is supported by a single vertical pole mounted into the ground or portable structure for means of advertising.

Flat Silhouette Cutout Sign. A flat sign constructed of wood or metal depicting a figure, shape or character and displays necessary or legal information.

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.

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

Illegal Sign. Any sign erected without complying with all ordinances and regulations in effect at the time of its construction and erection or use.

Illuminated Sign. Any sign employing the use of lighting sources for the purpose of decorating, outlining, accentuating or brightening the sign area.

Industrial Zones. Industrial zones include the following zones: LI.

Inflatable Sign. Any air or gas filled device located, attached, or tethered to the ground, site, merchandise, building, or roof and used for the purpose of signage, advertising or attention-getting.

Legal Nonconforming Sign. A sign which was legal when first erected, with all necessary permits, but due to a change in the law it became nonconforming (inconsistent with the current requirements of this Section).

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

Lumen. A unit equal to the light emitted in a unit solid angle by a uniform point source of one candle intensity.

Mobile Sign. The use of a moving trailer, automobile, truck, or any other vehicle to display commercial or noncommercial messages primarily for advertising purposes unrelated to the principal use of such vehicle.

Multi-Faced Sign. A sign with two or more sign faces where any two sign faces are oriented such that they have an interior angle of greater than forty-five (45) degrees from each other.
Noncommercial Signage. Any signage which is not determined to be commercial signage, as defined herein.

Noncommercial Message. Any wording, logo or other representation that does not directly or indirectly, name, advertise or calls attention to a commercial or industrial business, product, good, service or other commercial or industrial activity.

Off-Site Sign. Signage that is not located on the same legal lot of the business, accommodations, services, or commercial activity served by the sign. In commercial centers where there are multiple legal lots that comprise a commercial center and there is an agreement that allows the use of the sign by the business.

Off-Site Directional Sign. Signs displaying direction to a limited duration event that is located off-site and not located within the public right-of-way.

On-Site Sign. A sign advertising the business, accommodations, services or commercial activities provided on the site on which the sign is located.

Open Space Zones. Open spaces zones include the following zones: OS and P.

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.

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.

People Sign. A person, live or simulated, who is attired or decorated with insignia, images, costumes, masks, or other symbols that display commercial messages with the purpose of drawing attention to or advertising for an on-premise activity. Such person may or may not be holding a sign. Also known as human mascots, sign spinner, or walking signs.

Perforated Window Film. A calendared adhesive-backed PVC vinyl that contains pattern of round, evenly spaced holes that allow graphics printed on a glass surface, such as windows, to be seen from the outside, but appear invisible from the inside building space.

Permitted Sign. Signs permitted pursuant to Title 11 Chapter 13

Pole Signs. A sign wholly supported by a singular shape and separated from the ground by air.

Portable Sign. Any freestanding, moveable sign.

Projection. A sign that extends beyond the building wall, where the horizontal sign face is not parallel to a building wall.

Projecting Sign. A sign which projects more than two (2) feet from the exterior face of a building wall or facade and which uses the building wall as its primary source of support.

Projected Image Sign. A sign which involves an image projected on the face of a wall, structure, sidewalk, or other surface from a distant electronic device such that the image does not originate from the plan of the wall, structure, sidewalk, or other surface.

Residential Zones. Residential zones include the following zones: ER-3, ER-1, R-1,PR,R-2, R-3, MHR

Residential Subdivision Sign. A sign which advertises for sale or lease residential units being constructed or rented within the City of Solvang.

Right-of-way. A public or private highway, road or thoroughfare which affords the principal means of property access. For the purposes of the signage section, this means roadway/ alleyway, sidewalk (if present), gutter (if present) and curb, whether concrete or asphalt.

Roof Sign. A sign erected upon or above a roof (angled surface) or a parapet of a building or structure, and not contained within a dormer (flat surface).

Sign. Any device, fixture, placard, or structure that uses any color, form, graphic, illumination, symbol, or writing to advertise, announce the purpose of, or identify the purpose of a person or entity, or to communicate information of any kind to the public, with the exception of the following:

Sign Copy. Any words, letters, numbers, figures, designs or other symbolic representation incorporated into a sign with the purpose of attracting attention to the subject matter.

Sign Face. The surface of the sign upon, against, or through which the message is displayed or illustrated on the sign.

Sign Structure. Any structure that supports or is capable of supporting any sign as defined in this Section. A sign structure may be a single pole and may or may not be an integral part of the building.

Site. A lot, or group of contiguous lots, with or without development, in single ownership, or having multiple owners, all of whom join in an application for signage.

Snipe Signs. Means anything that is attached to trees, wires, the ground, or to other objects that has a message appearing on it that does not apply to the present use of the premises or structure upon which the sign is located.

Street. A public or private highway, road or thoroughfare which affords the principal means of access to adjacent lots.

Suspended Sign. A sign which hangs from the underside of a roof, a porch, awning, or covered walkway.

Temporary Sign. A sign that is not permanently anchored or secured to a building and not having supports or braces permanently secured in the ground, including but not limited to a-frame signs, banner signs, pennants, inflatables signs, flags, feather flags, or similar devices intended for a limited period of display.

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

Valance. A free-hanging projection of fabric below the main frame of an awning to create a decorative skirt.

Vertical Plane. A sign passing through the point of sight and perpendicular to the ground and to the structure of the sign.

Umbrella Sign. Any sign or graphic attached to, painted on, or applied to, the fabric of an umbrella

Wall Sign. A sign attached to or painted on the exterior wall of a building or structure with the display surface of the sign approximately parallel to the building or structure wall.

Wayfinding Sign. An on or off-premises sign along the path of travel directing potential patrons to an area in which three or more businesses of the same type are located and to businesses within that area.

Window Sign. A sign that is painted on, attached to, or suspended directly behind or in front of a window or the glass portion of a door.

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.

Utility Pole. An outdoor pole consisting of either wood, metal, or other similar material, installed by an entity operating under the jurisdiction of the California Public Utilities Commission or other similar state or federal agency to support telephone, electric, and other cables.

Yard Sign. Any temporary sign placed in the ground or attached to a supporting structure, posts, or poles, that is not attached to any building, not including banners.