

Frequently Asked Questions

Q: Which signs are required to go to the BAR?

A: All signs within the City limits, unless there is an overall sign plan for the shopping complex.

Q: How do I know whether or not my signs are currently permitted and in compliance?

A: If you're not sure if your signs were permitted, you can stop by the Planning Department office and we'll be glad to pull your address file and check.

Q: Do sign permits expire?

A: No. However, any changes to the sign (including color and location) must be re-permitted and will be considered new signs.

Q: What is the BAR? Who are they?

A: The Board of Architectural Review (BAR) is a group of Solvang citizens, appointed by the City Council, who have the necessary background and experience to review architectural elements in the City.

Q: What happens if I don't comply?

A: If your signs are found to be in non-compliance, and cooperation is not met, the City will unfortunately be forced to issue an administrative citation to ensure compliance.

Q: Can I have a sign on a public bench?

A: Yes, but with certain restrictions. Please contact the City of Solvang Planning Department for more information on placing signage on signs within the City right-of-way (sidewalk).

Q: Can I display merchandise outdoors (i.e. sidewalk sale)?

A: No. All businesses in the TRC must be conducted completely within an enclosed building.



This brochure has been developed to explain, in outline form, the fundamental application of the Sign Regulations in the Village Area, and the steps towards compliance. More detailed information, and the complete Ordinance, are available at the Planning/Community Development Office.

411 Second Street, Solvang
(805) 688-4414

Village Area Sign Standards

PROHIBITED

- Flashing, rotating, or blinking signs



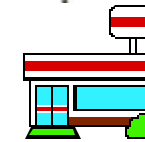
- Off-Premise Signs



- Portable signs



- Rooftop Signs



- Signs adhered to the glass



- Banner signs and balloons



- Neon Signs (except for "No" or "Sorry No")



- Mobile Signs



- Signs attached to trees, fences, etc.



EXEMPT

- The official flag of a government, agency, public institution, or religion (max. height 40')



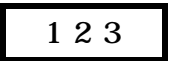
- Temporary sign warning of construction or other dangers



- Temporary signs that indicate a property is for sale, rent, or lease (max. 6 sq. ft.)



- One address sign (max. 1 sq. ft.)



- Any temporary festival decoration or display



- Signs announcing the opening of a new business (not to exceed 4 square feet or 15% of the window area. Must be removed no later than 30 days after the opening of the business.)



- Signs within 18" of the glass under 1 s.f.

SIGN REGULATIONS

SIGN SIZE

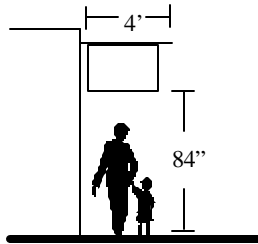
- One (1) square foot of signage is allowed per linear foot of dominant building frontage, not less than 12 square feet.
- One-half (1/2) of a square foot is allowed per linear foot of subordinate building frontage.

Dominant frontage is business main entrance and where street address is. Subordinate is any other frontage of business.

** No single sign shall be greater than 7 square feet. Letter height shall be limited to 8 inches.

PROJECTING SIGNS

- A projecting sign is allowed for each enterprise so long as: a) lower edge of the sign must be at least 84 inches above ground level, and b) does not project more than 4 feet into the public right of way.



WALL SIGNS

- Wall signs are allowed for each enterprise in conformance with the allowable sizes in relation to the building frontage.



AWNING SIGNS

- Awning signs are allowed on the valance only.
- Business name must appear on front valance (if lettering used). Max 5" high.
- Business Specific Information is allowed (up to 2 words per side, 6 words max.). Max 3" high.
- No telephone numbers and/or websites.



TEMPORARY SIGN

- A temporary window sign is allowed (with a City permit) not exceeding 4 square feet, or 15% of the window area of each façade, whichever is greater. Such signs (permit required) shall not be displayed for more than 30 consecutive days or more than a total of 60 days per calendar year.



WINDOW LETTERING

- Window lettering is allowed displaying the name or logo of the business *only*, to be used once per window. Maximum letter height is 6", and cannot exceed 25% of the window area. Lettering is limited to a single pane.



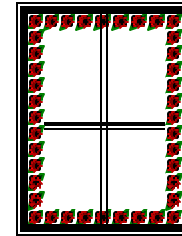
CHALKBOARD SIGN

- Food/Beverage establishments may have a chalkboard sign not to exceed 24" x 36" that shall not be portable.

Lunch
Specials!

WINDOW PAINTING

- Window painting is limited to outer-most border only. Border may be 1" wide for every foot of linear width of window. (i.e. a 6' wide window may have up to a 6" border). Must be consistent with Design Guidelines and requires BAR approval.



Sign Review Criteria/Findings:

In reviewing a sign permit application the following criteria shall be considered:

- The sign is in proportion and visually consistent with the architectural character of the building.
- There is no needless repetition, redundancy, or proliferation of signage.
- The sign does not compete for attention with other signs in the area.
- The sign does not obscure from view or unduly detract from existing signage.
- 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.

A RELOCATED SIGN SHALL BE
CONSIDERED A NEW SIGN

Business Specific Information
(descriptions of goods/services provided, telephone numbers, websites) is limited to 6 words per sign. If multiple signs are proposed, the same 6 words are to be used. If a website is proposed, it may not include "www" or "http://"
(cityofsolvang.com). Telephone numbers & websites are counted as 1 word.

NOW WHAT?

Step One: Be sure all of your signage is currently permitted through the City of Solvang Planning Department. If you're not sure, you may come into the office, and we'll be happy to pull your address file and find out.

Step Two: Take down any signs that are expressly prohibited by the Sign Ordinance.

Step Three: Stop by the Planning Department at 411 Second Street for a sign permit application.

Step Four: Submit all required BAR documents and pay the application fee.

Step Five: Attend BAR Meeting and obtain approval.

Step Six: Display your newly approved and permitted signs proudly!

For a complete copy of the Sign Ordinance and more information, you can access our website at www.cityofsolvang.com