



AGENDA

PLANNING COMMISSION

MONDAY, NOVEMBER 3, 2025 – 6:00 PM – REGULAR MEETING

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

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.

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 Committee 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 Wednesday 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 or call 775-235-2240 to participate by phone or text only

PARTICIPATING IN THE MEETING - Planning Commission 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 starting at 5:30 p.m.

6:00 PM REGULAR MEETING OF THE PLANNING COMMISSION

CALL TO ORDER

ROLL CALL

PLEDGE OF ALLEGIANCE

1. APPROVE ORDER OF AGENDA

At this time the Commission reviews the order of business to be conducted and receive requests for, or makes announcements regarding any change(s) to the order of business

2. PUBLIC COMMENT

The Public may address the Commission on items not on the Agenda and on Consent. Each speaker will be afforded three minutes and may speak only once. State Law does not allow action to be taken unless it is noticed on the agenda. The Commission may briefly respond or ask Staff to follow up on such items and/or schedule the matter to a future meeting.

3. 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 Commission on any Consent item on the agenda, which has not been pulled by the Commission for discussion. Each speaker will be permitted to speak only once and comments will be limited to a total of three minutes.

- a. Approve the Minutes of the September 2, 2025 Regular Meeting 4
- b. Approved Draft 2025 Planning Commission Meeting Schedule 7
- c. Receive and file Community Development Current Projects November 2025..... 8

4. EX PARTE COMMUNICATION

This section is intended to allow all officials the opportunity to reveal any disclosure or ex-parte communication regarding the following public hearings.

5. PUBLIC HEARINGS:

6. DISCUSSION ITEMS:

- a. Discussion and direction on Draft Title 11, Chapter 13 Sign Ordinance Amendments..... 11

7. PLANNING COMMISSIONERS' COMMENTS

8. COMMUNITY DEVELOPMENT DIRECTOR REPORT

9. ADJOURNMENT

AFFIDAVIT OF POSTING

I, Rafael Castillo, Community Development Director, 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 30th of October 2025.



**MINUTES
SOLVANG PLANNING COMMISSION
TUESDAY, SEPTEMBER 2, 2025**

Regular Meeting – 6:00 PM

6:00 PM REGULAR MEETING OF THE PLANNING COMMISSION

CALL TO ORDER

Chair Williams called the Regular meeting to order at 6:00 PM in the City Hall Council Chamber, 1644 Oak Street, Solvang, California.

ROLL CALL

Present: Commissioners Brandon Sparks-Gillis, William Zigler, Vice Chair Kief Adler, and Chair Jack Williams

Absent: Commissioner Aaron Petersen

Staff: City Manager Randy Murphy, Assistant City Attorney David Fleishman, Community Development Director Rafael Castillo, Assistant Planner Lisa Scherman

PLEDGE OF ALLEGIANCE

Commissioner Sparks-Gillis led in the Pledge of Allegiance.

1. APPROVE ORDER OF AGENDA

Motion by Vice Chair Adler to approve the Order of Agenda, as presented, seconded by Commissioner Sparks-Gillis, and carried 4-0, with Commissioner Petersen, absent.

2. PUBLIC COMMENT - None

3. CONSENT ITEMS

- a. Approve Minutes of June 2, 2025 Planning Commission Meeting
- b. Receive and file Community Development Major Projects List September 2025

Commissioner Sparks-Gillis corrected the spelling of his name on the minutes of the June 2, 2025 Planning Commission meeting.

Motion by Commissioner Zigler to approve Consent Items, as amended, with corrections to the minutes of June 2, 2025, seconded by Vice Chair Adler, and carried 4-0, with Commissioner Petersen, absent.

4. EX PARTE COMMUNICATION

Chair Williams reported meeting with Mr. St. George to discuss his project.

5. PUBLIC HEARINGS

- a. Public hearing to consider an Appeal of Community Development Director's determination

approving amendments to facades and building colors with modifications to a previously approved Development Plan for 1704 Mission Drive (APN 139-240-033) (PA 25-035).

Community Development Director Castillo narrated a PowerPoint presentation with details of an appeal of the Community Development Director's determination approving amendments to facades and building colors with modifications to a previously approved Development Plan for 1704 Mission Drive.

Chair Williams opened the public hearing and invited public comments.

Melissa Bates
Esther Jacobsen-Bates

There were no other public comments.

Discussion followed regarding the units that were moved from their original location, removal of the color banding on the roof, suggested colors, allowing business owners and staff to work together, expected adoption date of the color palette and the DRC's comments and recommendations.

Continuing discussion followed regarding merging the approved plan with the amended plan.

Chair Williams reopened public comments and invited the applicant to address the Planning Commission.

The applicant, Ed St. George, spoke on the item.

Chair Williams invited public comments.

Lynn Peerson

There were no other public comments.

Ed St. George explained the subject of the appeal.

Chair Williams closed public comments.

Discussion followed regarding consideration of removing the timbers, options for recommendations by the Planning Commission and next steps.

Motion by Vice Chair Adler, to follow the recommendations of the Planning Commission and DRC and move for the changes that have been submitted (Resolution No. 2505) and including the amendments to the landscaping plan and the site plan as identified by the Director and including Exhibit C, seconded by Commissioner Zigler.

Chair Williams spoke in favor of the facades as they are; mentioned the brick on the windmill; urged the City to work with the developer and mentioned the need to follow the process.

The motion carried 4-0, with Commissioner Petersen, absent.

6. DISCUSSION ITEMS - None

7. PLANNING COMMISSIONERS' COMMENTS - None

8. COMMUNITY DEVELOPMENT DIRECTOR REPORT

Community Development Director Castillo reported on projects City staff is working on; spoke about

upcoming Planning Commission items; addressed upcoming agenda items for the City Council and announced the upcoming State of the City event.

9. ADJOURNMENT: 7:20 PM

Respectfully submitted:

Rafael Castillo
Planning Manager



**City of Solvang
Planning Commission Meetings
2026 Meeting Calendar**

2025 Meeting Dates <i>1st Monday of the Month at 6:00 pm</i>	Agenda Packets Available to the Committee/Public <i>No Later than 5:00 pm Wednesday Prior to the Meeting Date</i>	10 Day Notice mailed to properties within 300-foot radius	Deadline for Notice to Newspaper	Deadline for Applications to be Deemed Complete <i>City Staff has determined an application is complete for decision</i>
Jan. 5, 2026	Dec. 28, 2025	Dec. 22, 2025	Dec 19, 2025	Dec. 12, 2025
Feb. 2, 2026	Jan. 28, 2026	Jan. 20, 2026	Jan. 16, 2026	Jan. 9, 2026
Mar. 2, 2026	Feb. 25, 2026	Feb. 17, 2026	Feb. 13, 2026	Feb. 6, 2026
Apr. 6, 2026	Apr. 1, 2026	Mar. 23, 2026	Mar. 20, 2026	Mar. 13, 2026
May 4, 2026	Apr. 29, 2026	Apr. 20, 2026	Apr. 17, 2026	Apr. 10, 2026
Jun. 1, 2026	May 27, 2026	May 18, 2026	May 15, 2025	May 8, 2026
Jul. 6, 2026	Jul. 1, 2026	Jun. 22, 2026	Jun. 19, 2026	Jun. 12, 2026
Aug. 3, 2026	Jul. 29, 2026	Jul. 20, 2026	Jul. 17, 2026	Jul. 10, 2026
Sep. 8, 2026*	Sept. 2, 2026	Aug. 24, 2026	Aug. 21, 2026	Aug. 14, 2026
Oct. 5, 2026	Sept. 30, 2026	Sep. 21, 2026	Sep. 18, 2026	Sep. 11, 2026
Nov. 2, 2026	Oct. 28, 2026	Oct. 19, 2026	Oct. 16, 2026	Oct. 9, 2026
Dec. 7, 2026	Dec. 2, 2026	Nov. 23, 2026	Nov. 20, 2026	Nov. 13, 2026

*Denotes meeting moved/Notice Moved to Tuesday due to holiday.



CITY OF SOLVANG
COMMUNITY DEVELOPMENT – CURRENT PROJECT LIST
November 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 / Limited Work	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	08/28/2026
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 Finaled	10/30/2025
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	09/11/2026



CITY OF SOLVANG
COMMUNITY DEVELOPMENT – MAJOR PROJECT LIST
 November 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	04/26/2026
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



CITY OF SOLVANG
COMMUNITY DEVELOPMENT – MAJOR PROJECT LIST
November 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 25-042	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	Incomplete. Awaiting Re-submittal	08/27/2026



PLANNING COMMISSION STAFF REPORT

Agenda Item 6.a

Meeting Date: November 3, 2025

SUBJECT: Discussion and direction on Draft Title 11, Chapter 13 Sign Ordinance Amendments

PREPARED BY: Rafael Castillo, AICP, 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 has taken the draft sign ordinance to the Design Review committee in three sections to receive input and discussion. The DRC discussed the sign ordinance at its June, August, and October meetings of 2025.

City staff has further revised the draft ordinance based on the solicited comments, and now seeks input from the Planning Commission. The Planning Commission should review and provide comments to city staff to help refine the sign ordinance. This is a working draft of the Sign Ordinance and some items will be re-arranged, or new figure numbers and table numbers are subject to change. The goal is to take the comments and present an administrative draft to the City Council in January 2026 and then proceed with formal amendment and adoption of the ordinance at the February 2026 Planning Commission meeting.

Why Amend the Sign Ordinance

The draft sign ordinance represents a comprehensive modernization of the City's approach to regulating signage. The current ordinance has served the community for many years but has become increasingly difficult to administer and defend due to evolving case law, new technologies, and the need for greater flexibility in sign design and permitting, as evident from feedback from business and property owners. The draft sign ordinance seeks to preserve Solvang's distinctive character while ensuring compliance with contemporary legal standards and improving the overall permitting experience for businesses and property owners.

A major focus of the update is the introduction of content-neutral regulations, consistent with the First Amendment and recent court decisions such as *Reed v. Town of Gilbert*. The revised ordinance eliminates references to specific types of messages such as real estate, political, or event signage, and instead regulates signs based on their physical characteristics, placement, and duration. This approach ensures that no distinction is made between commercial and non-commercial speech and that all signs are treated equally under the law. The ordinance also includes a "message substitution" clause, which allows any permitted sign structure to display a non-commercial message without additional approval.

Proposed Draft Changes

This table provides a section-by-section comparison between the existing Solvang Sign Ordinance and the draft sign ordinance. Each section summarizes the existing regulation, the proposed change, and provides commentary on the purpose and policy implications.

Section	Existing Sign Ordinance	Proposed Ordinance (V3)	Staff Commentary
§11-13-1 Purpose and Intent	Defines the Danish village aesthetic, traffic safety, and local identity as reasons for regulation.	Modernized for content-neutrality and objectivity, emphasizing community appearance, safety, and economic development.	Streamlined language to comply with First Amendment standards while maintaining Solvang's design intent.
§11-13-2 Applicability	Applies to all signs; minimal reference to non-commercial message rights.	Clarifies coverage for all sign types and explicitly includes non-commercial message substitution rights.	Expanded to ensure equal treatment of all messages; strengthens legal defensibility.
§11-13-3 Exempt Signs	Lists detailed exemptions (civic, construction, real estate, etc.).	§11-13-3 and §11-13-6 (Requirements) – Combined and simplified list of exempt signage such as government, temporary civic, utility, and informational signs.	Merged for clarity and efficiency; focuses on objective size and placement criteria.
§11-13-4 Prohibited Signs	Extensive list of banned signs including neon, flashing, roof, pole, and portable signs.	Updated to use modern, objective terminology and includes new prohibitions (e.g., digital displays, feather flags).	Simplified and modernized; eliminates redundant or subjective language while maintaining core restrictions.
§11-13-5 Sign Permits and Procedures	General process via Planning Manager and Design Review Committee (DRC).	Renamed to §11-13-5 Application Requirements and Permit Procedures – Introduces Administrative Sign Permits, Sign Programs, with a clear review table assigning authority and appeal process.	Adds flexibility: staff can approve routine signs; DRC focuses on complex or unique applications.
§11-13-6 Sign Standards and Measurement	Defines sign area and maintenance; limited illustration or measurement detail.	Renamed to §11-13-6 Requirements and Measurements – Adds illustrated figures for sign area, multiple objects, and height. Introduces illumination limit (10 foot-candles) and maintenance obligations.	Combines measurement and design criteria from multiple sections for clarity and enforcement consistency.
§11-13-7 Sign Standards (General)	Contains design criteria, maintenance rules, and general guidelines.	Merged into §11-13-6 (Requirements) and §11-13-9 (Permanent Signs).	Reorganized to avoid redundancy; integrates general standards with specific sign-type rules.
§11-13-8–10 Sign Standards	Separate zone-based tables for VMU and non-	§11-13-9 Permanent Signs and §11-13-10 Special Consideration Signs –	Simplifies review process and maintains consistency across

Section	Existing Sign Ordinance	Proposed Ordinance (V3)	Staff Commentary
by Zone and Type	VMU areas; highly detailed design prescriptions.	Streamlined with size, height, and design limits by sign type (e.g., wall, awning, directory, monument) and zone. Consolidates and standardizes sign type tables and adds new sign categories. Adds new categories such as murals (noncommercial), umbrella signs, and wayfinding signs. Clarifies design and permitting requirements.	zones; removes prescriptive design language but retains Danish character via Design Guidelines. Encourages creative signage while maintaining content neutrality and compatibility with public art and pedestrian environments
§11-13-11 Temporary Signs	Lists temporary sign allowances by event and zone with varying durations.	Now located into two different sections, §11-13-7 Limited Duration Signs and §11-13-8 Temporary Signs – Combines temporary and limited-duration sign standards with objective size and duration limits. Creates explicit A-frame, banner, and window sign standards with size, frequency, and display time limits. Adds 30-day change requirement for VMU A-frames.	Combines related sections; adds A-frame message change requirement in VMU; clarifies timeframes for compliance. Clearly defines time, place, manner for banner signs.
§11-13-12 Sign Permits – Application and Processing	Outlines application procedures and review standards.	Integrated into §11-13-5 (Application Requirements).	Procedural content consolidated to eliminate duplication and clarify responsibilities.
§11-13-13 Modifications and §11-13-14 Exceptions	Separate sections describing modifications and exceptions with findings for approval.	Merged into §11-13-5 (Exceptions to Sign Regulations).	Combines discretionary processes under one section; simplifies review path and findings criteria.
§11-13-15–16 Nonconforming, Abandoned, and Unsafe Signs	Addresses removal, repair, and enforcement separately.	§11-13-12 and §11-13-14 – Combines nonconforming, abandoned, unsafe, and illegal signs under one framework with consistent timelines.	Consolidates for clarity; establishes standard notice periods and ties enforcement to City's code procedures.

Section	Existing Sign Ordinance	Proposed Ordinance (V3)	Staff Commentary
§11-13-17 Enforcement and Penalties	Specifies enforcement by Planning Manager and general penalties.	Integrated into §11-13-14 (Abandoned, Unsafe, and Illegal Signs).	Procedures streamlined and cross-referenced with Title 1 code enforcement provisions.
§11-13-18 Overall Sign Plans	Details requirements for coordinated center signage; reviewed by DRC.	Incorporated into §11-13-5 (Sign Program Requirements).	Process modernized as a formal Sign Program option reviewed by Planning Commission.
§11-13-19 Definitions	Contains a long list of sign-related definitions.	§11-13-16 Definitions for Sign Regulations – Updated and reorganized; adds new definitions for murals, digital signs, and content-neutrality.	Modernizes terminology and consolidates overlapping terms from older sections.

The draft ordinance adds greater clarity and objectivity to how signage is measured and maintained. It introduces illustrated examples showing how sign area, height, and placement are calculated, and it establishes measurable lighting standards that limit illumination to no more than ten foot-candles at ten feet from the sign face. These objective criteria make the ordinance easier to interpret, enforce, and defend. Maintenance standards are also strengthened to ensure that all signage remains in good repair and consistent with Solvang's high-quality visual environment.

The draft ordinance introduces new and updated sign types to reflect modern business needs. These include provisions for murals (treated as non-commercial art when not advertising a product or service), wayfinding and directional signage, and more refined standards for monument and freestanding signs. Each sign type includes clear dimensional, design, and placement standards.

Overall, it is hoped that the draft Sign Ordinance strikes a thoughtful balance between regulatory efficiency, aesthetic preservation, and legal defensibility. It maintains the City's longstanding commitment to high-quality, context-sensitive design while offering clearer pathways for approval and greater flexibility for businesses. By introducing content-neutral language, measurable standards, and a streamlined permit process, the ordinance provides a modern, enforceable framework that supports both the economic and visual vitality of Solvang.

ALTERNATIVES:

None. Planning Commission to provide input.

FISCAL IMPACT:

City staff time utilized to create draft sign ordinance

ATTACHMENTS:

Attachment A – Draft Sign Ordinance

Chapter 13

Sign regulations

§ 11-13-1 Purpose

- A. Purpose. The Purpose of this section is to promote economic development, traffic safety, and pedestrian safety to enact sign regulations for the City of Solvang as a unique and distinctive Danish village in a California with historic tradition and maintaining natural beauty and retaining its “Old World Danish” charm. These sign regulations will:
1. Maintain the aesthetic environment and community appearance to foster the city's ability to attract sources of economic development and growth;
 2. 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;
 3. Implement quality sign design standards that are consistent with the city's general plan, zoning ordinance and objective standards;
 4. Enable consistent enforcement of these sign regulations;
 5. Minimize possible adverse impacts of signs on private and public property to maintain a positive city image;
 6. 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;

§ 11-13-2 Applicability.

- A. This Section applies to all signs including on-site signs, off-site signs, and temporary signs within the City.
- B. No person shall install, alter, or relocate any sign within the City without first meeting requirements of Section 11-13-5 (Application Requirements) unless otherwise exempt consistent with Section 11-13-4.
- C. Nothing in this Section shall be construed to prohibit a person from holding a sign while picketing or protesting on City property and/or right-of-way that is open to the public, so long as the person holding the sign does not block ingress and egress from buildings, create a safety hazard by impeding travel on sidewalks, in bike or vehicle lanes, or on trails, or violate any other reasonable time, place, and manner restrictions adopted by the City.
- D. This Section is not intended to, and does not, restrict speech on the basis of its content, viewpoint, or message. No part of this Section shall be construed to favor commercial speech over non-commercial speech.
- E. A non-commercial message may be substituted for any commercial message displayed on a sign, or the content of any non-commercial message displayed on a sign may be changed to a different non-commercial message, without the need for any approval or permit, provided that the size, and location of the sign is not altered. The purpose of this provision is to prevent any inadvertent favoring of commercial speech over non-commercial speech or favoring of any particular non-commercial message over any other non-commercial message. To the extent any provision of this Section is ambiguous, the term shall be interpreted not to regulate on the basis of the content of the message. This provision prevails over any more specific provisions to the contrary.

- F. Where a particular type of sign is proposed in a permit application, and the type is not expressly allowed, restricted, or prohibited by this Section, the Review Authority shall approve, conditionally approve, or deny the application based on the most similar sign type that is expressly regulated by this Section.
- G. Where a sign may be subject to multiple provisions of this chapter because it may be considered to fall within more than one of the sign type definitions of Section 11-3-16 (Signage Definitions), the sign shall comply with the most restrictive requirements.

§ 11-13-3 Exempt signs

- A. Types of exempt signage. The sign types listed below are exempt from the requirement of a Sign Permit, and any corresponding fees provided that the sign is consistent with the standards of Section 11-13-6. The size and placement standards set forth in subsequent Sections shall be adhered to in order for such sign to qualify as exempt.
 - 1. Any sign, posting, notice, or similar signs placed, installed, or required by law by the City, local school districts, Federal, State governmental agency, County, or Tribal agency.
 - 2. Any temporary signage related to Julefest, Danish Days, or any official City holiday or event.
 - 3. Business information signs. Non-illuminated signs which provide business information including, but not limited to, credit card acceptance, business hours, open/closed, or menus provided signs do not exceed an aggregate two (2) square feet in sign area.
 - 4. Special event decorations that display non-commercial messages may be in place up to 30 days per event, except for signs listed in Section 11-13-4, with a maximum of three events per year. Any such decorations or displays and any related lighting must be removed within 72 hours following the event for which they were erected.
 - 5. Signs affixed to a vehicle through magnets, vinyl application, or other forms of permanent adhesive. Such signage shall not be a banner, board, paper, wood material, or any temporary sign and shall not project or deviate above or from the vehicle profile.
 - 6. Non-commercial message signage with a maximum aggregate of three-square feet for each residence or business in all zones.
 - 7. Signs erected by a utility regulated by the California Public Utilities Commission.

§ 11-13-4 Prohibited signs.

- A. The following signs within the city of Solvang:
 - 1. Off-site signage.
 - 2. Abandoned signs.
 - 3. Signs that simulate in color or design any traffic sign or signal, or which makes use of words, symbols, or characters in such a manner to interfere with, mislead, or confuse pedestrian or vehicular traffic, including signage that is highly reflective.
 - 4. Digital display/LED and Neon messaging signs including illumination, animated, moving, flashing, blinking, reflecting, glaring, or revolving, or any other similar sign.
 - 5. Signs which rotate, move, etc.
 - 6. Backlit, translucent, semi-transparent and illuminated awnings from a light source under or within the awning.

7. 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.
8. Roof signs.
9. Snipe signs or any other sign attached to a tree, utility pole, fence post, etc.
10. Inflatable signs, including but not limited to air-activated graphics.
11. Feather flag signs.
12. Signs, including non-commercial signs that are placed or encroach into the right-of-way without a valid encroachment permit issued by the City Engineer or the California Department of Transportation (Caltrans) for segments owned by the State of California.
13. Signs emitting audible sounds, odors or particulate matter.
14. People signs except human signs used as in-person protest picketing.
15. Mobile signs that utilize the parking of off-site mobile billboard advertising displays for the direct purpose of advertising a business off-site, as defined herein, either standing alone, or attached to a motor vehicle, upon any public street, City owned land, or on private property.
16. Billboards.
17. Wall-mounted cabinet signage where the frame or external structure is a box, either in rectangular, square, or similar box like appearance, and the sign face is flat and/or the background is light colored and non-decorative in nature, with little or no articulation and comprised of plastic, or other similar type of material.
18. Streamers and pennants.
19. Can-Style monument signage.
20. Pole signs

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

A. Applicability.

1. Administrative Sign Permit.

- a. Administrative Sign Permits are required for the following signage as specified in this section and shall be submitted and approved by the review authority prior to installation of the sign.
 - i. Temporary Banner Signs.
 - ii. Temporary A-Frame Signs.
 - iii. Temporary Window Signs.
 - iv. Limited Duration Freestanding Banner Signs on Non-Residential Properties.
 - v. Relocation of Signs previously approved.
 - vi. Residential Subdivision or multi-unit development signage.
 - vii. Permanent Signage:
 - 1) Sign Face change out.
 - 2) Suspended signs where no new hardware will be installed and no additional signage is proposed and no additional signage requiring a sign permit is proposed within 180 days of approval.
 - 3) Awning signs, where no new hardware will be installed and no additional signage is proposed and no additional signage requiring a sign permit is proposed within 180 days of approval.
 - viii. Sign Programs for properties zoned Public/Institutional

- b. Exceptions to Administrative Sign Permits. Administrative Signs requiring exceptions, shall be require a sign permit and be approved by the Review Authority if the review authority can make the required findings consistent with Subsection 11-13-6.F.
 2. Sign Permit.
 - a. A sign permit is required for all signs unless otherwise specified in this Section and shall be submitted, and approved by the review authority prior to installation of the sign.
 - b. As a part of Sign Permit approval, exceptions may be granted to the standards of this Section of the findings can be made as required in Subsection 11-13-6.F.
 3. Sign Program.
 - a. A Sign Program is required as specified in this Section. This can be approved in conjunction with other planning applications.
 - b. A Sign Program shall require approval of a Conditional Use Permit consistent with Section 11-19-6.
 - c. As part of a Sign Program approval, exceptions may be granted to the standards of this Section if the findings can be made as required in Subsection 11-13-6.F.
- B. Procedures.
 1. Application requirements. An application for an Administrative Sign Permit, Sign Permit, or Sign Program shall be filed on the form(s) provided by the Department/Division, together with all required fees and all other information and materials specified by the application submittal requirements provided by the Department an rereviewed consistent with Section 11-16-1.D. It is the applicant's responsibility to provide evidence to support any required findings.
 2. Other permits required. In addition to the requirements of this Section, all signs shall be in compliance with applicable requirements of the California Building Code and any additional permits or requirements.
 3. Review Authority. Table 11.15 identifies the Review Authority responsible for reviewing and making a decision on each type of sign approval.

Table 11.15 – Signage Review Authority			
Permit Type	Recommendation	Decision	Appeal
Administrative Sign Permit	-	Community Development Director	-
Sign Permit	Community Development Director	Design Review Committee	City Council
Sign Program	Design Review Committee	Planning Commission	City Council

- C. Findings for Administrative Sign Permits.
 1. The Community Development Director or their designee shall issue an administrative sign permit after determining that the proposed sign complies with all applicable provisions, requirements, and standards for the type of signage and compliance with the zoning code and other applicable city standards.

D. Findings for Sign Permits.

1. There is no repetition, redundancy or proliferation of signage.
2. The sign shall not obscure from view existing signage.
3. The placement of the sign and any lighting is consistent with standards of this Section.

E. Findings for Sign Program.

1. The proposed signs are compatible in style and character with the buildings to which the signs are to be attached, any surrounding structures and any adjoining signage on the site because the proposed signs were designed to be in keeping with the architectural design of the buildings, using similar materials and colors.
2. The Sign Program complies with the applicable standards and requirements of this Ordinance.
3. Findings can be made for signage exceptions, if applicable, consistent with Section 11-13.5.F.
4. The Sign Program is consistent with the policies and design direction provided in the Community Design element.

F. Findings for Exceptions to Sign Regulations.

1. There are special circumstances applicable to the property including size, shape, topography, location, surroundings, building placement, public access or architectural style that warrant modified standards.
2. The sign is in substantial compliance with any other applicable design guidelines/handbook and Design District Overlay.
3. The sign's design is generally consistent with the goals and policies of the adopted community design element.
4. The sign's design or proposed construction will not threaten the public health, safety, or welfare.

G. Appeals. Appeals may be made consistent with Section 11-17-3.

H. Expiration. An application which has been approved by the review authority shall expire one (1) year from the date of approval unless the sign has been placed on the building or signage is substantially constructed with an issuance of a building permit.

I. Time Extension may be granted by the planning manager/Director if the application is in substantial compliance with the approved permit. A maximum of two (2) one year time extensions may be granted.

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

A. Sign Message.

1. Allowed signage may contain commercial or non-commercial message, provided that the sign complies with the size, height, area, location, and other requirements of this Section.

B. Sign Measurement Criteria. The measurement for sign area and height shall be regulated as follows:

1. Sign Area. The area of a sign is calculated by enclosing the extreme limits of all framing, emblem, logo, representation, writing, or other display composed of squares or rectangles as shown in Figure 11.13.1

Figure 11.13.1 – Sign Measurement Area

**Example of Individual Letter
Surface Area Calculation**

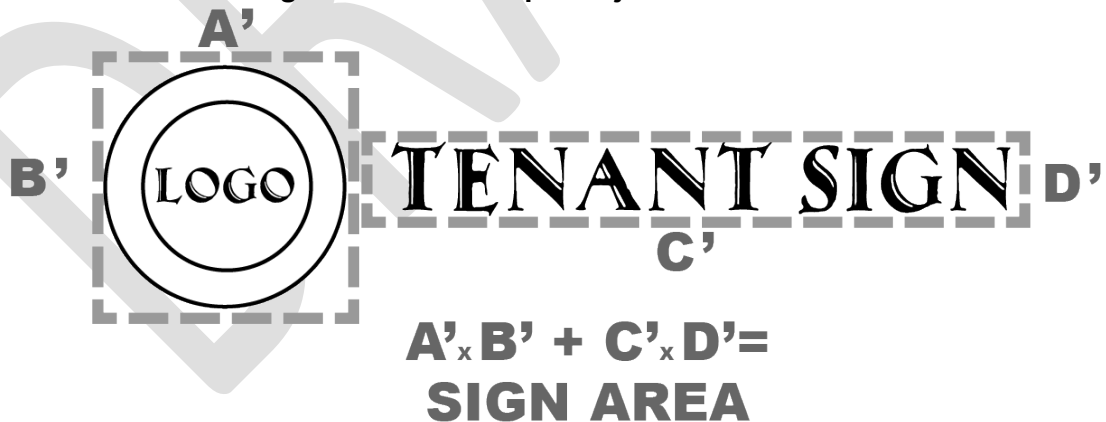


**Example of Surface Area Calculation
Limits of Framing**



2. Sign Structure. Supporting sign frame and support structures that are incidental to the display itself shall not be computed as sign area.
3. Double Sided Signs. The area of a double-sided sign that has no more than 18 inches separating the outer surfaces of the sign's two parallel planes shall be computed by multiplying the total height by the total length of only one side of the sign area.
4. Three-dimensional objects. Where a sign consists of one or more three dimensional objects (e.g., balls, cubes, clusters of objects, sculpture, or statue-like trademarks), the sign area is measured at their maximum projection upon a vertical plane.
5. Multiple Objects. When signs are composed of individual elements, the area of all sign elements, which together convey a single complete message, are considered a single sign as shown in Figure 11.13.2

Figure 11.13.2 Multiple Objects Calculation



6. Height. Sign height is measured as the vertical distance from the highest elevation of the finished grade below or surrounding the base of the sign to the top of the highest element of the sign. In cases where substantial fill is proposed, "finished grade" shall be established by the Director, consistent with properties in the immediate vicinity, and shall not be artificially raised to gain additional sign height. If highest finished grade surrounding the sign is lower than the grade of an adjacent street, the height of the sign shall be measured from the top of curb elevation nearest to the sign as shown in Figure 11.13.3

7. Measurement of Building Frontage. Measurement of building frontage shall be in feet measuring the façade that is facing or parallel to the street, right-of-way, or other public space. Measurement shall be a perpendicular line.
- C. Sign design, materials, colors, and illumination. All signs shall be designed and constructed in compliance with the following standards.
1. Design and construction.
 - a. Signs shall be in compliance with all applicable adopted design guidelines, handbook, and standards.
 - b. The size of the structural elements (e.g., columns, crossbeams, and braces) shall be proportional to the sign type they are supporting.
 - c. Signage shall be designed so that it is integrated with the design of a building.
 - d. Signs shall be securely attached to a building, structure or ground.
 - e. Freestanding signs utilizing bases shall be a minimum of one (1) foot in height with a maximum height of three (3) feet. Bases shall be decorative and located in a landscape planter.
 2. Materials.
 - a. Sign materials including framing, supports, and base, shall be compatible with the type and scale of materials used in the building's design.
 - b. Sign materials shall be durable and capable of withstanding weathering over the life of the sign with reasonable maintenance.
 - c. Use of raceways are prohibited.
 3. Illumination.
 - a. Lighting for signs shall not create a hazardous glare for pedestrians or vehicles.
 - b. The light source shall be shielded from view.
 - c. Externally illuminated signs shall utilize focused light fixtures that are directed towards the sign. These shall be top mounted light fixtures which shine light downward and are fully shielded. Low lumen output lights are encouraged.
 - d. Internally illuminated signs with light directed through the letters set in an opaque background. Lighting shall be designed so that illumination does not exceed 10 foot candles (100 lumens) measured at a distance of 10 feet from the sign. Internally illuminated signs are prohibited within the Design District (DD-1) overlay zone.
 - e. Signs in commercial and industrial zones with building elevations that directly face adjacent residential zones shall not be illuminated.
- D. Sign Maintenance. All signs shall be continuously maintained in compliance with the following standards.
1. Each sign and supporting hardware shall be maintained in good repair so that it is able to function properly at all times. This includes the replacement of burned out or broken light bulbs, and repair or replacement of faded, peeled, cracked, or otherwise damaged parts of a sign.
 2. Sign structures shall be free of unsightly electrical or supporting features, such as bracing, angle iron, guywires and cables
 3. Any repair to a sign shall be of materials and design of equal or better quality as the original sign.
 4. Signs that have been physically damaged by weather or physical impact shall be repaired.

5. When an existing sign is replaced, all brackets, poles, and other supports that are no longer required shall be removed.
 6. 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.
- E. Notice to Repair. When it is determined by the Community Development Director or their designee that signage, awnings or umbrella exists in a state of disrepair, notice of violation and corrective actions shall be taken consistent with Title 1 Chapter 3 of this Municipal Code.

§ 11-13-7 Limited Duration Signage.

- A. Purpose. Limited duration signs are a type of non-permanent signage intended to cover signs that typically require longer display times than other types of non-permanent signs.
1. Free Standing Signs in Residential Districts – Non-Commercial Messages.
 - a. Maximum sign area. Three square feet.
 - b. Number of signs. One per property or residential unit when multiple units are located on one common lot.
 - c. Maximum height. 42-inches (3.5 feet) as measured from average natural grade.
 - d. Location. May be located within the front and street side setback, behind the back of sidewalk or curb if no sidewalk is present. In no instance may a yard sign be placed on a sidewalk, public or private street.
 - e. Time of Display. None.
 2. Free Standing Signs in Residential Districts
 - a. Maximum sign area. Three square feet.
 - b. Number of signs. One per property or residential unit when multiple units are located on one common lot. Residential developments with a common lot are allowed a maximum of one yard sign per unit with permission of the common lot ownership.
 - c. Maximum height. Six feet as measured from average natural grade.
 - d. Location. May be located within the front and street side setback, behind the back of sidewalk or curb if no sidewalk is present. In no instance may a yard sign be placed on a sidewalk, public or private street. May not be placed on fence.
 - e. Freestanding Base Design. Base shall consist of wood or other similar type of material.
 - f. Time of display. May be placed prior to an event, but must be removed within seven days after the event or purpose for which the sign is erected. For purposes of example only, a limited duration sign that designates a sale or rental of a property would be required to be removed within seven days after the property is sold, leased or rented. A sign for an on-site sales event shall be removed within seven days after the event.
 - g. Additional regulations. Free standing signage shall not have any attachments, including, but not limited to, balloons, pennant flags, ribbons, loudspeakers, or other items to attract attention.
 3. Free Standing Signs in All Other Districts.

- a. Zones prohibited. Free standing signs are prohibited in OS, P zones, with the exception of signage placed by the City of Solvang, or in conjunction with an event that is issued a special event permit.
 - b. Maximum sign area. 32 square feet.
 - c. Number of signs. One per business.
 - d. Maximum Height. Six feet.
 - e. Location. Must be located on private property and shall not encroach within the right-of-way (streets, sidewalks, easements, etc.).
 - f. Time of display. Shall be temporary and only placed prior to an event but must be removed within seven days after the event or propose for which the sign is erected. For purposes of example only, a political sign shall be removed within seven days after an election. A real estate sign shall be removed within seven days after the property is sold, leased or rented. A sign for on-site sales event shall be removed within seven days after the event.
4. Free Standing Banner Signs on Poles in Non-Residential Districts.
- a. Zones Prohibited. Free standing signs on poles are prohibited in the OS and P zones.
 - b. Time Period Prohibited. Free standing signs on poles are prohibited to be displayed in all zones during the annual Juelefest, two weeks prior to and during the duration of Danish Days.
 - c. Maximum Sign Area. 48 square feet PI zones. 40 square feet all other non-residential zones.
 - d. Alternative Placement. Free standing banners may be placed on a fence in the LI or CR zones.
 - e. Maximum Height. 8 feet in PI zones. 6 feet in all other non-residential zones.
 - f. Location. Must be located on private property and shall not encroach within the right-of-way (streets, sidewalks, easements, etc.). Exception: Signage along Mission Drive (Highway 246) with issuance of a California Department of Transportation Encroachment Permit.
 - g. Time of display. Shall be temporary and only placed prior to an event but must be removed within two (2) days after the event or propose for which the sign is erected.
5. Free Standing Signage Exceptions. The following are exceptions to yard signage standards in all zones, excluding OS and P zones, for all properties or multiple units/tenants located on one common lot, 60 days prior to a federal, state, or local election and up to seven days after an election:
- a. Maximum sign area. Total sign area shall not exceed an aggregate of 32 square feet in addition to other allowed signage.
 - b. Free standing banner signs on poles are permitted in residential zones and may utilize a fence to place signage.

§ 11-13-8 Temporary Signage

- A. Purpose. The purpose of these regulations is to ensure that temporary signs do not create a distraction to the traveling public, cause visual blight to the aesthetic environment, and maintain the vibrant aesthetic of the Solvang Village.
- B. Temporary signs allowed. The following signs are allowed:
 - 1. A-Frame Signage in all Commercial Zoning Districts.
 - a. Number of signs. One (1) sign per business.
 - b. Maximum sign-area. Six (6) square feet.
 - c. Sign height. Maximum three and half feet (3.5), as measured from the ground to the top of the sign.

- d. Location.
 - i. A-frame signs shall be placed on private property and cannot interfere with pedestrian ingress or egress as required by the Building Code.
 - ii. Signs shall be located within five (5) feet of the primary public entrance of the business it is advertising.
 - iii. A-frame signs are prohibited in the public right-of-way including sidewalk, roadway, alleys, etc.
 - e. Time of Display. Signs shall not be on display on the premise before 7:00 a.m. and shall be removed each day at close of business or before sunset, whichever is first.
 - f. Materials, Design, and Construction. A- frame signage shall be constructed with the following materials.
 - i. Solid Wood.
 - ii. Plastic, carboard, or other similar materials prohibited.
 - g. Display Variation Requirement VMU District. The visual display of permitted A-frame signage including, but not limited to, its arrangement of text, colors, graphics, or overall design, shall be altered or replaced at least every thirty (30) calendar days for A-Frame signage within the VMU district only. No A-frame sign shall exhibit an identical or substantially identical visual display for a period exceeding thirty (30) consecutive days.
 - h. Illumination. Illumination of a-frame signs is prohibited, including the use of string or LED lighting.
 - i. Additional Attention Getting Devices. Use of additional attention getting devices directly affixed, or immediately adjacent to the a-frame sign including but not limited to ballons, directional arrows, bubble machines, fog machines, etc are prohibited.
 - j. No additional flyers adhered, on top, side or face of sign.
2. Banner Signs.
- a. Zones Allowed. CH,LI,PI,OP,VMU
 - b. Number of signs. One per business.
 - c. Maximum sign area. 20 square feet VMU district only. 32 square feet in all other districts where allowed.
 - d. Location. Shall be placed on either a structure (building) and not be located above a first story or a roof. Shall not be placed on a fence (refer to limited duration signage).
 - e. Time of display. A maximum of seven (7) consecutive days, up to twice (2) per year in the VMU district. A maximum of 14 consecutive days, up to four (4) times per calendar year in all other districts where allowed.
3. Window Signs. Temporary window signs is signage that is attached, glued, painted, resting upon, or otherwise affixed to a window glass surface shall not obscure or render opaque more than 25 percent of the exterior glass surface upon which it is affixed or painted.

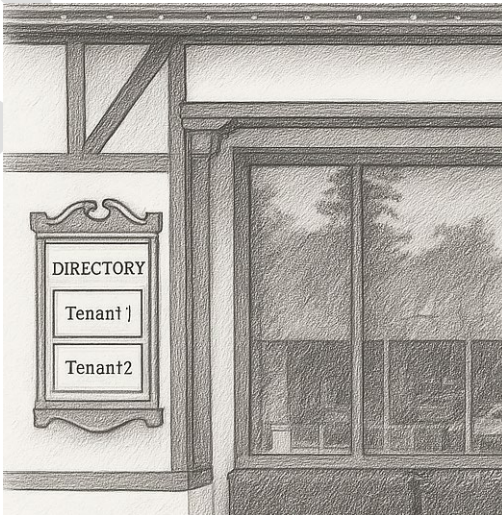
§ § 11-13-9 Permanent Signs

- A. Purpose. The purpose of these regulations is to ensure that permanent signs serve a common purpose to promote, identify, and provide information on a business or commercial activity located on the premise.
- B. Maximum Signage Allowed Per Business or Storefront. In the Village Mixed-Use (VMU) zone, the maximum signage size allowed shall be 20 square feet or the one (1) square feet per lineal foot of building frontage, whichever is less. Maximum signage size allowed for all other non-residential zones shall be 50 square feet.

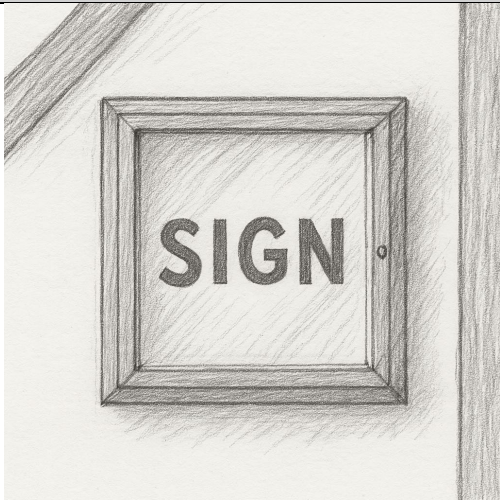
- C. Maximum Signage Allowed For Multi-tenant signage. In the Village Mixed-Use (VMU) zone, the maximum signage allowed for multi-tenants buildings shall be one (1) linear square foot per business/storefront frontage and signage shall be approved and unified through approval of a sign program. Maximum signage size allowed for all other non-residential zones shall be one (1) linear square foot per frontage street. A sign program shall be approved.
- D. Permanent Sign Standards. As listed below, signs shall comply with the following standards applicable to the specific sign type.

DRAFT

1. Awning Sign		
Zones Allowed:	VMU,CR,CH,PO,PI, LI	
Max. Letter Height:	8 inches	
Max. Sign Area:	1 square foot per 1 lineal foot of awning canopy	
Max. Height:	Not above first story	
Number of Signs Permitted:	One per business or tenant	
Special Requirements:	(a) Minimum vertical clearance from the ground of eight feet. (b) May project a maximum of five feet into the right-of-way with approved encroachment permit. (c) Valance limited to 50% maximum coverage	

2. Directory Sign	
Zones Allowed:	VMU,CR,CH,PO,PI, LI
Max. Letter Height VMU Zone	10 inches
Max. Letter Height all other zones	12 inches
Max. Sign Area:	18 square feet
Max. Height:	Top of sign shall not exceed 8 feet above grade.
Number of Signs Permitted:	1 per public common entrance.
Special Requirements:	
Special Requirements:	(a) Only permitted to be affixed to a building. (b) Shall not be attached to or be placed within shopfront windows. (c) External illumination only. (d) Materials shall consist of durable material. (e) Max. project of shall be 6 inches. (f) Min. clearance from the above grade shall be 48-inches.

3. Monument Sign		
Zones Allowed:	VMU,CR,CH,PO,PI, LI, OS, P	
Max. Letter Height VMU:	12 inches	
Max. Letter Height All other zones	18 inches	
Max. Sign Area VMU:	32 square feet	
Max. Sign Area All other zones:	50 square feet	
Max. Height:	6.5 feet measured from finished grade	
Number of Signs Permitted:	One per street frontage, max. 2 per property.	
Special Requirements:	(a) Minimum of 100 linear feet of street frontage required for free standing signage per property. (b) A singular pole, whether circular or rectangular is prohibited. (c) Support posts are permitted and shall be not taller than six (6) feet measured from average natural grade at the base of the sign to the top of the posts. (d) Free standing signs that incorporate a supporting base shall at least be least seventy-five (75%) percent of the width of the Sign face at its widest point. (e) Free standing signs that have a supporting base shall be constructed of material consistent with primary building façade. (f) Landscaping shall be required at the base of a freestanding sign. (g) Shall be located outside of city right-of-way.	

4. Outdoor Display Case Sign		
Zones Allowed:	VMU, PI, P, OS	
Max. Letter Height:	N/A	
Max. Sign Area:	4 square feet	
Max. Height:	Top of sign shall not exceed 6 feet above grade	
Number of Signs Permitted:	1 per business	
Special Requirements:	(a) Only permitted to be affixed to a building, except in PI, P, and OS zones. (b) Shall not be attached to or be placed within shopfront windows. (c) Internal illumination only shall not exceed 10 footcandles, and shall only be illuminated during operating hours. (d) Materials shall consist of metal (black hue, wrought iron) or wood. (e) Max. project of case shall be 6 inches (f) Min. clearance from the above grade shall be 30-inches.	

5. Permanent Window Lettering		
Zones Allowed:	VMU, CR, CH, PO, PI, LI	
Max. Letter Height VMU:	8 inches	
Max. Letter Height All other zones:	10 inches	
Max. Sign Area:	Shall not exceed 25% of window area.	
Max. Height:	Not above first story, unless a tenant space is occupied on 2 nd story or above.	
Number of Signs Permitted:	One per business or tenant	
Special Requirements:	(a) Limited to lettering, graphics. (b) Regular maintenance shall be required to maintain quality and appearance.	

6. Suspended (Blade) Sign		
Zones Allowed:	VMU,CR,CH,PO,PI, LI	
Max. Letter Height VMU:	8 inches	
Max. Letter Height All other zones	12 inches	
Max. Sign Area VMU:	8 square feet	
Max. Sign Area All other zones:	12 square feet	
Max. Height:	Top of sign shall be lower than sills of a 2 nd story window.	
Number of Signs Permitted:	One per business or tenant	
Special Requirements:	(a) Minimum vertical clearance from the ground shall be 8 feet. (b) Lettering or logos shall have a minimum ½” depth/projection. (c) Materials permitted include High Density Urethane (HUD) Medium Density Overlay (MDO), wood, or other similar wood like materials in VMU. (d) Min. separation from other suspended/blade signs is 12 feet. (e) Shall be perpendicular to the building façade. Suspended signs may be angled if building is located at a corner of an intersection (f) Decorative brackets with articulation consisting of black (hue	

7. Wall Sign		
Zones Allowed:	VMU,CR,CH,PO,PI, LI, P	
Max. Letter Height VMU:	12 inches	
Max. Letter Height All other zones:	24 inches	
Max. Sign Area VMU:	1 square foot per lineal foot of business/ building frontage not to exceed 15 square feet	
Max. Sign Area All other zones:	1 square foot per lineal foot of business/ building frontage	
Max. Height VMU:	Top of sign maximum height of 15 feet above grade.	
Max. Height All other zones:	Top sign not to exceed 20 feet above grade	
Number of Signs Permitted:	One per public street frontage	
Special Requirements:	(a) Business frontage is the lineal front of owned or leased space. (b) Wall signs shall be located below the top of the parapet or roofline on single story buildings and below the second-floor sill on multi-story buildings. (c) 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. (d) Lettering or logos shall have a minimum 1/4" depth/projection (e) Materials permitted include High Density Urethane (HUD) Medium Density Overlay (MDO), wood, acrylic, or other similar wood like materials in VMU.	

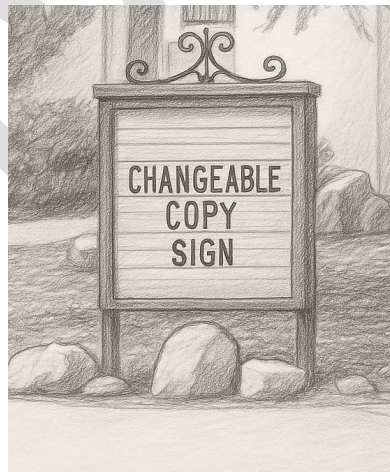
§ 11-13-10 Special Consideration Signs

- A. Purpose. Section applies to permanent signs that are unique, or for sites located in specific locations, or based on size of sites.
- B. Signs for Special Consideration. The following are additional standards for the sign types below, in addition to standards found in this Title and Chapter.
 1. Art Murals.
 - a. Purpose. Encourage the creation and preservation of murals as a form of public art, to enhance the visual environment of the City, to prevent the commercialization of murals, and to ensure compliance with applicable law, including the First Amendment. Murals regulated under this section are expressly distinguished from signs and are reviewed in a content-neutral manner.
 - b. Definition of a Mural. Murals are considered a one-of-a-kind work of visual art, including hand-painted, hand-tiled, or digitally printed images, affixed to or painted directly on an exterior wall or other permanent exterior surface of a structure, that contains no commercial message.
 - c. Exempt from Sign Consideration. A mural that complies with this section shall not be considered a sign and is exempt from the sign regulations in Chapter 11-13, except as otherwise provided in this subsection. Any wall graphic or

display containing a commercial message shall be regulated as a sign under the applicable provisions of this Title.

- d. Review Authority. The Community Development Director, or their designee, shall review the application administratively for compliance with the standards in subsection. No public hearing is required.
 - e. Standards for Murals. The following standards shall be applicable:
 - i. Non-commercial content. A mural is noncommercial if it does not contain any logo, trademark, trade name, or other commercial identifier, and if the primary purpose is aesthetic, cultural, or expressive rather than to advertise.
 - ii. Location. Located on an exterior wall or permanent surface visible from the public right-of-way.
 - iii. Lighting. Any lighting shall be directed to prevent glare on adjacent properties and shall not exceed 3 foot-candles.
 - iv. Safety. Shall not cover windows, doors, or other openings required for ingress/egress or ventilation; shall not pose a hazard to persons or property.
 - v. Maintenance. Property owner shall maintain the mural in good condition, free of graffiti, peeling paint, or excessive fading.
 - vi. Number of murals. Limited to one (1) mural per building or property, whichever is less.
2. Changeable copy.
- a. Zones Allowed. R2, R3, PI, PO, LI, CR, CH.
 - b. Number of Signs. One (1) per property.
 - c. Design Standards. Signs shall comply with Design Standards for monument signage in Section 11-13-9.D.
 - d. Permit Requirement. A sign program is required to be reviewed and approved by the review authority.

Figure 11.13.3 – Example of Changeable Copy Sign



3. Freestanding Sign.

- a. Zones Allowed. CR, PI, VMU.
- b. Base. Base shall be permanently affixed to the ground.
- c. Maximum Sign Area. Four (4) square feet.
- d. Maximum Height. Five (5) feet, measured from top of sign structure to finished grade.
- e. Minimum Height. Lower edge of sign display shall be a minimum of 3 feet,
- f. Number of Signs. None for properties with less than 50 linear feet. One for properties with 50-100 linear feet. Two for properties greater than 100 linear feet, located at public entrances.
- g. Spacing from other freestanding signs/monument signs. 50 linear feet from other freestanding signs.
- h. Design Standards. Durable metal, wood, or framed glass case; integrated with architecture of structures on premise.
- i. Maintenance. Must be kept in good repair; damaged or deteriorated signs shall be repaired or removed within 30 days of notice.
- j. Change of Copy. Copy may be changed without permit if no structural or illumination change occurs.
- k. Illumination. Prohibited.
- l. Location. Shall not be located in Public Right-of-Way and shall ensure a minimum of 4-feet pedestrian pathway is maintained.

Figure 11.13.4 – Example of Freestanding Sign



4. Residential Identification Signs.

- a. Zones Allowed. All residential zones(ER-3,ER-1,R-1,PR,R-2,R-3,MHR).
- b. Maximum Sign Area. 24 square feet.
- c. Number of Signs. One per primary ingress/egress.
- d. Minimum number of units. A minimum of five (5) residential units are required for installation of residential identification signage.
- e. Design Standards. Signs shall comply with Design Standards for freestanding signage in Section 11-13-10.D.

5. Umbrella Signs.
 - a. Permit Requirements. A sign permit is required if umbrellas are visible from the public right-of-way.
 - b. Maximum Sign Area per Umbrella. 10 % of the umbrella surface or a maximum of 4 sq ft per umbrella (whichever is less).
 - c. Minimum Vertical Clearance. Must maintain a minimum 7 ft vertical clearance above walkway when open.
 - d. Location of Signage on Umbrella. Signage may appear on no more than two (2) panels or valances per umbrella.
 - e. Location of Umbrellas. Shall be located on private property. No portion of the umbrella may encroach within the right-of-way.
 - f. Design and Materials. Printed or painted graphics only; no raised lettering, lights, or mechanical attachments..
 - g. Maintenance. Shall be maintained in good condition and shall not be torn or faded.
 - h. Illumination. Umbrella signs may not be illuminated
6. Wayfinding/Directional Signage.
 - a. Zones Allowed. VMU, CR, CH, PO, LI, PI, P, OS.
 - b. Maximum Height. Five (5).
 - c. Design Standards. Signs shall comply with design standards consistent with on-site building design.
 - d. Permit Requirements. A sign program is required to be reviewed and approved by the review authority.

§ 11-13-12 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.

§ 11-13-14 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 90 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.

§ 11-13-15 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.

§ 11-13-16 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. A ground-mounted sign supported by a solid base or support permanently anchored to the ground, identifying one establishment or use located on the same premises. The use of planters as a base shall be prohibited.

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).

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.

Monument Sign. A freestanding sign permanently affixed to the ground, supported by a solid base or a continuous structural element or posts.

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.