

ORDINANCE NO. 5202

0573

ORDINANCE AMENDING SUBSECTION (4) OF SUBDIVISION (H) OF SECTION 13.10.324, SECTION 13.10.581 AND SUBSECTION (A) OF SUBSECTION (1) OF SUBDIVISION (F) OF SECTION 13.11.072, AND ADDING SECTION 13.10.587 OF THE SANTA CRUZ COUNTY CODE, ALL RELATING TO SIGN EXCEPTIONS

The Board of Supervisors of the County of Santa Cruz ordains as follows:

SECTION I

Subsection (4) of Subdivision (H) of Section 13.10.324 of the Santa Cruz County Code is hereby amended to read:

(4) Signing. To be consistent with SCCC sections 13.10.580 through 13.10.587.

SECTION II

Section 13.10.581 of the Santa Cruz County Code is hereby amended to read:

13.10.581 Signs in C, CT, VA, PA, PF and M Districts.

(A) No sign, outdoor advertising structure or display of any kind shall be permitted except the following:

- (1) One business or identification sign and one small pedestrian-oriented sign per site as provided below.
- (2) Signs pertaining to a use conducted on the site, with aggregate areas according to the following table.

TOTAL SIGN AREA ALLOWED (Includes All Signs Displayed)	
Basis for Calculation	Total Sign Area* Allowed
Front width of building on an interior lot; or Front width plus street side width of building on a corner lot	1/2 square feet (72 square inches) of sign area per foot of building width
Width of site along the street (interior or corner lot)	1/4 square feet (36 square inches) of sign area per foot of site width
Maximum allowable area on an	20 square feet

TOTAL SIGN AREA ALLOWED (Includes All Signs Displayed)	
Basis for Calculation	Total Sign Area* Allowed
interior lot less than 40 feet wide at the street	
Maximum allowable area on other lots	50 square feet
<p>* "Sign area" is defined as: The area within a well-defined border; or, the area of one side of a double-sided sign, or on a sign with no defined border, the area within the perimeter which encloses the letters, symbols or logo.</p>	

0574

- (3) Direction signs for off-street parking and loading facilities not exceeding four square feet.
- (4) One sign pertaining to the sale, lease, rental or display of a structure or land, not exceeding six square feet.
- (5) Up to two gas station price displays, limited to numerals, business logo and discount information required by California Business and Professions Code Sections 13530-13540.

(B) Permanent and temporary window signs are each limited to a maximum of 20 percent of the window area of the building. Temporary window signs not displayed for more than two weeks are not included in the total sign size limitation.

(C) Signs directly across the street from a residential zone district shall be limited to 30 square feet in area and shall not be directly illuminated or flashing.

(D) A freestanding sign detached from a building shall be of a design consistent with the architectural character of the building and shall be designed as an integral part of the landscaped area. Freestanding signs shall not exceed seven feet in height, measured from the existing grade at the edge of the road. Where on-street parking limits the visibility of freestanding signs, such signs may be erected to a maximum height of 12 feet, measured from the existing grade at the edge of the road.

(E) Signs located on a wall or on a roof fascia shall be designed as an integral part of the building design. Building signs shall be located on or below the upper line of the roof fascia.

(F) Signs and supports shall be set back a minimum of five feet from the edge of the right-of-way or roadway, whichever is greater, and shall not obstruct vehicular sight distance or pedestrian/bicycle circulation.

(G) No sign other than a directional sign shall project more than 12 inches into a required rear yard or required interior side yard.

- (H) Visibility of signs within scenic corridors shall be minimized by the use of appropriate material, size, location, and orientation. No illuminated signs shall be permitted within a scenic corridor.
- (I) Where sign lighting is permitted, only indirect illumination or low-intensity interior illumination shall be used. It is preferred that lighted signs be designed with light-colored translucent letters and logos, on a semi-opaque dark background. Any permitted sign lighting shall be unobtrusive to adjacent properties and any glare shall be directed onto the site.
- (J) Moving signs, flags, banners, sandwich board signs or flashing signs shall not be permitted.
- (K) Shopping Centers.
 - (1) A sign program shall be developed for any shopping center or any group of business uses with shared sign facilities. The program shall include a name sign containing the name of the center, a directory sign either separate or combined with the name sign, and one small pedestrian-oriented sign for each shop. The sign program shall specify sign designs, dimensions, materials, colors, lighting, if any, and placement.
 - (2) The total area of the center's name sign(s) and directory sign shall not exceed 50 square feet. The area of each individual shop sign shall not exceed one-half square foot per foot of building width measured across the front of the building, and shall not exceed a maximum of 18 square feet, whichever is smaller. [Ord. 4346 § 33, 1994; Ord. 3432 § 1, 1983].

SECTION III

The Santa Cruz County Code is hereby amended by adding Section 13.10.587 to be entitled "Sign Exceptions," to read as follows:

13.10.587 Sign Exceptions.

- (A) In any district, exceptions to any applicable ordinance standards for a sign, sign program, temporary sign or directional sign may be considered for approval where warranted by site-specific circumstances such as restricted visibility, distance from thoroughfare, location on a corner, unusually large structure, or historic preservation concerns.
- (B) Sign exceptions shall meet the following criteria:
 - (1) The exception shall vary from sign standards in the Santa Cruz County Code only to the extent necessary and appropriate to address site-specific circumstances.
 - (2) The signage is architecturally and aesthetically compatible with the surrounding neighborhood, environmental setting and associated buildings; does not create or contribute to visual clutter, does not adversely impact coastal visual resources, is consistent with the Local Coastal Program, and, if lighted, avoids undue incidental illumination away from the signage.

- (3) If the exception proposes illumination of a sign visible from a scenic road, the sign shall be only for state and county directional and information signs or for a sign situated within a commercial or visitor serving area.

(C) Processing of sign exceptions

- (1) A sign exception shall be processed as an Administrative Permit with public notice, in accordance with noticing and appeal procedures set forth in Chapter 18, except that the following proposals shall require a public hearing by the Zoning Administrator:
 - (a) Any proposed exception to establish more than three business / identification signs, or more than three small pedestrian-oriented business / identification signs, or any combination of general and pedestrian-oriented business / identification signs exceeding four.
 - (b) Any proposed exception that would exceed by more than 50 square feet either the maximum aggregate sign area established by 13.10.581(A) or the maximum area for directory signs established by 13.10.581(K)(2).

SECTION IV

Subsection (a) of Subsection (1) of Subdivision (F) of Section 13.11.072 is hereby amended to read as follows:


- (a) All requirements relating to signs set forth in SCCC Sections 13.10.580 through 13.10.587 shall be met.

SECTION V

This Ordinance shall take effect upon final certification by the California Coastal Commission.

PASSED AND ADOPTED this 14th day of April, 2015, by the Board of Supervisors of the County of Santa Cruz by the following vote:

AYES: SUPERVISORS Friend, Leopold, Coonerty, McPherson, Caput
 NOES: SUPERVISORS None
 ABSENT: SUPERVISORS None
 ABSTAIN: SUPERVISORS None


 Chairperson, Board of Supervisors

Attest: 
Clerk of the Board

APPROVED AS TO FORM:


County Counsel

Copies to: County Counsel

IN THE SUPERIOR COURT of the STATE OF CALIFORNIA
in and for the County of Santa Cruz

CERTIFICATE OF PUBLICATION

RECEIVED
CLERK OF THE BOARD

APR 27 2015

Ad No.: 10839-13297

SUPERVISORS
SANTA CRUZ

STATE OF CALIFORNIA }
COUNTY OF SANTA CRUZ } SS

PUBLIC NOTICE

ADOPTED ORDINANCE NO. 5202
(SUMMARY)

NOTICE IS HEREBY GIVEN that at the regularly scheduled meeting of the Santa Cruz County Board of Supervisors, on April 14, 2015, the Board adopted Ordinance No. 5202, Amending Subsection (4) of Subdivision (H) of Section 13.10.324, Section 13.10.581 and Subsection (A) of Subsection (1) of Subdivision (F) of Section 13.11.072, and Adding Section 13.10.587 of the Santa Cruz County Code, all relating to Sign Exceptions. This ordinance was adopted by the following vote:

(Pa: AYES: Friend, Leopold, Coonerty, McPherson, Caput ace)
NOES: None
ABSENT: None
ABSTAIN: None

Copies of the full text of this Ordinance is available at the Office of the Clerk of the Board, Room 500, Governmental Center Building, 701 Ocean Street, Santa Cruz, California, 95060

Susan Galloway
Chief Deputy Clerk

By: Alicia Murillo
Senior Board Clerk

Dated: April 15, 2015

April 18, 2015
10839-13297

I, Alanna Anderson,
hereby certify that the **Watsonville Register Pajaronian**, a newspaper of general circulation, within the provisions of the government code of the State of California, printed and published in the City of Watsonville, County of Santa Cruz, State of California; that I am the principal clerk of the printer of said newspaper; that the

Legal Notice: ORD NO 5202

of which the annexed clipping is a true printed copy was published in said newspaper on the following dates, to wit:

April 18, 2015

I certify under penalty of perjury that the foregoing is true and correct, at Watsonville, California, on the

April 20, 2015

I, Susan Galloway Supervising Clerk of the Board of Supervisors of the County of Santa Cruz, do hereby certify that Ordinance No. 5202, adopted on April 14, 2015, has been duly published in accordance with Section 25124 of the Government Code.

Susan Galloway
Supervising Board Clerk

By: Cheryl M. Williams
CHERYL M. WILLIAMS

Alanna Anderson

Alanna Anderson, Legal Clerk

"Proof of Publication must be filed with the County Clerk's Office within 30 days of the last publication date, pursuant to Civil Code Section 2466."