

CALIFORNIA COASTAL COMMISSION

CENTRAL COAST DISTRICT OFFICE
725 FRONT STREET, SUITE 300
SANTA CRUZ, CA 95060
PHONE: (831) 427-4863
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F19a

Prepared May 21, 2015 (for June 12, 2015 Hearing)

To: Coastal Commissioners and Interested Persons

From: Susan Craig, Central Coast District Manager
Kevin Kahn, District Supervisor

**Subject: Certification Review for Santa Cruz County's Local Coastal Program
Amendment Number LCP 3-SCO-14-0817-1 Part B (Sign Exceptions).**

On December 11, 2014 the Coastal Commission approved Santa Cruz County's Local Coastal Program (LCP) Major Amendment Number LCP 3-SCO-014-0817-1 Part B. The amendment establishes a new administrative review process for approving exceptions to established sign standards, replacing the existing IP's requirement to obtain a variance for any sign standard deviation. The purpose of the amendment is to help streamline development review and permitting.

By action taken April 14, 2015, Santa Cruz County adopted the amending LCP text (see Exhibit 1). The Executive Director has determined that the action taken by the County is legally adequate and that the amended LCP should be certified. The Executive Director recommends that the Commission concur with this determination and that the LCP, as amended, be certified. If the Commission concurs, the amended LCP will be certified as of today's date (i.e., June 12, 2015), and notification of this certification and Commission concurrence will be forwarded to the County.

Motion. I move that the Commission concur with the Executive Director's determination that the action taken by Santa Cruz County to accept the Commission's approval of LCP Amendment Number LCP 3-SCO-14-0817-1 Part B is legally adequate. I recommend a yes vote.

Executive Director's Recommendation. The Executive Director recommends a **YES** vote on the motion. Passage of this motion will result in certification of Santa Cruz County LCP consistent with the Commission's approval of LCP Amendment Number LCP 3-SCO-14-0817-1; the amended LCP will be certified as of today's date (i.e., June 12, 2015). The motion passes only by affirmative vote of a majority of the Commissioners present.

Exhibit

Exhibit 1: County's Acceptance of the Coastal Commission's Approval



COUNTY OF SANTA CRUZ

RECEIVED
APR 24 2015

PLANNING DEPARTMENT

701 OCEAN STREET, 4TH FLOOR, SANTA CRUZ, CA 95060
(831) 454-2580 FAX: (831) 454-2131 TDD: (831) 454-2123
KATHLEEN MOLLOY PREVISICH, PLANNING DIRECTOR

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

April 1, 2015

APPROVED AND FILED
BOARD OF SUPERVISORS

AGENDA DATE: April 14, 2015

Board of Supervisors
County of Santa Cruz
701 Ocean Street
Santa Cruz, CA 95060

DATE: 4/14/15
COUNTY OF SANTA CRUZ
SUSANA MARIELLO
EX-OFFICIO CLERK OF THE BOARD
BY: *[Signature]* DEPUTY

SUBJECT: Public Hearing to Consider Coastal Commission Modifications to Sign Exceptions

Members of the Board:

On January 28, 2014, your Board adopted amendments to County Code sections 13.10.324, 13.10.581, and 13.11.072, and adopted new County Code Section 13.10.587, to create a process for allowing administrative processing of sign exceptions.

On December 11, 2014, the Coastal Commission considered and approved the amendments, subject to your Board accepting three suggested modifications. According to Coastal Commission regulations your Board has six months to accept and act on the modifications or the amendments will become void. Staff is recommending that your Board act today on the suggested modifications and accept each one as described below.

SUGGESTED MODIFICATIONS

Planning staff worked with Coastal staff to ensure that the modifications preserve the substance of the amendments approved by your Board. The first modification was suggested by Coastal staff to ensure that the amendments are consistent with the Land Use Plan portion of the County's certified Local Coastal Program. In that modifications to the proposed amendments would be recommended by Coastal staff, County staff took the opportunity to suggest two additional minor modifications to provide further clarification of ordinance provisions. Underlined text represents the new language of the suggested modifications as considered by the Coastal Commission. ~~Struck through text~~ represents language deleted by the Coastal Commission's suggested modifications. Comments follow each suggested modification, in *italics*.

- 1. Modify section 13.10.587(B)(3) as follows:**
(B)(3) If the exception proposes illumination of a sign visible from a scenic road, the sign shall be only for state and county directional or informational signs or for a sign situated within a commercial or visitor serving area or the Urban Highway 1 corridor.

The suggested language clarifies that illuminated signs visible from a scenic road may be considered for an exception only if they are state or county directional or informational signs or they are situated within a commercial or visitor serving area. Planning staff does not object to this clarification and recommends that your Board accept it.

2. Modify table in section 13.10.581(A)(2) as follows:

TOTAL SIGN AREA ALLOWED (Include All Signs Displayed)	
Basis for Calculation	Total Sign Area Allowed
Front width of a building on an interior lot; or front width plus street side width of building on a corner lot	½ square foot (72 square inches) of sign area per foot of building width
Width of site along the street (interior or corner lot)	1/4 square foot (36 square inches) of sign area per foot of site width
Maximum allowable area on an interior lot less than 40 feet wide at the street	20 square feet
Maximum allowable area <u>on other lots</u>	50 square feet

The addition of the phrase "on other lots" at the end of the left column clarifies that the maximum allowable area of 50 square feet refers to all situations not described in the chart entries above in that column. This modification was suggested by County staff, and we recommend that your Board accept it.

3. Modify section 13.10.587(C)(1) as follows:

(C)(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 be ~~subject to review by the Zoning Administrator following~~ require a public hearing by the Zoning Administrator, as per Chapter 18:

- (a) Any proposed exception to establish more than three business / identification signs, or more than three 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).

This modification specifies the key sections of Chapter 18 that apply to the processing of an administrative sign exception, and clarifies that a public hearing before the Zoning Administrator is a requirement for requests that go beyond the identified thresholds in (a) and (b) above. Staff suggested this modification to Coastal staff and we recommend that your Board accept this modification.

ENVIRONMENTAL REVIEW

Environmental Review has already been completed by the Coastal Commission. The Coastal Commission resolution certifying the proposed ordinance amendment to sign regulations states that the

amendment "if modified as suggested complies with the California Environmental Quality Act because either: 1) feasible mitigation measures and / or alternatives have been incorporated to substantially lessen any significant adverse effects of the Implementation Plan on the environment, or 2) there are no further feasible alternatives and mitigation measures that would substantially lessen any significant adverse impacts on the environment that will result from certification of the Implementation Plan amendment if modified." Therefore, the County does not need to undertake additional environmental review nor is a Notice of Exemption to environmental review required.

CONCLUSION

The modifications to amendments to Chapter 13.10 of County Code suggested by the Coastal Commission do not substantively change the ordinance amendments as adopted by your Board. All three are minor changes to text that will clarify the procedures. Staff recommends that your Board accept the suggested modifications.

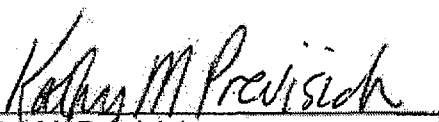
RECOMMENDATION

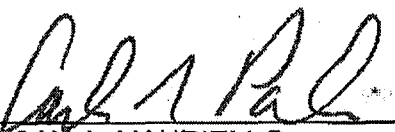
It is therefore RECOMMENDED that your Board take the following actions:

1. Conduct a public hearing on the suggested modifications;
2. Adopt the resolution and ordinance accepting each modification as suggested by the Coastal Commission; and
3. Direct the Planning Director to transmit your Board's acceptance of the suggested modifications to the Coastal Commission for a finding by the Commission's Executive Director that your Board's acceptance of the suggested modifications has been properly accomplished and for Coastal Commission concurrence with that finding

Sincerely,

RECOMMENDED:


Kathy M. Previsich
Planning Director

for 
SUSAN A. MAURIELLO
County Administrative Officer

Attachments:

1. Resolution with strike-through ordinance
2. Clean ordinance
3. Coastal Commission staff report

BEFORE THE BOARD OF SUPERVISORS
OF THE COUNTY OF SANTA CRUZ, STATE OF CALIFORNIA

0566

RESOLUTION NO. 103-2015

On the motion of Supervisor Friend
duly seconded by Supervisor Leopold
the following is adopted:

**BOARD OF SUPERVISORS RESOLUTION ACCEPTING COASTAL COMMISSION
SUGGESTED MODIFICATIONS RELATING TO AMENDMENTS TO CHAPTER 13.10
REGARDING AN ADMINISTRATIVE PROCESS FOR SIGN EXCEPTIONS AND
DIRECTING THE PLANNING DIRECTOR TO TRANSMIT THE ACCEPTANCE TO
THE CALIFORNIA COASTAL COMMISSION**

WHEREAS, pursuant to authority delegated to the County of Santa Cruz by the California Coastal Commission, the County of Santa Cruz regulates development in the portion of the coastal zone that lies in the unincorporated area of the County and that is outside of the original jurisdiction of the California Coastal Commission; and

WHEREAS, Chapter 13.10 is an implementing ordinance of the Local Coastal Program (LCP) and the proposed amendments to that chapter constitute amendments to the LCP; and

WHEREAS ON February 11, 2014 at a duly noticed public hearing, the Board of Supervisors adopted amendments to Chapter 13.10 and related parts of County Code that reference the sign regulations and directed the Planning Director to submit those amendments to the California Coastal Commission for certification; and

WHEREAS, on December 11, 2014, the California Coastal Commission held a public hearing on the amendments to the Local Coastal Program adopted by the Board of Supervisors and approved those amendments subject to the Board of Supervisors accepting certain suggested modifications to the amendments to Chapter 13.10; and

WHEREAS, insofar as the proposed code changes are amendments to the Local Coastal Program, the application of the proposed amendments in the Coastal Zone is statutorily exempt from CEQA review pursuant to CEQA Guidelines Section 15265 and the California Public Resources Code Section 21089.9.

NOW, THEREFORE, BE IT RESOLVED AND ORDERED, that the Board of Supervisors hereby accepts each of the suggested modifications and incorporates them into the ordinance amendments attached as Exhibit A.

BE IT FURTHER RESOLVED AND ORDERED that the Board of Supervisors hereby directs that the acceptance of the suggested modifications be submitted to the State of California Coastal Commission for a finding that this acceptance has been properly accomplished.

Exhibit 1

LCP-3-SCO-14-0817-1 Part B

4 of 15

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

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

GREG CAPUT

Chairperson of the Board of Supervisors

ATTEST:

SUSAN GALLOWAY

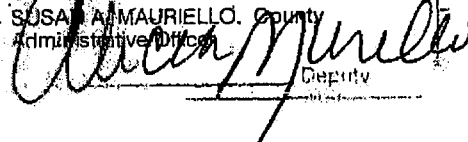
Clerk of the Board

APPROVED AS TO FORM:


 Assistant County Counsel

DISTRIBUTION: County Counsel
Planning Department

STATE OF CALIFORNIA)
 COUNTY OF SANTA CRUZ) ss
 I, SUSAN A. MAURIELLO, County Administrative Officer and ex-officio Clerk of the Board of Supervisors of the County of Santa Cruz, State of California do hereby certify that the foregoing is a true and correct copy of the resolution passed and adopted by and entered in the minutes of the said board. In witness whereof I have hereunto set my hand and affixed the seal of the said Board on _____, 20____.

SUSAN A. MAURIELLO, County Administrative Officer

 Deputy

ORDINANCE NO. _____

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

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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 <u>on other lots</u>	50 square feet
* "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.	

- (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.

Strikeout / Underline – Coastal Commission Modifications to Adopted Sign Ordinance ATTACHMENT 1, EXHIBIT A

- (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 ~~or the urban Highway 1 corridor.~~

(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 ~~be subject to review by the Zoning Administrator~~ following require a public hearing by the Zoning Administrator, as per Chapter 18:

- (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.

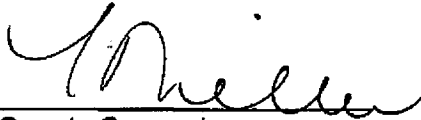
PASSED AND ADOPTED this _____ day of _____, 2015, by the Board of Supervisors of the County of Santa Cruz by the following vote:

- AYES: SUPERVISORS
- NOES: SUPERVISORS
- ABSENT: SUPERVISORS
- ABSTAIN: SUPERVISORS

0572

Attest: _____
Clerk of the Board

APPROVED AS TO FORM:



County Counsel

Copies to: County Counsel

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**

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

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interior lot less than 40 feet wide at the street	
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(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.
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- (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

GREG CAPUT

Chairperson, Board of Supervisors

Attest. **SUSAN GALLOWAY**
Clerk of the Board

APPROVED AS TO FORM:

[Signature]
County Counsel

Copies to: County Counsel

I HEREBY CERTIFY THAT THE FOREGOING INSTRUMENT
IS A CORRECT COPY OF THE ORIGINAL ON FILE IN THE
OFFICE ATTESTED AND FILED THIS 15th DAY
OF 20 15
SUSANA MAURIELLO, COUNTY ADMINISTRATIVE OFFICER
AND EX OFFICIO CLERK OF THE BOARD OF SUPERVISORS
OF THE COUNTY OF SANTA CRUZ, CALIFORNIA.
BY: *[Signature]* DEPUTY