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**LCP-3-SLO-20-0071-3 (SIGN ORDINANCE MODIFICATIONS)
JULY 8, 2021 HEARING
EXHIBITS**

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Exhibit 1: County's Acceptance of Sign Ordinance Modifications

IN THE BOARD OF SUPERVISORS

County of San Luis Obispo, State of California

Tuesday, June 8, 2021

PRESENT: Supervisors John Peschong, Bruce S. Gibson, Dawn Ortiz-Legg, Debbie Arnold and Chairperson Lynn Compton

ABSENT: None

RESOLUTION NO. 2021-124

RESOLUTION ACKNOWLEDGING RECEIPT AND AGREEING TO CALIFORNIA COASTAL COMMISSION'S MODIFIED LANGUAGE PERTAINING TO LOCAL COASTAL PLAN AMENDMENT NUMBER LCP-3-SLO-20-0071-3 (SIGN ORDINANCE)

The following resolution is hereby offered and read:

WHEREAS, the County of San Luis Obispo Board of Supervisors conducted a public hearing on August 18, 2020, and approved amendments to the Local Coastal Program (LCP), including Coastal Zone Land Use Element (Title 23); and

WHEREAS, the County subsequently submitted LCP Amendment Number LCP-3-SLO-20-0071-3, to the California Coastal Commission for certification; and

WHEREAS, on January 13, 2021, the California Coastal Commission recommended modified language in LCP Amendment Number LCP-3-SLO-20-0071-3; and

WHEREAS, on January 13, 2021, the California Coastal Commission certified Local Coastal Plan Amendment Number LCP-3-SLO-20-0071-3 provided certain modified language suggested by the California Coastal Commission was adopted by the County, said language is contained in the California Coastal Commission's resolution of certification attached hereto and incorporated by reference herein; and

WHEREAS, pursuant to the California Code of Regulations, title 14, section 13544(a), the San Luis Obispo County Board of Supervisors may now accept and agree to the terms and modifications suggested by the California Coastal Commission on LCP Amendment Number LCP-3-SLO-20-0071-3, and take formal action to satisfy the terms and modifications.

NOW, THEREFORE, BE IT RESOLVED AND ORDERED by the Board of Supervisors of the County of San Luis Obispo, State of California, in a regular meeting assembled on the eighth day of June, 2021, that the Board of Supervisors of San Luis Obispo County, acknowledges receipt and hereby accepts and agrees to the modified language, as suggested by the California Coastal Commission, without further changes, pertaining to LCP Amendment Number LCP-3-SLO-20-0071-3 as set forth in Exhibit A and Exhibit B attached hereto.

hereto and incorporated herein as though fully set forth.

BE IT FURTHER RESOLVED AND ORDERED that pursuant to California Code of Regulations, title 14, section 13544(a), the Board of Supervisors directs staff to submit this resolution to the Executive Director of the California Coastal Commission for a determination, in writing, that the County's action is legally adequate to satisfy the conditions of certification set forth in the California Coastal Commission's resolution of certification, at which point the ordinance amendments as set forth in Exhibit B will become effective immediately.

Upon motion of Supervisor Gibson, seconded by Supervisor Compton, and on the following roll call vote, to wit:

AYES: Supervisors Gibson, Chairperson Compton, Peschong, Ortiz-Legg and Arnold

NOES: None

ABSENT: None

ABSTAINING: None

the foregoing resolution is hereby adopted on the 8th day of June, 2021.

Lynn Compton
Chairperson of the Board of Supervisors

ATTEST:

WADE HORTON
Ex-Officio Clerk of the Board of Supervisors

By: T'Ana Christiansen
Deputy Clerk

[SEAL]

APPROVED AS TO FORM AND LEGAL EFFECT:

RITA L. NEAL
County Counsel

By: /s/ Benjamin Dore
Deputy County Counsel

Dated: April 29, 2021

STATE OF CALIFORNIA) ss.
COUNTY OF SAN LUIS OBISPO
I, **WADE HORTON**, Ex-Officio Clerk of the Board of Supervisors thereof, do hereby certify the foregoing to be a full, true and correct copy of an order entered in the minutes of said Board of Supervisors, and now remaining of record in my office.
Witness, my hand and seal of said Board of Supervisors on June 15, 2021.
WADE HORTON,
Ex-Officio Clerk of the Board of Supervisors
By: *T'Ana Christiansen*
Deputy Clerk

**EXHIBIT A – COASTAL COMMISSION LETTER AND STAFF REPORT, MODIFICATION TO
LCP AMENDMENT**

CALIFORNIA COASTAL COMMISSION

CENTRAL COAST DISTRICT
725 FRONT STREET, SUITE 300
SANTA CRUZ, CA 95060
PHONE: (831) 427-4863
FAX: (831) 427-4877
WEB: WWW.COASTAL.CA.GOV



April 7, 2021

Kimmye Nguyen
San Luis Obispo Planning and Building
976 Osos Street, Room 300
San Luis Obispo, CA 93408

Subject: Coastal Commission Action on San Luis Obispo County Local Coastal Program (LCP) Amendment No. LCP-3-SLO-20-0071-3 (Sign Ordinance)

Dear Ms. Nguyen:

At its meeting on January 13, 2021, the Coastal Commission took action on San Luis Obispo County LCP Amendment No. LCP-3-SLO-20-0071-3 (Sign Ordinance). The Commission approved the proposed amendment, if modified as suggested. A copy of the adopted findings and suggested modifications will be sent to you electronically.

This letter formally transmits to you the Commission's resolution of certification and adopted findings pursuant to Section 13544 of Title 14 of the California Code of Regulations. Pursuant to Section 13544, effective certification of LCP Amendment No. LCP-3-SLO-20-0071-3, whereby the County may begin issuing coastal development permits subject to this amendment, will occur after:

1. The County, by action of the Board of Supervisors: (a) acknowledges receipt of this resolution of certification, including the suggested modifications; and (b) accepts and agrees to the modifications and takes whatever formal action is required to satisfy the modifications (e.g., implementation of ordinances).
2. The Commission's Executive Director reports to the Commission his determination that the County's actions are legally adequate, and the Commission does not object to the Executive Director's determination.
3. Notice of the certification of the LCP amendment is filed with the Secretary of the Resources Agency.

Coastal Commission staff will take care of items #2 and #3 above, following completion of item #1 by the County. Note that the Commission's regulations provide that the Commission's action of certification with the suggested modifications shall expire six months from the date of the Commission's action, or on July 13, 2021.

Please let me know if I can assist you in any way in completing action on this LCP amendment, or if you have any questions. Thanks for all your help during this process.

irely,



Kevin Kahn
Central Coast District Office

Enclosure (Via Email): Adopted Staff Report with Suggested Modifications

CALIFORNIA COASTAL COMMISSION

CENTRAL COAST DISTRICT
725 FRONT STREET, SUITE 300
SANTA CRUZ, CA 95060
PHONE: (831) 427-4863
FAX: (831) 427-4877
WEB: WWW.COASTAL.CA.GOV



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Prepared December 18, 2020 for January 13, 2021 Hearing

To: Commissioners and Interested Persons

From: Susan Craig, Central Coast District Manager
Brian O'Neill, Coastal Planner

**Subject: San Luis Obispo County LCP Amendment Number LCP-3-SLO-20-0071-3
(Sign Ordinance Update)**

SUMMARY OF STAFF RECOMMENDATION

The proposed Local Coastal Program (LCP) amendment would amend the Implementation Plan's (IP's) existing signage regulations. The primary goal of the amendment is to ensure that the County's sign ordinance is implemented in a content-neutral manner consistent with United States Supreme Court free speech caselaw (see *Reed v. Town of Gilbert* (2015) 576 U.S. 155). The proposed amendment eliminates existing sign regulations that could be construed as content-based and replaces the regulations with those based upon location. Additionally, the proposed amendment includes general principles that direct the County to apply the ordinance in a content-neutral manner; clarifies the signage permitting process; provides guidelines and requirements related to the size, location, and number of signs; prohibits potentially hazardous signage to motorists and pedestrians; and requires maintenance of existing signs.

While the ordinance does generally state that all signs must comply with all LCP standards, the installation of signs raises particular concerns with regard to public access and visual resources. For example, "no trespassing" or "no parking" signs can change the intensity of use of an area and deter the public from utilizing existing public access facilities and areas. In addition, the proliferation of signs in scenic areas and corridors has the potential to significantly degrade public views. The LCP's Land Use Plan (LUP) includes policies that provide strong protections for public access and scenic resources, while generally prohibiting development that would detract from or otherwise degrade existing public accessways or views. As such, and because there is a concern that the sign ordinance may not be adequately clear in this respect, it needs to be modified to ensure that any sign (regardless of content, size, or type) that has the potential to adversely impact existing public recreational access facilities/areas or that has the potential to impact significant public views requires coastal development permit (CDP) review to ensure the sign is consistent with all applicable LCP policies.

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As modified, the proposed amendment conforms with and is adequate to carry out the LUP, which is the standard of review for this IP amendment. The County has indicated that it is in agreement with the staff recommended modifications. Therefore, staff recommends that the Commission approve the amendment with suggested modifications. The required motions and resolutions are found on page 4 below.

Staff Note: LCP Amendment Action Deadline

This proposed LCP amendment was filed as complete on November 19, 2020. The proposed amendment affects only the LCP's IP, and the 60-working-day action deadline is February 19, 2021. Thus, unless the Commission extends the action deadline (it may be extended by up to one year), the Commission has until February 19, 2021 to take a final action on this LCP amendment.

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EXHIBITS

Exhibit 1: Proposed IP Amendment

1. MOTIONS AND RESOLUTIONS

Staff recommends that the Commission, after public hearing, approve the proposed LCP amendment with suggested modifications. The Commission needs to make two motions on the IP amendment in order to act on this recommendation.

A. Deny the IP Amendment as submitted

Staff recommends a **YES** vote on the motion below. Passage of this motion will result in denial of the IP amendment as submitted and adoption of the following resolution. The motion passes only by an affirmative vote of a majority of the appointed Commissioners.

***Motion:** I move that the Commission reject Implementation Plan Amendment Number LCP-3-SLO-20-0071-3 as submitted by San Luis Obispo County, and I recommend a yes vote.*

***Resolution to Deny:** The Commission hereby denies certification of LCP Amendment Number LCP-3-SLO-20-0071-3 as submitted by San Luis Obispo County and adopts the findings set forth below on grounds that the implementation amendment as submitted does not conform with, and is inadequate to carry out, the provisions of the certified Land Use Plan. Certification of the implementation plan amendment would not meet the requirements of the California Environmental Quality Act as there are feasible alternatives and mitigation measures that would substantially lessen the significant adverse impacts on the environment that will result from certification of the implementation plan amendment as submitted.*

B. Certify the IP Amendment with Suggested Modifications

Staff recommends a **YES** vote on the motion below. Passage of this motion will result in certification of the amendment with suggested modifications and the adoption of the following resolution and the findings in this report. The motion to certify with suggested modifications passes only by an affirmative vote of the majority of the Commissioners present:

***Motion:** I move that the Commission certify Implementation Plan Amendment Number LCP-3-SLO-20-0071-3 as submitted by San Luis Obispo County if it is modified as suggested in this staff report, and I recommend a **yes** vote.*

***Resolution to Certify:** The Commission hereby certifies LCP Amendment Number LCP-3-SLO-20-0071-3 as submitted by San Luis Obispo County to the San Luis Obispo County Local Coastal Program, if modified as suggested, and adopts the findings set forth in this staff report on the grounds that the implementation plan amendment with the suggested modifications conforms with, and is adequate to carry out, the provisions of the certified Land Use Plan. Certification of the implementation plan 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 plan on the environment, or 2) there*

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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 land use plan amendment if modified.

2. SUGGESTED MODIFICATIONS

The Commission hereby suggests the following modification to the proposed IP amendment, which is necessary to make the requisite LUP consistency findings. If San Luis Obispo County accepts the suggested modification within six months of Commission action (i.e., by July 13, 2021) by formal resolution of the Board of Supervisors, the modified amendment will become effective upon Commission concurrence with the Executive Director's finding that this acceptance has been properly accomplished. Where applicable, text in ~~cross-out~~ format and text in underline format denotes proposed text to be deleted/added by the County. Text in ~~double cross-out~~ and double underline denotes text to be deleted/added by the Commission.

1. Modify IP Section 23.04.306(b) as follows:

~~Exempt signs~~ Authorized signs: *The following signs are allowed without a land use permit, and are not to be included in determinations on the allowable number, type or area of signs pursuant to Section 23.04.310 (Sign Area Standards) except that a coastal development permit is required for, at a minimum, any sign that could impact public coastal access, including signs altering public parking timing or availability or potentially restricting the use of existing lateral and/or vertical accessways, or any sign that could detract from public views of scenic viewsheds or views from scenic roads and corridors. Nothing in this subsection shall exempt a sign from the necessity of construction permit approval if an electrical or building permit is required by the Building and Construction Ordinance or Uniform Sign Code. This subsection supersedes Section 303 of the Uniform Sign Code.*

3. FINDINGS AND DECLARATIONS

A. Description of Proposed LCP amendment

The proposed LCP amendment would amend the IP's existing signage regulations. The primary goal of the amendment is to ensure that the County's sign ordinance is implemented in a content-neutral manner consistent with United States Supreme Court free speech caselaw (see *Reed v. Town of Gilbert* (2015) 576 U.S. 155). The proposed amendment eliminates existing regulations that could be construed to be content-based and replaces the regulations with those based upon location. Additionally, the proposed amendment includes general principles that direct the County to apply the ordinance in a content-neutral manner; clarifies the signage permitting process; provides guidelines and requirements related to the size, location, and number of signs; prohibits potentially hazardous signage to motorists and pedestrians; and requires maintenance of existing signs. Please see **Exhibit 1** for the proposed IP amendment text.

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B. Evaluation of Proposed LCP Amendment

Standard of Review

The proposed amendment affects the IP component of the San Luis Obispo County LCP. The standard of review for IP amendments is that they must be consistent with and adequate to carry out the policies of the certified LUP.

Applicable Land Use Plan Policies

Inappropriate signage can affect the public's ability to access public recreational areas. The LUP includes a series of policies that protect existing public access and require new development to provide maximum access, including:

Recreation and Visitor Serving Facilities Policy 1: Coastal recreational and visitor-serving facilities, especially lower-cost facilities, shall be protected, encouraged and where feasible provided by both public and private means.

Public Access Policy 1: Development shall not interfere with the public's right of access to the sea where acquired through historic use or legislative authorization. These rights shall be protected through public acquisition measures or through permit conditions which incorporate access measures into new development.

Public Access Policy 2: Maximum public access from the nearest public roadway to the shoreline and along the coast shall be provided in new development.

Inappropriate signage can also adversely public views. The LUP also contains several policies designed to protect scenic areas, including:

Visual and Scenic Policy 1: Unique and attractive features of the landscape, including but not limited to unusual landforms, scenic vistas and sensitive habitats are to be preserved protected, and in visually degraded areas restored where feasible.

Visual and Scenic Policy 2: Permitted development shall be sited so as to protect views to and along the ocean and scenic coastal areas. Wherever possible, site selection for new development is to emphasize locations not visible from major public view corridors.

Consistency Analysis

The above-cited LUP policies provide strong protections for public access and scenic resources, while generally prohibiting development that would detract or otherwise degrade from existing accessways or views.

The proposed amendment seeks to alter Sections 23.04.300-314 of the Implementation Plan, which encompass all of the IP standards for signs. The amendment eliminates standards based on the content of the sign (e.g., political signs or winery directional signs) and instead implements the same type of standards based on the underlying land use designation where the sign is located. The ordinance does not significantly alter the

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substantive sign standards, but rather clarifies and modernizes the existing ordinance to reflect current caselaw.

In addition, the amendment clarifies the permitting process for certain types of signs. Specifically, the ordinance clarifies that most signs that meet the sign ordinance standards require plot plan approval, while variances from the sign standards require a minor use permit. Finally, the amendment authorizes certain limited signs if the signs meet specific size, number, and duration standards.

While the ordinance does generally state that all signs must comply with all LCP standards, the installation of signs raises particular concerns with regard to public access and visual resources. For example, “no trespassing” or “no parking” signs can change the intensity of use of an area and deter the public from utilizing existing public access facilities or areas. In addition, the proliferation of signs in scenic areas and corridors has the potential to significantly degrade public views.

As such, the sign ordinance should reflect the intent of the above-cited LUP policies that require the protection of public access and scenic resources, but the ordinance as currently proposed is not adequate to carry out these policies as it does not explicitly include any specific protections for signs that may impact public access or scenic views. **Suggested Modification 1** is therefore necessary to ensure that any sign, regardless of size or type, that has the potential to adversely impact existing public recreational access facilities/area or has the potential to detract from public scenic views meets all such LUP tests through the CDP process. The permitting review process will ensure that any particular sign is consistent with all LCP policies, particularly those related to public access and scenic resources.

If modified as suggested, the proposed amendment conforms with, and is adequate to carry out, the policies of the certified LUP.

C. California Environmental Quality Act (CEQA)

Section 21080.9 of the California Public Resources Code—within the California Environmental Quality Act (CEQA)—exempts local government from the requirement of preparing an environmental impact report (EIR) in connection with its activities and approvals necessary for the preparation and adoption of a local coastal program. Instead, the CEQA responsibilities are assigned to the Coastal Commission; however, the Commission's LCP review and approval program has been found by the Resources Agency to be functionally equivalent to the EIR process. Thus, under CEQA Section 21080.5, the Commission is relieved of the responsibility to prepare an EIR for each LCP action.

Nevertheless, the Commission is required, in approving an LCP submittal, to find that the approval of the proposed LCP, as amended, does conform with CEQA provisions, including the requirement in CEQA section 21080.5(d)(2)(A) that the amended LCP will not be approved or adopted as proposed if there are feasible alternatives or feasible mitigation measures available which would substantially lessen any significant adverse

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impact which the activity may have on the environment (pursuant to 14 California Code of Regulations Sections 13540(f) and 13555(b)).

The County's LCP amendment consists of an IP amendment. As discussed above, the IP amendment as originally submitted does not conform with, and is not adequate to carry out, the policies of the LUP. The Commission has, therefore, suggested modifications to the proposed IP to include all feasible measures to ensure that potentially significant environmental impacts of new development are minimized to the maximum extent feasible consistent with the requirements of the Coastal Act. These modifications represent the Commission's analysis and thoughtful consideration of all significant environmental issues raised in public comments received, including with regard to potential direct and cumulative impacts of the proposed IP amendment, as well as potential alternatives to the proposed amendment. As discussed in the preceding sections, the Commission's suggested modifications represent the most environmentally protective alternative to bring the proposed IP amendment into conformity with the LUP consistent with the requirements of the Coastal Act.

Therefore, the Commission finds that there are no other feasible alternatives or mitigation measures under the meaning of CEQA which would further reduce the potential for significant adverse environmental impacts, and the proposed IP amendment, as modified, conforms with CEQA.

CALIFORNIA COASTAL COMMISSION

CENTRAL COAST DISTRICT
725 FRONT STREET, SUITE 300
SANTA CRUZ, CA 95060
PHONE: (831) 427-4863
FAX: (831) 427-4877
WEB: WWW.COASTAL.CA.GOV



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Exhibit 1 – Proposed IP Amendment

Proposed Implementation Plan Amendment

(Redline Version)

23.04.300 - Sign Ordinance

The standards of Section 23.04.300 through 23.04.314 are to be known and may be cited as the “Sign Ordinance of the County of San Luis Obispo.” The sign regulations of this chapter. These requirements apply to all signs constructed or altered after the effective date of this title, except as otherwise provided by Section 23.04.306. These requirements apply to proposed signs in addition to all applicable provisions of the California Outdoor Advertising Act (Business and Professions Code Sections 5200 et seq.; and California Administrative Code Title 4, Sections 2240 et seq.). The sign regulations of this chapter are organized into the following sections:

23.04.302	Purpose
23.04.304	Sign Code Adopted <u>General Principles</u>
23.04.306	Sign Permit Requirements
23.04.308	Measurement of Sign Area
23.04.310	Signs Allowed - Type and Area
23.04.312	Sign Construction Standards
23.04.314	Sign Maintenance Required

23.04.302 - Purpose

The purpose of these sections is to establish sign regulations that are intended to:

- a. Support the use of signs to aid orientation, identify businesses and activities, express local history and character, or serve other information purposes; and
- b. Protect the ability of the public to identify uses and premises without confusion by encouraging signs to be designed with a scale, graphic character and type of lighting compatible with the appearance of the buildings or uses identified by signs, as well as other buildings and uses in the vicinity; and
- c. Support the use of signs that are maintained in a safe and attractive condition that do not:
 - (1) Create distractions that may jeopardize pedestrian or vehicular traffic safety; or
 - (2) Produce glare that adversely affects residential uses.
- d. Allow adequate avenues for both commercial and non-commercial messages, and protect the constitutionally guaranteed right of free speech; and

- e. Protect the character of the various communities within the County and safeguard the public health and safety.

23.04.304 — General Principles Sign Code Adopted

The Sign Code published by the International Conference of Building Officials, entitled the “Uniform Sign Code,” 1991 edition, or subsequent edition adopted by the State of California, are hereby adopted and incorporated into this title by reference as though it were fully set forth here. In the event of any conflict with the Uniform Sign Code, this chapter shall prevail.

a. Applicability.

- (1) **Applicable codes.** In addition to complying with the provisions of this Chapter, all signs must be constructed in accordance with the Uniform Building Code, the Uniform Sign Code, the Electrical Code, the California Manual on Uniform Traffic Control Devices, and all other applicable laws, rules, regulations, and policies.
- (2) **Applicable County regulations.** In addition to complying with the provisions of this Chapter, all signs must comply with the other regulations of this Title, including Planning Area Standards (Part II of the Land Use Element).

- b. **Regulatory interpretations.** The County shall apply this Chapter in a content-neutral manner. This Chapter shall be interpreted in a manner consistent with the free speech protections guaranteed by the First Amendment to the United States Constitution and Article 1, Section 2 of the California Constitution. The noncommunication aspects of all signs shall comply with the regulations and standards set forth in this Title. “Noncommunicative aspects” includes regulations that do not relate to the content of the sign, including the time, place, manner, location, size, height, illumination, spacing, and orientation of signs.

- c. **Message substitution.** A non-commercial message of any type may be substituted, in whole or in part, for any duly permitted commercial message; and any non-commercial message may be substituted for any non-commercial message.

- (1) **No additional approval required.** Such substitution of message may be made without any additional approval, permitting, registration, or notice to the County. This provision prevents any inadvertent favoring of commercial speech over non-commercial speech or favoring any non-commercial message over any other non-commercial message.

- (2) **Limitations.** This provision does not allow the following:

- (i) Create the right to increase the total amount of signage for a parcel, lot, or land use;
- (ii) Affect the requirement that a sign structure or mounting device be properly permitted; or
- (iii) Allow a change in the physical structure of a sign or its mounting device.

- d. Nothing in this Section shall be construed to prohibit a person from holding a sign while picketing or protesting on public property that has been determined to be a traditional or designated public forum, so long as the person holding the sign does not block ingress and egress from buildings, create a safety hazard by impeding travel, or violate any other reasonable time, place, and manner restrictions adopted by the County.

e. Severability. If any section, sentence, clause, phrase, word, portion, or provision of this Chapter is held invalid, unconstitutional, or unenforceable by any court of competent jurisdiction, such holding shall not affect, impair, or invalidate any other section, sentence, clause, phrase, word, portion, or provision of this Title which can be given effect without the invalid portion. In adopting this Title, the Board of Supervisors affirmatively declares that it would have approved and adopted the Title even without any portion which may be held invalid, unconstitutional, or unenforceable.

23.04.306 - Sign Permit Requirements

No sign shall be constructed, displayed or altered without first obtaining a sign permit as required by this section, except where a sign is exempted from permit requirements by subsection b of this section.

a. Permit procedures:

(1) Plot Plan. The application, processing, review and approval of a land use permit for a sign is to be as set forth in Section 23.02.030 (Plot Plan), except where otherwise provided by Section 23.04.310 (Sign Area Standards), for signs of specific size or height or where signs are approved as part of an overall development project land use permit.

(2) Minor Use Permit. Greater numbers of signs or areas of signing larger than the allowances permitted by Section 23.04.310 (Sign Area Standards), including modifications to an existing sign, require a Minor Use Permit as set forth in Section 23.02.033 (Minor Use Permit).

(3)(2) Concurrent Review. Where signs are proposed for a project subject to land use permit approval, a separate sign permit is not required. The land use permit application shall include complete information about the type, area, location and number of signs proposed, or such information is provided for Planning Department review for conformity with the regulations of this Title before installation.

(4)(3) Construction Permit. If required by the Uniform Sign Code, a construction permit shall also be obtained pursuant to Title 19 of this code before the installation of any sign.

b. Authorized signs: Exempt signs: The following signs are allowed without a land use permit, and are not to be included in determinations on the allowable number, type or area of signs pursuant to Section 23.04.310 (Sign Area Standards). Nothing in this subsection shall exempt a sign from the necessity of construction permit approval if an electrical or building permit is required by the Building and Construction Ordinance or Uniform Sign Code. This subsection supersedes Section 303 of the Uniform Sign Code.

~~(1) Agricultural signs: Two signs with a total aggregate area not exceeding 32 square feet and a height not to exceed 10 feet for each lot or parcel, identifying and advertising agricultural products produced on the premises.~~

(1) Temporary signs: Temporary signs are allowed on a property for a total of 120 calendar days per year. Each sign is allowed for up to 60 consecutive days, and shall be removed within 14 days after the conclusion of the purpose served by the sign. The height of any temporary sign shall not exceed 10 feet. Temporary signs shall adhere to the setback standards of the land use category of the property they are located in. The maximum aggregate sign area for temporary signage is as follows.

- (i) **Agriculture and Rural Lands Land Use Categories:** In the Agriculture and Rural Lands Land Use Categories, temporary signage is allowed up to a maximum aggregate sign area of 32 square feet.
 - (ii) **Residential Land Use Categories:** In the Residential Rural, Residential Suburban, Residential Single-Family, and Residential Multi-Family Land Use Categories, temporary signage is allowed up to a maximum aggregate sign area of four square feet.
 - (iii) **Commercial and Industrial Land Use Categories:** In the Office and Professional, Commercial Retail, Commercial Service, and Industrial Land Use Categories, temporary signage is allowed up to a maximum aggregate sign area of 24 square feet.
 - (iv) **Special Purpose Land Use Categories:** In the Open Space, Recreation, and Public Facilities Land Use Categories, temporary signage is allowed up to a maximum aggregate sign area of 16 square feet.
- (2) **Construction signs:** Two signs up to a combined total of 32 square feet not exceeding a height of eight feet, identifying parties involved in construction on the premises and future activity for which the construction is intended. Such signing is not to include the advertisement of any products. Removal is required within 14 days following completion of the construction.
- (2)(3) **Directory signs:** Wall-mounted building directory signs for pedestrian use, listing the tenants or occupants located at or within the entrance of a building that rents or leases space to tenants, provided that such directories do not exceed 20 square feet on any single building wall, nor a height of eight feet.
- (3)(4) **Hazard signs:** Signs warning of construction, excavation, or similar hazards so long as the hazard exists.
- (4)(5) **Historical markers:** Signs including historical plaques, memorial signs or tablets, or commemorative signs not exceeding four square feet in area, identifying located on historical sites, buildings or areas, placed by a historical society, chamber of commerce or public agency, and approved by the Planning Director.
- (6) **Holiday decorations:** Temporary holiday decorations, provided that decorations for a single holiday or season are not in place for a period exceeding 90 days.
- (5)(7) **Information kiosks:** Free-standing structures, located outdoors and adjacent to a building open to the public, or in a space open to the public, on which pamphlets, leaflets, and guides may be providing information for pedestrians, including permanent copy and temporary information such as handbills, posters and flyers affixed to a bulletin-board type surface. The total area of kiosk display surfaces shall not exceed 40 square feet or a height of eight feet. Kiosks are to be separated from adjacent structures by a minimum of six feet.
- (6)(8) **Internal signs:** Signs not intended to be viewed from public streets and are located in interior areas of a building or site, and intended to be not visible or legible from public streets or adjacent properties, such as signs in interior areas of shopping centers, commercial buildings and structures, ball parks, stadiums and similar uses of a recreational or entertainment nature.
- (7)(9) **Miscellaneous information signs:** Miscellaneous permanent information signs in nonresidential categories, with an aggregate area not to exceed four square feet at each public

entrance nor 12 square feet total, indicating address, hours and days of operation, whether a business is open or closed, credit card information and emergency address and telephone numbers.

~~(8)(10)~~ **Official flags:** Official federal, state or local government flags, emblems and historical markers.

~~(9)(11)~~ **Official signs/government signs:** Official federal, state or local government traffic, directional guide and other informational signs and notices issued by any court, person or officer in performance of a public duty; notices posted by a utility or other quasi-public agency; or other signs required or authorized by law.

~~(12)~~ **Political signs:** Temporary political signs are allowed as follows:

~~(i)~~ **Residential land use categories within urban or village areas:** Political signs are not to exceed four square feet total for each site.

~~(ii)~~ **Other land use categories within urban or village areas.** Political signs are not to exceed 16 square feet total for each site.

~~(iii)~~ **Rural areas.** Political signs are not to exceed 32 square feet total for each site.

~~(iv)~~ **Measurement of sign area.** For the purposes of this subsection, each side of a sign may equal the maximum square foot total as defined in subsections (i), (ii), and (iii) above.

~~(v)~~ **Timing of posting.** Political signs shall not be posted more than 60 days preceding the election and shall be removed within 14 days following the election. The primary and general elections are considered separate elections for the purposes of this ordinance.

~~(vi)~~ **Location of posting.** Political signs attached or placed adjacent to any utility pole, parking meter, traffic sign post, traffic signal, official traffic control device or within the right-of-way are prohibited. Signs placed in these locations will be removed immediately by county employees.

~~(vii)~~ **Enforcement.** If a sign which does not meet the provisions of this section is not removed within 48 hours of receipt of written notice to the property owner, then the owner of the property may be subject to citation or fine or both.

~~(10)(13)~~ **Prohibition signs:** “No Trespassing”, “No Parking”, and similar warning signs.

~~(14)~~ **Reader board:** Reader boards for community, charitable or religious organizations, provided such signs do not exceed an area of 20 square feet per face and are not illuminated.

~~(15)~~ **Real estate signs:**

~~(i)~~ **For sale signs:** Temporary signs indicating the property on which the sign is located is for sale, rent or lease. Only one sign is permitted to face each street adjacent to the property. Such signs may be a maximum of four square feet or less on property in residential categories and 32 square feet or less in nonresidential categories.

~~(ii) **Model homes:** Temporary signs, banners and decorations attracting attention to a model home and sales office within a new subdivision, provided that the aggregate area of each signing is not to exceed 32 square feet.~~

~~(iii) **Open house:** Temporary signs or banners attracting attention to an open house, with signing having a maximum aggregate area of 32 square feet, to be in place a maximum of seven days.~~

~~(11)(16) **Residential identification signs:** The following residential identification signs are allowed without permit approval:~~

~~(i) Signs located on individual residences and home occupations. Individual residence identification signs, including but not limited to names of occupants and home occupations, limited to a total aggregate area of two square feet.~~

~~(ii) One permanent identification signs with a maximum area of 20 square feet for each lot or parcel containing multi-family dwellings or subdivisions, identifying apartment projects, subdivision names, etc., provided such signing is approved as part of a subdivision map or land use permit for the project.~~

~~(12)(17) **Safety and directional signing:** Parking lot and other private traffic directional signs, including handicapped access and parking signs, each not exceeding five square feet in area. Such signs are to be limited to guidance of pedestrian or vehicular traffic within the premises on which they are located, and are not to display any logo or name of a product, establishment, service, or any other advertising.~~

~~(18) **Sign copy:** Changing the sign copy of an approved sign, provided that where the signing is not in conformity with the provisions of this title, any change is to be in accordance with Section 23.09.032e (Nonconforming Signs – Sign Copy).~~

~~(19) **Sign maintenance:** Any maintenance which does not involve structural changes (See also Section 23.04.314).~~

~~(20) **Temporary sales and events:** Banners, signs or decorative materials in conjunction with an event conducted pursuant to Sections 23.08.142 (Outdoor Retail Sales), 23.08.246 (Temporary Events), or grand openings. Such banners, signs and decorative materials are not to be posed more than 30 days preceding the event, are to be removed within seven days following the event, and are limited to a maximum aggregate area of 100 square feet per site.~~

~~(13)(21) **Vehicle signs:** Displays on vehicles and public transit/public carrier graphics on properly licensed buses, taxicabs, and similar vehicles for hire that legally pass through the County. Signs on public transportation vehicles regulated by a political subdivision, including but not limited to buses and taxicabs, and signs on licensed commercial vehicles, provided such vehicles are not used or intended for use as portable signs.~~

~~(14)(22) **Window signs:** Temporary window signs constructed of paper, cloth or similar expendable material, provided the total area of such signs is not to exceed 25% of the window area.~~

~~(15)(23) **Exterior wall murals:** A hand-painted work of visual art that is either affixed to or painted directly on the exterior wall of a structure with the permission of the property owner. An~~

~~original art display does not include: mechanically produced or computer generated prints or images, including but not limited to digitally printed vinyl; electrical or mechanical components; or changing image art display. Wall murals are allowed on exterior walls and building faces that do not contain any commercial signage. A wall mural includes images or pictorial elements and does not include trademarks, logos, or text; has no commercial context; does not represent any product for sale and is consistent with community character. The applicant shall provide an illustration of the proposed mural to the community advisory group and mural society where such group(s) exist for review and comment, and to the Director of the Planning and Building Department, prior to a determination that the mural is exempt. If the mural is deemed to not be exempt by the Planning Director, the applicant shall meet all standards and obtain a sign permit as required by Section 23.04.300 et seq.~~

c. Prohibited signs and sign materials: In addition to any sign or sign materials not specifically in accordance with the provisions of this Title, the following are prohibited:

- (1) Signs creating traffic or pedestrian safety hazards. Signs placed, located, or displayed in such a manner as to constitute a traffic or pedestrian safety hazard shall be prohibited, including:

 - ~~(i)(1)~~ Any sign which simulates or imitates in size, color, lettering or design any traffic sign or signal, or makes use of words, symbols or characters so as to interfere with, mislead or confuse pedestrian or vehicular traffic.
 - ~~(ii)(2)~~ Signs attached or placed adjacent to any utility pole, parking meter, traffic sign post, traffic signal or any other official traffic control device, as prohibited by Section 21464 of the California Vehicle Code.
 - ~~(iii)~~ Signs that obstruct use of any door, window, or fire escape.
 - ~~(iv)~~ Signs that impede normal pedestrian use of public sidewalks.
 - ~~(v)~~ Signs that constitute a traffic hazard or obstruct the view of traffic, any authorized traffic sign, or signal device.
- ~~(3)~~ Except as provided by Section 23.04.310, any off-premise sign that directs attention to a business, service, product, or entertainment not sold or offered on the premises on which the sign is located, including but not limited to billboards and other off-premise outdoor advertising signs.
- ~~(2)(4)~~ **Animated or moving signs.** Signs consisting of any moving, rotating, flashing, or otherwise animated light or component, except for time and temperature displays and barber poles.
- ~~(3)(5)~~ **Signs for discontinued uses.** Any sign or sign structure identifying a use or activity that has not occupied the site for a period greater than six months.
- ~~(4)(6)~~ Freestanding signs other than monument signs.
- (5) Signs located in the public right-of-way or on public property. Other than official government signs or hazard or prohibition signs required by law, no sign can be placed in or project into the public right-of-way or on public property unless authorized by a County

encroachment permit and/or agreement with a public agency such as the California Department of Transportation.

- (6) **Signs affixed to trees or terrain.** Signs cut, burned, marked, or displayed in any manner on a tree, sidewalk, cliff, hillside, or other terrain feature shall be prohibited.
- (7) **Billboards.** Any permanent sign structure that is located adjacent to an Interstate or State highway, typically constructed of steel, concrete or wood that is freestanding or attached to the side of another structure that contains an advertising space that is leased, rented, or donated to advertisers other than the operator of the billboard, shall be prohibited.

23.04.308 - Measurement Of Sign Area:

For the purpose of evaluating whether a sign is in conformity with the provisions of this title, the area of a sign is to be measured as the number of square feet of the smallest rectangle within which a single sign face can be enclosed, as follows:

- a. **Sign faces counted:** Where a sign has two faces containing sign copy, which are oriented back-to-back and separated by not more than 36 inches at any point, the area of the sign is to be measured using one sign face only.
- b. **Wall-mounted letters:** Where a sign is composed of letters individually mounted or painted on a building wall, without a border or decorative enclosure, the sign area is that of the smallest single rectangle within which all letters and words can be enclosed.
- c. **Three-dimensional signs:** Where a sign consists of one or more three-dimensional objects such as balls, cubes, clusters of objects or sculptural or statue-type trademarks, the sign area is to be measured as the area of the smallest rectangle within which the object(s) can be enclosed, when viewed from a point where the largest area of the object(s) can be seen.

23.04.310 - Signs Allowed - Type And Area

The following permanent signs are allowed on a site subject to approval of a sign permit (Section 23.04.306a), in addition to any exempt-authorized signs allowed by Section 23.04.306b.

- a. **Sign area limitations by land use category.** The number and area of signs allowed on a site shall be as follows, based upon the land use category of the site, except where subsection c. of this section would also allow specialized signing:
 - (1) **Agricultural and Rural land use categories.** Two signs with a total aggregate area not exceeding 32 square feet and a height not to exceed 10 feet for each lot or parcel. Each sign may not exceed 16 square feet.
 - (2)**Commercial Retail, Commercial Service, and Industrial land use categories:** The following signs are allowed in the Commercial Retail, Commercial Service and Industrial categories, with a maximum aggregate area of 100 square feet of signing per site, or one square foot per one linear foot of the lot's largest street frontage, whichever is greater; provided they are designed as an integral part of the structure they identify:

- (i) Wall signs for each business or tenant, with the number of such signs allowed being equivalent to the number of building faces having a public entrance to the business. The allowed area for the wall signs shall be 15% of the building face, up to a maximum of 80 square feet. Such wall signs may be located on building faces other than those with public entrances.
- (ii) One suspended sign with a maximum area of 10 square feet for each business or tenant.
- (iii) One monument sign for each 300 linear feet of site frontage or portion thereof, with a maximum area of 60 square feet each.
- (iv) One projecting sign with a maximum area of 20 square feet for each business or tenant.
- (v) Marquee signing for each business or tenant, with a maximum area of 40 square feet.

(3)(2) Office and Professional, Recreation, and Public Facilities land use categories: The following signs are allowed in the Office and Professional and Recreation land use categories, with a maximum aggregate area of 100 square feet signing per site, or one square foot per one linear foot of the lot's largest street frontage, whichever is greater:

- (i) Wall signs for each business or tenant, with the number of such signs allowed being equivalent to the number of building faces having a public entrance to the business. The allowed area for the wall signs shall be 10% of the building face, up to a maximum of 50 square feet. Such wall signs may be located on building faces other than those with public entrances, provided they are designed as an integral part of the structure they identify.
- (ii) One suspended sign with a maximum area of 10 square feet for each business or tenant.
- (iii) One monument sign for each business or tenant with a maximum area of 40 square feet and a maximum height of five feet.

(4)(3) Commercial or public assembly uses in other land use categories: Where commercial or public assembly uses (churches, sports facilities, etc.) are located in the Agriculture, Rural Lands or Residential land use categories, signing is allowed as set forth in subsection a(2) of this section for the Office and Professional, Recreation, and Public Facilities land use category.

b. Location of monument signs. Monument signs may be located within the setback areas required by Sections 23.04.100 et seq., provided such signs do not exceed three feet in height.

c. Specialized sign requirements:

- (1) **Shopping, business or industrial center signing:** When approved as part of the Development Plan, a shopping, business or industrial center with five or more separate uses or tenancies on a single site sharing common driveways and parking areas, is allowed one common identification sign with a maximum area of 60 square feet, in addition to the total sign area allowed by subsection a of this section. Where visible from a public street, signing on shopping center sites is to be of a uniform design throughout the center as to the size, finished framing materials and location on buildings of such signs.
- (2) **Community identification signs:** One community identification sign is allowed at or within an urban or village reserve line on each arterial street entering a community, with a maximum

area of 100 square feet and a maximum height of 12 feet. Such signing may include the name of the community, slogans or mottos, names of civic or religious organizations, but no names of businesses or commercial products.

(3) **Freeway identification signs:** In addition to signs allowed by subsection a of this section, sites located in ~~Commercial-Office and Professional, Commercial Retail, and Commercial Service~~ land use categories adjacent to State Highway 101 or a Highway 101 Frontage Road may be authorized through Development Plan approval to use an on-site freeway identification sign with a maximum area not to exceed 125 square feet. The maximum height for freeway identification signs is to be 50 feet above grade, provided that the Planning Commission may require a reduced height where deemed appropriate.

(4) **Viticultural area signing.** Each area of San Luis Obispo County recognized as an American Viticultural Area by the U.S. Department of the Treasury, Bureau of Alcohol, Tobacco and Firearms (BATF), may be identified by roadside signs:

(i) **Required sign location:** On private property along a state highway, at or within the boundary of the viticultural area as determined by BATF.

(ii) **Maximum area and height:** A maximum area of 80 square feet and a maximum height of 12 feet.

(iii) **Sign copy:** ~~Shall consist only of the phrase "Entering the (Applicable Name) Viticultural Area".~~

(5) **Winery directional signs.** ~~In addition to any signs allowed by subsection a of this section, approved wineries or winery tasting rooms in rural areas may also establish a maximum of two off-premise signs on private property, where allowed by state law adjacent to roads leading to the winery and/or tasting room, for the purpose of directing patrons to the site.~~

(i) **Maximum area and height:** A maximum area of 32 square feet and a maximum height of 10 feet.

(ii) **Appearance.** ~~All winery directional signs shall be of a uniform design, to be approved by the Planning Director.~~

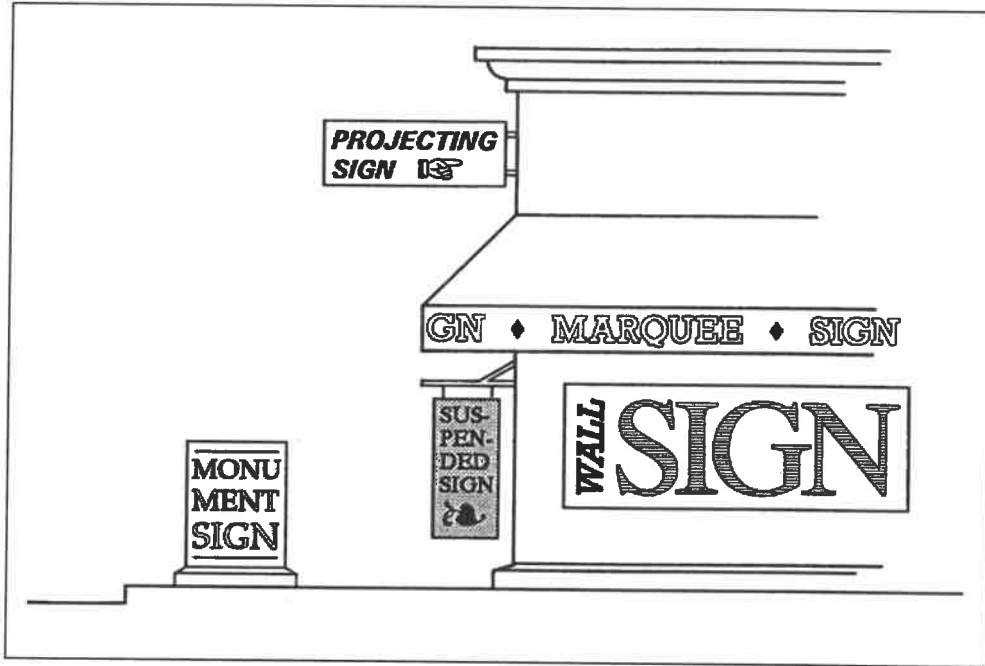
(iii) **Sign copy:** ~~Shall consist only of the name of the winery, the distance and direction from the sign.~~

(5) **Off-premise signs.** In addition to any signs allowed by Subsection A, any existing use in the Agriculture and Rural Lands Land Use Category may also establish a maximum of two off-premise signs on private property. Each sign shall not exceed a maximum area of 32 square feet and a maximum height of 10 feet. No more than one off-premise sign shall be established per site.

d. **Exceptions to sign standards:** Greater numbers of signs or areas of signing larger than the requirements of subsections a. or c. of this section require Development Plan approval.

23.04.312 - Sign Construction Standards

The design and construction of signs is to be in accordance with Sections 401 through 1402 of the Uniform Sign Code, and the following:



Signs - Example

- a. **Height:** The height of any sign or sign support structure is to be a maximum of 24 feet, or no higher than the building, whichever is less, except where otherwise provided by Section 23.04.310 (Sign Design Standards)(Signs Allowed – Type and Area).
- b. **Lighting and Illumination:** Signs are to be indirectly lighted by continuous, stationary, shielded light sources, directed solely at the sign, or internal to it.

23.04.314 - Sign Maintenance Required

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, poses an immediate and serious threat to the public safety, the sign may be removed by County personnel, or repaired to the satisfaction of the County. In the event that a use having signing is discontinued for a period exceeding six months, all signs identifying the use and associated structures are to be removed from the site, or in the case of painted signs, painted out. Signing which is not in conformity with the provisions of this chapter is subject to Section 23.09.032 (Nonconforming Signs).

SECTION 2: Section 23.08.202.(5) (Service Stations) of Title 23 of the San Luis Obispo County Code, is hereby amended to read as follows:

- (5) ~~Signs.~~ ~~ing.~~ ~~Service station signing is allowed as follows:~~ Signage shall be as provided by Section 23.04.300 through Section 23.04.314.
- (i) ~~Total area. The total area of all signs on a service station site is not to exceed one square foot per two feet of public street frontage on the site, up to a maximum of 125 square feet. Signs measured include but are not limited to all freestanding signs and all wall-mounted signs.~~
- (ii) ~~Freestanding signs. Freestanding signs are permitted, provided that there is not to be more than one pole sign on each service station site, nor more than two monument signs. Freestanding signs may be up to 20 feet in height, not to exceed the height of the building. The total area of all freestanding signs is not to exceed 60 square feet.~~
- (iii) ~~Price signs. One price sign is allowed for each site frontage, not to exceed 12 square feet.~~
- (iv) ~~Service signs. Signs indicating whether pump islands are "Full Service" or "Self Service" are permitted, provided that there are not to be more than two such signs for each pump island, do not project beyond the edge of the pump island curb, and do not exceed four square feet in area.~~

SECTION 3: Section 23.08.030.H (Home Occupations) of Title 23 of the San Luis Obispo County Code, is hereby amended to read as follows:

- ~~h. Signs.~~ ~~ing.~~ ~~One non-illuminated identification sign with a maximum area of two square feet may be erected pursuant to Section 23.04.300 (Sign Regulations). A commercial vehicle displaying any sign identifying the home occupation and parked on or adjacent to the residential site visible from the public street is included in determining the maximum allowable area of on-site fixed signs. Signage shall be as provided by Section 23.04.300 through Section 23.04.314.~~

SECTION 4: Section 23.08.062.C.1.(v) (Indoor Amusements and Recreation) of Title 23 of the San Luis Obispo County Code, is hereby amended to read as follows:

- (v) ~~Signs.~~ ~~ing.~~ ~~Arcades shall be posted with readily visible signs, with their location, size and text described in the application, indicating that persons under the age of 16 shall not be permitted on the premises during normal school hours. Signage shall be as provided by Section 23.04.300 through Section 23.04.314.~~

SECTION 5: Section 23.08.098.F.4 (Recycling Collection Stations) of Title 23 of the San Luis Obispo County Code, is hereby amended to read as follows:

- (4) ~~Signs.~~ ~~ing.~~ ~~All collection stations are to be provided instructional signing indicating how materials are to be separated, and stating any limitations on the types of materials accepted for recycling. Signage shall be as provided by Section 23.04.300 through Section 23.04.314.~~

SECTION 6: Section 23.11.020 (Coastal Zone Land Use Ordinance Definitions) of Title 23 of the San Luis Obispo County Code, is hereby amended to read as follows:

Billboard. A permanent sign structure, located adjacent to an Interstate or State highway, typically constructed of steel, concrete or wood that is freestanding or attached to the side of another structure that contains an advertising space that is leased, rented, or donated to advertisers other than the operator of the billboard. See “Sign, Off-Premise”.

Commercial Message. A message on a sign, or portion of a sign, that promotes, informs, or proposes an economic transaction, primarily concerns the economic interests of the sign sponsor and/or audience, or is intended to further discuss in the marketplace of goods and services.

Mural. A hand-painted work of visual art that is either affixed to or painted directly on the exterior wall of a structure with the permission of the property owner. An original art display does not include: mechanically produced or computer generated prints or images, including but not limited to digitally printed vinyl; electrical or mechanical components; or changing image art display.

Non-commercial Message. A message or image on a sign that directs public attention to or advocates an idea or issue of public interest or concern that does not serve to advertise or promote any business, product, activity, service, interest, or entertainment.

Sign. Any visual device or representation designed or used for communicating a message, or identifying or attracting attention to a premise, product, service, person, organization, business, or event. A display, device, or object need not contain lettering to be a sign, not including such devices visible only from within a building.

Sign Area. The area contained within the smallest rectangle enclosing all parts of sign copy, excluding any structural elements outside the limits of the sign required to support the sign. The area of the smallest rectangle within which a single sign face can be enclosed.

Sign Face. The entire display surface area of a sign upon, against, or through which sign copy is placed. The visible portions of a sign including all characters and symbols, but excluding structural elements not an integral part of the display.

Sign, Freestanding. A sign not attached to any buildings, erected and maintained with—and having its own support structure, frame, mast, or pole.

Sign, Freeway Identification. An on-site sign permitted for a highway-oriented use, that is erected and maintained within the view of highway motorists (see Chapter 22.20 (Signs)).

Sign, Government. A sign constructed, placed, or maintained by local, state, or federal government or issued by any court, person, or officer in performance of a public duty; notices posted by a utility or other quasi-public agency; or other signs required or authorized by law.

Sign, Permanent. A sign that is intended to be and is so constructed as to be of a lasting and enduring condition, remaining unchanged in character, condition (beyond normal wear) and position, and in a permanent manner affixed to the ground, wall, or building.

Sign, Temporary. A structure or device used for the public display of visual messages or images, which is typically made of lightweight or flimsy materials (e.g. paper, cloth, canvas, plastic sheet, cardboard) which is not intended for or suitable for long term or permanent display. A sign used not

more than 60 days, or other period limited by the duration of an activity specified in Section 22.30.580 (Temporary Uses—General Standards).

**EXHIBIT B – ADOPTED ORDINANCE NO. 3421 (ALL TRACKED CHANGES,
INCLUDING COASTAL COMMISSION MODIFICATIONS)**

ORDINANCE NO. 3421
AN ORDINANCE AMENDING TITLE 23 OF THE SAN LUIS OBISPO COUNTY CODE, THE COASTAL ZONE LAND USE ORDINANCE, BY AMENDING AND REPLACING THE SIGN ORDINANCE TO COMPLY WITH FIRST AMENDMENT CONTENT NEUTRALITY

The Board of Supervisors of the County of San Luis Obispo, State of California, ordains as follows:

SECTION 1: Sections 23.04.300 through Section 23.04.314 (Sign Ordinance) of Title 23 of the San Luis Obispo County Code, is hereby amended to read as follows:

23.04.300 - Sign Ordinance

The standards of Section 23.04.300 through 23.04.314 are to be known and may be cited as the “Sign Ordinance of the County of San Luis Obispo.” The sign regulations of this chapter. These requirements apply to all signs constructed or altered after the effective date of this title, except as otherwise provided by Section 23.04.306. These requirements apply to proposed signs in addition to all applicable provisions of the California Outdoor Advertising Act (Business and Professions Code Sections 5200 et seq.; and California Administrative Code Title 4, Sections 2240 et seq.). The sign regulations of this chapter are organized into the following sections:

23.04.302	Purpose
23.04.304	Sign Code Adopted General Principles
23.04.306	Sign Permit Requirements
23.04.308	Measurement of Sign Area
23.04.310	Signs Allowed - Type and Area
23.04.312	Sign Construction Standards
23.04.314	Sign Maintenance Required

23.04.302 - Purpose

The purpose of these sections is to establish sign regulations that are intended to:

- a. Support the use of signs to aid orientation, identify businesses and activities, express local history and character, or serve other information purposes; and
- b. Protect the ability of the public to identify uses and premises without confusion by encouraging signs to be designed with a scale, graphic character and type of lighting compatible with the appearance of the buildings or uses identified by signs, as well as other buildings and uses in the vicinity; and
- c. Support the use of signs that are maintained in a safe and attractive condition that do not:
 - (1) Create distractions that may jeopardize pedestrian or vehicular traffic safety; or
 - (2) Produce glare that adversely affects residential uses.
- d. Allow adequate avenues for both commercial and non-commercial messages, and protect the constitutionally guaranteed right of free speech; and

- e. Protect the character of the various communities within the County and safeguard the public health and safety.

23.04.304 — General Principles Sign Code Adopted

~~The Sign Code published by the International Conference of Building Officials, entitled the “Uniform Sign Code,” 1991 edition, or subsequent edition adopted by the State of California, are hereby adopted and incorporated into this title by reference as though it were fully set forth here. In the event of any conflict with the Uniform Sign Code, this chapter shall prevail.~~

a. Applicability.

- (1) **Applicable codes.** In addition to complying with the provisions of this Chapter, all signs must be constructed in accordance with the Uniform Building Code, the Uniform Sign Code, the Electrical Code, the California Manual on Uniform Traffic Control Devices, and all other applicable laws, rules, regulations, and policies.
- (2) **Applicable County regulations.** In addition to complying with the provisions of this Chapter, all signs must comply with the other regulations of this Title, including Planning Area Standards (Part II of the Land Use Element).

- b. **Regulatory interpretations.** The County shall apply this Chapter in a content-neutral manner. This Chapter shall be interpreted in a manner consistent with the free speech protections guaranteed by the First Amendment to the United States Constitution and Article 1, Section 2 of the California Constitution. The noncommunication aspects of all signs shall comply with the regulations and standards set forth in this Title. “Noncommunicative aspects” includes regulations that do not relate to the content of the sign, including the time, place, manner, location, size, height, illumination, spacing, and orientation of signs.

- c. **Message substitution.** A non-commercial message of any type may be substituted, in whole or in part, for any duly permitted commercial message; and any non-commercial message may be substituted for any non-commercial message.

- (1) **No additional approval required.** Such substitution of message may be made without any additional approval, permitting, registration, or notice to the County. This provision prevents any inadvertent favoring of commercial speech over non-commercial speech or favoring any non-commercial message over any other non-commercial message.

- (2) **Limitations.** This provision does not allow the following:

- (i) Create the right to increase the total amount of signage for a parcel, lot, or land use;
- (ii) Affect the requirement that a sign structure or mounting device be properly permitted; or
- (iii) Allow a change in the physical structure of a sign or its mounting device.

- d. Nothing in this Section shall be construed to prohibit a person from holding a sign while picketing or protesting on public property that has been determined to be a traditional or designated public forum, so long as the person holding the sign does not block ingress and egress from buildings, create a safety hazard by impeding travel, or violate any other reasonable time, place, and manner restrictions adopted by the County.

- e. Severability. If any section, sentence, clause, phrase, word, portion, or provision of this Chapter is held invalid, unconstitutional, or unenforceable by any court of competent jurisdiction, such holding shall not affect, impair, or invalidate any other section, sentence, clause, phrase, word, portion, or provision of this Title which can be given effect without the invalid portion. In adopting this Title, the Board of Supervisors affirmatively declares that it would have approved and adopted the Title even without any portion which may be held invalid, unconstitutional, or unenforceable.

23.04.306 - Sign Permit Requirements

No sign shall be constructed, displayed or altered without first obtaining a sign permit as required by this section, except where a sign is exempted from permit requirements by subsection b of this section.

a. Permit procedures:

- (1) Plot Plan. The application, processing, review and approval of a land use permit for a sign is to be as set forth in Section 23.02.030 (Plot Plan), except where otherwise provided by Section 23.04.310 (Sign Area Standards), for signs of specific size or height or where signs are approved as part of an overall development project land use permit.
- (2) Minor Use Permit. Greater numbers of signs or areas of signing larger than the allowances permitted by Section 23.04.310 (Sign Area Standards), including modifications to an existing sign, require a Minor Use Permit as set forth in Section 23.02.033 (Minor Use Permit).
- (3)(2) Concurrent Review. Where signs are proposed for a project subject to land use permit approval, a separate sign permit is not required. The land use permit application shall include complete information about the type, area, location and number of signs proposed, or such information is provided for Planning Department review for conformity with the regulations of this Title before installation.
- (4)(3) Construction Permit. If required by the Uniform Sign Code, a construction permit shall also be obtained pursuant to Title 19 of this code before the installation of any sign.

- b. Authorized signs: ~~Exempt signs:~~ The following signs are allowed without a land use permit, and are not to be included in determinations on the allowable number, type or area of signs pursuant to Section 23.04.310 (Sign Area Standards) except that a coastal development permit is required for, at a minimum, any sign that could impact public coastal access, including signs altering public parking timing or availability or potentially restricting the use of existing lateral and/or vertical accessways, or any sign that could detract from public views of scenic viewsheds or views from scenic roads and corridors. Nothing in this subsection shall exempt a sign from the necessity of construction permit approval if an electrical or building permit is required by the Building and Construction Ordinance or Uniform Sign Code. This subsection supersedes Section 303 of the Uniform Sign Code.

~~(1) Agricultural signs: Two signs with a total aggregate area not exceeding 32 square feet and a height not to exceed 10 feet for each lot or parcel, identifying and advertising agricultural products produced on the premises.~~

- (1) Temporary signs: Temporary signs are allowed on a property for a total of 120 calendar days per year. Each sign is allowed for up to 60 consecutive days, and shall be removed within 14 days after the conclusion of the purpose served by the sign. The height of any temporary sign shall not exceed 10 feet. Temporary signs shall adhere to the setback standards of the land use

category of the property they are located in. The maximum aggregate sign area for temporary signage is as follows.

- (i) Agriculture and Rural Lands Land Use Categories:** In the Agriculture and Rural Lands Land Use Categories, temporary signage is allowed up to a maximum aggregate sign area of 32 square feet.
 - (ii) Residential Land Use Categories:** In the Residential Rural, Residential Suburban, Residential Single-Family, and Residential Multi-Family Land Use Categories, temporary signage is allowed up to a maximum aggregate sign area of four square feet.
 - (iii) Commercial and Industrial Land Use Categories:** In the Office and Professional, Commercial Retail, Commercial Service, and Industrial Land Use Categories, temporary signage is allowed up to a maximum aggregate sign area of 24 square feet.
 - (iv) Special Purpose Land Use Categories:** In the Open Space, Recreation, and Public Facilities Land Use Categories, temporary signage is allowed up to a maximum aggregate sign area of 16 square feet.
- (2) Construction signs:** Two signs up to a combined total of 32 square feet not exceeding a height of eight feet, identifying parties involved in construction on the premises and future activity for which the construction is intended. Such signing is not to include the advertisement of any products. Removal is required within 14 days following completion of the construction.
- (2)(3) Directory signs:** Wall-mounted building directory signs for pedestrian use, listing the tenants or occupants located at or within the entrance of a building that rents or leases space to tenants, provided that such directories do not exceed 20 square feet on any single building wall, nor a height of eight feet.
- (3)(4) Hazard signs:** Signs warning of construction, excavation, or similar hazards so long as the hazard exists.
- (4)(5) Historical markers:** Signs including historical plaques, memorial signs or tablets, or commemorative signs not exceeding four square feet in area, identifying located on historical sites, buildings or areas, placed by a historical society, chamber of commerce or public agency, and approved by the Planning Director.
- (6) Holiday decorations:** Temporary holiday decorations, provided that decorations for a single holiday or season are not in place for a period exceeding 90 days.
- (5)(7) Information kiosks:** Free-standing structures, located outdoors and adjacent to a building open to the public, or in a space open to the public, on which pamphlets, leaflets, and guides may be providing information for pedestrians, including permanent copy and temporary information such as handbills, posters and flyers affixed to a bulletin-board type surface. The total area of kiosk display surfaces shall not exceed 40 square feet or a height of eight feet. Kiosks are to be separated from adjacent structures by a minimum of six feet.
- (6)(8) Internal signs:** Signs not intended to be viewed from public streets and are located in interior areas of a building or site, and intended to be not visible or legible from public streets or adjacent properties, such as signs in interior areas of shopping centers, commercial buildings and structures, ball parks, stadiums and similar uses of a recreational or entertainment nature.

~~(7)~~**(9) Miscellaneous information signs:** Miscellaneous permanent information signs in nonresidential categories, with an aggregate area not to exceed four square feet at each public entrance nor 12 square feet total, indicating address, hours and days of operation, whether a business is open or closed, credit card information and emergency address and telephone numbers.

~~(8)~~**(10) Official flags:** Official federal, state or local government flags, emblems and historical markers.

~~(9)~~**(11) Official signs/government signs:** Official federal, state or local government traffic, directional guide and other informational signs and notices issued by any court, person or officer in performance of a public duty; notices posted by a utility or other quasi-public agency; or other signs required or authorized by law.

~~(12)~~ **Political signs:** Temporary political signs are allowed as follows:

~~— Residential land use categories within urban or village areas:~~ Political signs are not to exceed four square feet total for each site.

~~(i) Other land use categories within urban or village areas.~~ Political signs are not to exceed 16 square feet total for each site.

~~(i) Rural areas.~~ Political signs are not to exceed 32 square feet total for each site.

~~(i) Measurement of sign area.~~ For the purposes of this subsection, each side of a sign may equal the maximum square foot total as defined in subsections (i), (ii), and (iii) above.

~~(i) Timing of posting.~~ Political signs shall not be posted more than 60 days preceding the election and shall be removed within 14 days following the election. The primary and general elections are considered separate elections for the purposes of this ordinance.

~~(i) Location of posting.~~ Political signs attached or placed adjacent to any utility pole, parking meter, traffic sign post, traffic signal, official traffic control device or within the right-of-way are prohibited. Signs placed in these locations will be removed immediately by county employees.

~~(i) Enforcement.~~ If a sign which does not meet the provisions of this section is not removed within 48 hours of receipt of written notice to the property owner, then the owner of the property may be subject to citation or fine or both.

~~(10)~~**(13) Prohibition signs:** “No Trespassing”, “No Parking”, and similar warning signs.

~~(14)~~ **Reader board:** Reader boards for community, charitable or religious organizations, provided such signs do not exceed an area of 20 square feet per face and are not illuminated.

~~(15)~~ **Real estate signs:**

~~(i)~~ **For sale signs:** Temporary signs indicating the property on which the sign is located is for sale, rent or lease. Only one sign is permitted to face each street adjacent to the property. Such signs may be a maximum of four square feet or less on property in residential categories and 32 square feet or less in nonresidential categories.

~~(ii) **Model homes:** Temporary signs, banners and decorations attracting attention to a model home and sales office within a new subdivision, provided that the aggregate area of each signing is not to exceed 32 square feet.~~

~~(ii) **Open house:** Temporary signs or banners attracting attention to an open house, with signing having a maximum aggregate area of 32 square feet, to be in place a maximum of seven days.~~

~~(11)(16) **Residential identification signs:** The following residential identification signs are allowed without permit approval:~~

~~(i) Signs located on individual residences and home occupations. Individual residence identification signs, including but not limited to names of occupants and home occupations, limited to a total aggregate area of two square feet.~~

~~(ii) One permanent identification signs with a maximum area of 20 square feet for each lot or parcel containing multi-family dwellings or subdivisions, identifying apartment projects, subdivision names, etc., provided such signing is approved as part of a subdivision map or land use permit for the project.~~

~~(12)(17) **Safety and directional signing:** Parking lot and other private traffic directional signs, including handicapped access and parking signs, each not exceeding five square feet in area. Such signs are to be limited to guidance of pedestrian or vehicular traffic within the premises on which they are located, and are not to display any logo or name of a product, establishment, service, or any other advertising.~~

~~(18) **Sign copy:** Changing the sign copy of an approved sign, provided that where the signing is not in conformity with the provisions of this title, any change is to be in accordance with Section 23.09.032c (Noneonforming Signs Sign Copy).~~

~~(19) **Sign maintenance:** Any maintenance which does not involve structural changes (See also Section 23.04.314).~~

~~(20) **Temporary sales and events:** Banners, signs or decorative materials in conjunction with an event conducted pursuant to Sections 23.08.142 (Outdoor Retail Sales), 23.08.246 (Temporary Events), or grand openings. Such banners, signs and decorative materials are not to be posed more than 30 days preceding the event, are to be removed within seven days following the event, and are limited to a maximum aggregate area of 100 square feet per site.~~

~~(13)(21) **Vehicle signs:** Displays on vehicles and public transit/public carrier graphics on properly licensed buses, taxicabs, and similar vehicles for hire that legally pass through the County. Signs on public transportation vehicles regulated by a political subdivision, including but not limited to buses and taxicabs, and signs on licensed commercial vehicles, provided such vehicles are not used or intended for use as portable signs.~~

~~(14)(22) **Window signs:** Temporary window signs constructed of paper, cloth or similar expendable material, provided the total area of such signs is not to exceed 25% of the window area.~~

~~(15)(23) **Exterior wall murals:** A hand-painted work of visual art that is either affixed to or painted directly on the exterior wall of a structure with the permission of the property owner. An~~

~~original art display does not include: mechanically produced or computer generated prints or images, including but not limited to digitally printed vinyl; electrical or mechanical components; or changing image art display. Wall murals are allowed on exterior walls and building faces that do not contain any commercial signage. A wall mural includes images or pictorial elements and does not include trademarks, logos, or text; has no commercial context; does not represent any product for sale and is consistent with community character. The applicant shall provide an illustration of the proposed mural to the community advisory group and mural society where such group(s) exist for review and comment, and to the Director of the Planning and Building Department, prior to a determination that the mural is exempt. If the mural is deemed to not be exempt by the Planning Director, the applicant shall meet all standards and obtain a sign permit as required by Section 23.04.300 et seq.~~

c. Prohibited signs and sign materials: In addition to any sign or sign materials not specifically in accordance with the provisions of this Title, the following are prohibited:

(1) Signs creating traffic or pedestrian safety hazards. ~~Signs placed, located, or displayed in such a manner as to constitute a traffic or pedestrian safety hazard shall be prohibited, including:~~

~~(i)(1)~~ Any sign which simulates or imitates in size, color, lettering or design any traffic sign or signal, or makes use of words, symbols or characters so as to interfere with, mislead or confuse pedestrian or vehicular traffic.

~~(ii)(2)~~ Signs attached or placed adjacent to any utility pole, parking meter, traffic sign post, traffic signal or any other official traffic control device, as prohibited by Section 21464 of the California Vehicle Code.

~~(iii)~~ Signs that obstruct use of any door, window, or fire escape.

~~(iv)~~ Signs that impede normal pedestrian use of public sidewalks.

~~(v)~~ Signs that constitute a traffic hazard or obstruct the view of traffic, any authorized traffic sign, or signal device.

~~(3)~~ Except as provided by Section 23.04.310, any off-premise sign that directs attention to a business, service, product, or entertainment not sold or offered on the premises on which the sign is located, including but not limited to billboards and other off-premise outdoor advertising signs.

~~(2)(4)~~ **Animated or moving signs.** Signs consisting of any moving, rotating, flashing, or otherwise animated light or component, except for time and temperature displays and barber poles.

~~(3)(5)~~ **Signs for discontinued uses.** Any sign or sign structure identifying a use or activity that has not occupied the site for a period greater than six months.

~~(4)(6)~~ Freestanding signs other than monument signs.

(5) Signs located in the public right-of-way or on public property. Other than official government signs or hazard or prohibition signs required by law, no sign can be placed in or project into the public right-of-way or on public property unless authorized by a County

encroachment permit and/or agreement with a public agency such as the California Department of Transportation.

- (6) Signs affixed to trees or terrain. Signs cut, burned, marked, or displayed in any manner on a tree, sidewalk, cliff, hillside, or other terrain feature shall be prohibited.
- (7) Billboards. Any permanent sign structure that is located adjacent to an Interstate or State highway, typically constructed of steel, concrete or wood that is freestanding or attached to the side of another structure that contains an advertising space that is leased, rented, or donated to advertisers other than the operator of the billboard, shall be prohibited.

23.04.308 - Measurement Of Sign Area:

For the purpose of evaluating whether a sign is in conformity with the provisions of this title, the area of a sign is to be measured as the number of square feet of the smallest rectangle within which a single sign face can be enclosed, as follows:

- a. **Sign faces counted:** Where a sign has two faces containing sign copy, which are oriented back-to-back and separated by not more than 36 inches at any point, the area of the sign is to be measured using one sign face only.
- b. **Wall-mounted letters:** Where a sign is composed of letters individually mounted or painted on a building wall, without a border or decorative enclosure, the sign area is that of the smallest single rectangle within which all letters and words can be enclosed.
- c. **Three-dimensional signs:** Where a sign consists of one or more three-dimensional objects such as balls, cubes, clusters of objects or sculptural or statue-type trademarks, the sign area is to be measured as the area of the smallest rectangle within which the object(s) can be enclosed, when viewed from a point where the largest area of the object(s) can be seen.

23.04.310 - Signs Allowed - Type And Area

The following permanent signs are allowed on a site subject to approval of a sign permit (Section 23.04.306a), in addition to any exempt-authorized signs allowed by Section 23.04.306b.

- a. **Sign area limitations by land use category.** The number and area of signs allowed on a site shall be as follows, based upon the land use category of the site, except where subsection c. of this section would also allow specialized signing:
 - (1) **Agricultural and Rural land use categories.** Two signs with a total aggregate area not exceeding 32 square feet and a height not to exceed 10 feet for each lot or parcel. Each sign may not exceed 16 square feet.
 - ~~(2)~~**(4) Commercial Retail, Commercial Service, and Industrial land use categories:** The following signs are allowed in the Commercial Retail, Commercial Service and Industrial categories, with a maximum aggregate area of 100 square feet of signing per site, or one square foot per one linear foot of the lot's largest street frontage, whichever is greater:~~provided they are designed as an integral part of the structure they identify:~~

- (i) Wall signs for each business or tenant, with the number of such signs allowed being equivalent to the number of building faces having a public entrance to the business. The allowed area for the wall signs shall be 15% of the building face, up to a maximum of 80 square feet. Such wall signs may be located on building faces other than those with public entrances.
- (ii) One suspended sign with a maximum area of 10 square feet for each business or tenant.
- (iii) One monument sign for each 300 linear feet of site frontage or portion thereof, with a maximum area of 60 square feet each.
- (iv) One projecting sign with a maximum area of 20 square feet for each business or tenant.
- (v) Marquee signing for each business or tenant, with a maximum area of 40 square feet.

(3)(2) Office and Professional, Recreation, and Public Facilities land use categories: The following signs are allowed in the Office and Professional and Recreation land use categories, with a maximum aggregate area of 100 square feet signing per site, or one square foot per one linear foot of the lot's largest street frontage, whichever is greater:

- (i) Wall signs for each business or tenant, with the number of such signs allowed being equivalent to the number of building faces having a public entrance to the business. The allowed area for the wall signs shall be 10% of the building face, up to a maximum of 50 square feet. Such wall signs may be located on building faces other than those with public entrances, provided they are designed as an integral part of the structure they identify.
- (ii) One suspended sign with a maximum area of 10 square feet for each business or tenant.
- (iii) One monument sign for each business or tenant with a maximum area of 40 square feet and a maximum height of five feet.

(4)(3) Commercial or public assembly uses in other land use categories: Where commercial or public assembly uses (churches, sports facilities, etc.) are located in the Agriculture, Rural Lands or Residential land use categories, signing is allowed as set forth in subsection a(2) of this section for the Office and Professional, Recreation, and Public Facilities land use category.

b. Location of monument signs. Monument signs may be located within the setback areas required by Sections 23.04.100 et seq., provided such signs do not exceed three feet in height.

c. Specialized sign requirements:

- (1) **Shopping, business or industrial center signing:** When approved as part of the Development Plan, a shopping, business or industrial center with five or more separate uses or tenancies on a single site sharing common driveways and parking areas, is allowed one common identification sign with a maximum area of 60 square feet, in addition to the total sign area allowed by subsection a of this section. Where visible from a public street, signing on shopping center sites is to be of a uniform design throughout the center as to the size, finished framing materials and location on buildings of such signs.
- (2) **Community identification signs:** One community identification sign is allowed at or within an urban or village reserve line on each arterial street entering a community, with a maximum

area of 100 square feet and a maximum height of 12 feet. Such signing may include the name of the community, slogans or mottos, names of civic or religious organizations, but no names of businesses or commercial products.

(3) **Freeway identification signs:** In addition to signs allowed by subsection a of this section, sites located in ~~Commercial-Office and Professional, Commercial Retail, and Commercial Service~~ land use categories adjacent to State Highway 101 or a Highway 101 Frontage Road may be authorized through Development Plan approval to use an on-site freeway identification sign with a maximum area not to exceed 125 square feet. The maximum height for freeway identification signs is to be 50 feet above grade, provided that the Planning Commission may require a reduced height where deemed appropriate.

(4) **Viticultural area signing.** Each area of San Luis Obispo County recognized as an American Viticultural Area by the U.S. Department of the Treasury, Bureau of Alcohol, Tobacco and Firearms (BATF), may be identified by roadside signs:

(i) **Required sign location:** On private property along a state highway, at or within the boundary of the viticultural area as determined by BATF.

(ii) **Maximum area and height:** A maximum area of 80 square feet and a maximum height of 12 feet.

(ii) **Sign copy:** Shall consist only of the phrase “Entering the (Applicable Name) Viticultural Area”.

~~(4) **Winery directional signs.** In addition to any signs allowed by subsection a of this section, approved wineries or winery tasting rooms in rural areas may also establish a maximum of two off-premise signs on private property, where allowed by state law adjacent to roads leading to the winery and/or tasting room, for the purpose of directing patrons to the site.~~

~~(ii) **Maximum area and height:** A maximum area of 32 square feet and a maximum height of 10 feet.~~

~~(ii) **Appearance.** All winery directional signs shall be of a uniform design, to be approved by the Planning Director.~~

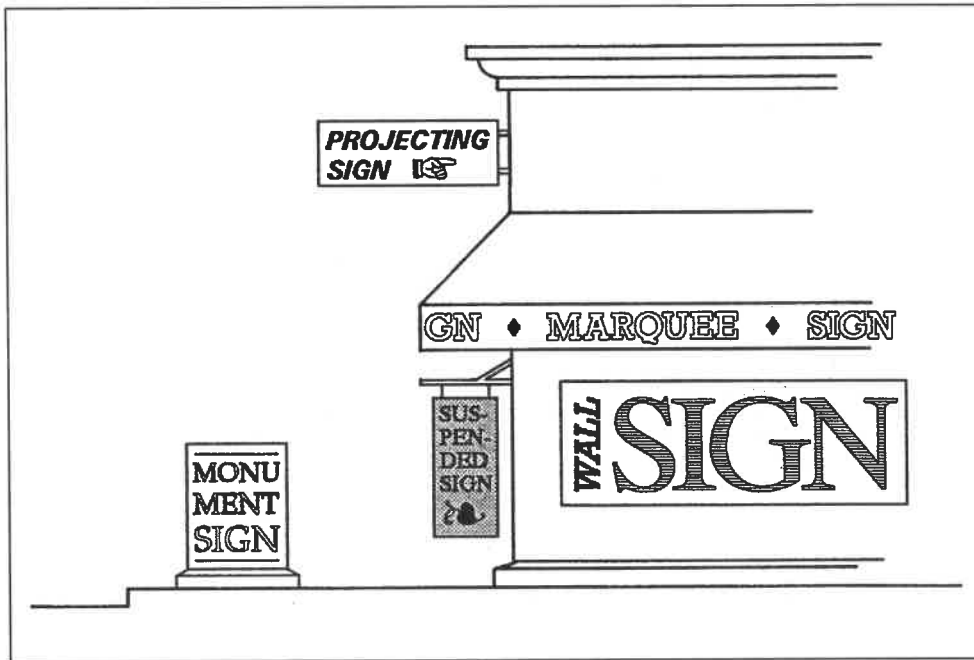
~~(iii) **Sign copy:** Shall consist only of the name of the winery, the distance and direction from the sign.~~

(5) **Off-premise signs.** In addition to any signs allowed by Subsection A, any existing use in the Agriculture and Rural Lands Land Use Category may also establish a maximum of two off-premise signs on private property. Each sign shall not exceed a maximum area of 32 square feet and a maximum height of 10 feet. No more than one off-premise sign shall be established per site.

d. **Exceptions to sign standards:** Greater numbers of signs or areas of signing larger than the requirements of subsections a. or c. of this section require Development Plan approval.

23.04.312 - Sign Construction Standards

The design and construction of signs is to be in accordance with Sections 401 through 1402 of the Uniform Sign Code, and the following:



Signs - Example

- a. **Height:** The height of any sign or sign support structure is to be a maximum of 24 feet, or no higher than the building, whichever is less, except where otherwise provided by Section 23.04.310 (Sign Design Standards)(Signs Allowed – Type and Area).
- b. **Lighting and Illumination:** Signs are to be indirectly lighted by continuous, stationary, shielded light sources, directed solely at the sign, or internal to it.

23.04.314 - Sign Maintenance Required

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, poses an immediate and serious threat to the public safety, the sign may be removed by County personnel, or repaired to the satisfaction of the County. In the event that a use having signing is discontinued for a period exceeding six months, all signs identifying the use and associated structures are to be removed from the site, or in the case of painted signs, painted out. Signing which is not in conformity with the provisions of this chapter is subject to Section 23.09.032 (Nonconforming Signs).

SECTION 2: Section 23.08.202.(5) (Service Stations) of Title 23 of the San Luis Obispo County Code, is hereby amended to read as follows:

- ~~(5) Signs. ing. Service station signing is allowed as follows: Signage shall be as provided by Section 23.04.300 through Section 23.04.314.~~
- ~~(ii) Total area. The total area of all signs on a service station site is not to exceed one square foot per two feet of public street frontage on the site, up to a maximum of 125 square feet. Signs measured include but are not limited to all freestanding signs and all wall-mounted signs.~~
 - ~~(ii) Freestanding signs. Freestanding signs are permitted, provided that there is not to be more than one pole sign on each service station site, nor more than two monument signs. Freestanding signs may be up to 20 feet in height, not to exceed the height of the building. The total area of all freestanding signs is not to exceed 60 square feet.~~
 - ~~(ii) Price signs. One price sign is allowed for each site frontage, not to exceed 12 square feet.~~
 - ~~(ii) Service signs. Signs indicating whether pump islands are "Full Service" or "Self Service" are permitted, provided that there are not to be more than two such signs for each pump island, do not project beyond the edge of the pump island curb, and do not exceed four square feet in area.~~

SECTION 3: Section 23.08.030.H (Home Occupations) of Title 23 of the San Luis Obispo County Code, is hereby amended to read as follows:

- ~~h. Signs. ing. One non-illuminated identification sign with a maximum area of two square feet may be erected pursuant to Section 23.04.300 (Sign Regulations). A commercial vehicle displaying any sign identifying the home occupation and parked on or adjacent to the residential site visible from the public street is included in determining the maximum allowable area of on-site fixed signs. Signage shall be as provided by Section 23.04.300 through Section 23.04.314.~~

SECTION 4: Section 23.08.062.C.1.(v) (Indoor Amusements and Recreation) of Title 23 of the San Luis Obispo County Code, is hereby amended to read as follows:

- ~~(v) Signs. Arcades shall be posted with readily visible signs, with their location, size and text described in the application, indicating that persons under the age of 16 shall not be permitted on the premises during normal school hours. Signage shall be as provided by Section 23.04.300 through Section 23.04.314.~~

SECTION 5: Section 23.08.098.F.4 (Recycling Collection Stations) of Title 23 of the San Luis Obispo County Code, is hereby amended to read as follows:

- ~~(4) Signs. ing. All collection stations are to be provided instructional signing indicating how materials are to be separated, and stating any limitations on the types of materials accepted for recycling. Signage shall be as provided by Section 23.04.300 through Section 23.04.314.~~

SECTION 6: Section 23.11.020 (Coastal Zone Land Use Ordinance Definitions) of Title 23 of the San Luis Obispo County Code, is hereby amended to read as follows:

Billboard. A permanent sign structure, located adjacent to an Interstate or State highway, typically constructed of steel, concrete or wood that is freestanding or attached to the side of another structure that contains an advertising space that is leased, rented, or donated to advertisers other than the operator of the billboard. See “Sign, Off Premise”.

Commercial Message. A message on a sign, or portion of a sign, that promotes, informs, or proposes an economic transaction, primarily concerns the economic interests of the sign sponsor and/or audience, or is intended to further discuss in the marketplace of goods and services.

Mural. A hand-painted work of visual art that is either affixed to or painted directly on the exterior wall of a structure with the permission of the property owner. An original art display does not include: mechanically produced or computer generated prints or images, including but not limited to digitally printed vinyl; electrical or mechanical components; or changing image art display.

Non-commercial Message. A message or image on a sign that directs public attention to or advocates an idea or issue of public interest or concern that does not serve to advertise or promote any business, product, activity, service, interest, or entertainment.

Sign. Any visual device or representation designed or used for communicating a message, or identifying or attracting attention to a premise, product, service, person, organization, business, or event. A display, device, or object need not contain lettering to be a sign, ~~not including such devices visible only from within a building.~~

Sign Area. The area contained within the smallest rectangle enclosing all parts of sign copy, excluding any structural elements outside the limits of the sign required to support the sign. ~~The area of the smallest rectangle within which a single sign face can be enclosed.~~

Sign Face. The entire display surface area of a sign upon, against, or through which sign copy is placed. ~~The visible portions of a sign including all characters and symbols, but excluding structural elements not an integral part of the display.~~

Sign, Freestanding. A sign not attached to any buildings, erected and maintained with ~~and having~~ its own support structure, frame, mast, or pole.

Sign, Freeway Identification. An on-site sign permitted for a highway-oriented use, that is erected and maintained within the view of highway motorists (see Chapter 22.20 (Signs)).

Sign, Government. A sign constructed, placed, or maintained by local, state, or federal government or issued by any court, person, or officer in performance of a public duty; notices posted by a utility or other quasi-public agency; or other signs required or authorized by law.

Sign, Permanent. A sign that is intended to be and is so constructed as to be of a lasting and enduring condition, remaining unchanged in character, condition (beyond normal wear) and position, and in a permanent manner affixed to the ground, wall, or building.

Sign, Temporary. A structure or device used for the public display of visual messages or images, which is typically made of lightweight or flimsy materials (e.g. paper, cloth, canvas, plastic sheet, cardboard) which is not intended for or suitable for long term or permanent display. ~~A sign used not~~

~~more than 60 days, or other period limited by the duration of an activity specified in Section 22.30.580 (Temporary Uses—General Standards).~~